

Natural Resource Management: A Festschrift in honour of the work of Susan Moore.

1.0 Dedication

This special issue of the Journal of Outdoor Recreation and Tourism is dedicated to Professor Susan Moore (1960-2016). Sue was a Professor at Murdoch University in Western Australia whose multidisciplinary work spanned many fields under the banner of natural resource management, upon which this issue is based. Sue's love and appreciation of nature was lifelong and pursued with passion in both government and academia. Her optimism and energetic presence lifted those around her, and her keen mind always saw to the core of any issue. Her work bridged the gap between people and places and we are all the better for her profound insight.

After growing up on a farm in New South Wales, Sue attended the University of New England graduating with first class honours from the School of Natural Resources. She was subsequently appointed as the first woman scientist at the Western Australian (WA) Department of Fisheries and Wildlife (1982). She held this position for nearly a decade, where she played an integral role in the development of management plans and pioneered the inclusion of community participation in planning processes. Setting herself a new challenge, Sue decided to embark on a PhD at the University of Washington for which she was awarded a prestigious Harkness Fellowship. Working in the College of Forest Resources from 1991-94, Sue's PhD research compared National Park planning in WA with that in the US.

Sue's academic work at Murdoch University began in 1995 and spanned 21 years, during which she led the Nature Based Tourism Research Group and was the recipient of the Vice Chancellor's Award for research excellence. Many students with careers in wildlife and natural area conservation owe their success to the inspiration and mentorship provided by Sue during her career as a researcher and educator.

Sue's involvement in natural resource issues was as enthusiastic as it was broad, and her commitment to finding tangible solutions to issues arising from the complex interactions between people and parks has enduring legacies in applied and theoretical environmental science. As an environmental scientist with expertise in social aspects of biodiversity conservation it was logical that her work would expand into natural area tourism and visitor management in protected areas. Her research and vision for the role of managers is essential for enhancing visitor experiences whilst minimizing negative environmental impacts. She contributed directly to environmental policy development as an active member of numerous organisations including the WA Natural Resource Management Council, the WA Bushcare Reference Group, and the WA State Salinity Reference Group.

As an academic, Sue's prolific publishing included more than 200 articles, papers and reports, and popular co-authored books on *Wildlife Tourism* (2005) and *Natural Area*

Tourism: Ecology, Impacts and Management and *Wildlife Tourism* (2002, 2013). The breadth of her work is also illustrated by the diverse range of fields in which she published, from Tourism Management and Ecotourism, to Environmental Management, and Ocean and Coastal Management, Park and Recreation Administration.

The importance of Sue's research and her leadership in the field was widely recognized. In 2012 she was an invited keynote speaker at both the 6th International Conference on Monitoring and Management of Visitors in Recreational and Protected Areas (MMV) in Stockholm and the Outdoors Finland Wildlife Tourism Workshop in Metsähallitus. She was a member of the steering committee for MMV and an editorial board member for the *Journal of Sustainable Tourism*. The impact of her life's work was recognized in 2017 when she was posthumously awarded the Murdoch University Senate Medal, and the Western Australian Forum Advocating Cultural and Eco Tourism (FACET) Pat Barblett AM Medal: FACET's highest award for recognising outstanding contribution to the advancement of Ecotourism and/or Cultural Tourism in Western Australia and beyond.

Sue was not only an exemplary academic, she was also an inspirational colleague who was generous with her time and always willing to help others. She supported the Journal of Outdoor Recreation and Tourism (JORT) from its foundation in 2012 and served on its editorial board. The papers in this Festschrift are all written by Sue's colleagues, former students and friends, and cover some of her field of interests and expand on her ideas and initiatives. We are all especially honoured to commemorate Sue's life in this way.

2.0 The papers

This special issue is comprised of eight papers, all of which are connected to Sue's work in both content and authorship. The papers cover a range of topics related to natural resource management and nature-based recreation, and their embedded case studies offer examples from countries across the world including Australia, Iceland, Sri Lanka, Costa Rica, Great Britain and Austria. For each of the papers at least one, and sometimes all, of the authors were close colleagues of Sue.

2.1 Pearce and Dowling: Monitoring the Quality of the Visitor Experience: An Evolutionary Journey.

The first paper is a research note by Joanne Pearce, a former PhD student of Sue's, and Ross Dowling, a long-term colleague and co-author, which describes the evolution of Sue's research journey in monitoring the quality of the visitor experience in parks and protected areas. The authors trace her contributions to this field through frameworks of 'perception', 'satisfaction' and 'loyalty' (Moore, Rodger, & Taplin, 2015; Rodger, Moore, & Taplin, 2012). This selective sample from one area of Sue's work illuminates her thinking on this subject over time and sets the scene for the remaining papers.

2.2 Burns and Haraldsdóttir: Hydropower and tourism in Iceland: Visitor and operator perspectives on preferred use of natural areas.

The paper by Georgette Leah Burns, a former PhD student of Sue's, and Laufey Haraldsdóttir, uses Sue's work on visitor satisfaction to understand both visitor and local tourism business operators' perceptions and experiences of nature-based tourism (Moore, Rodger, & Taplin, 2015; Newsome, Moore, & Dowling, 2002; 2013; Rodger, Moore, & Taplin, 2012; Tonge & Moore, 2007). Data was collected at a site long-proposed for hydroelectricity development in Iceland but subsequently recommended for protected area status. The findings highlight the need to consider the opinions and attitudes of both locals and tourism operators during discussions and planning around potentially competitive forms of land use, and to effectively monitor destinations for satisfaction of both these stakeholder groups.

2.3. Prakash et al: Reasons for visitor dissatisfaction with wildlife tourism experiences at highly visited national parks in Sri Lanka.

David Newsome has been a long term collaborator and colleague of Sue's at Murdoch University. Together with Supun Prakash, Priyan Perera, Tharaka Kusuminda and Obelia Walker this paper further expands the theme of visitor satisfaction in the context of sustainable wildlife tourism, an enduring interest of Sue's (Newsome, Dowling & Moore 2005; Burns, Macbeth & Moore 2011). Viewing wildlife is a significant component of Sri Lanka's tourism industry and this study uses data from TripAdvisor to understand the major causes of visitor dissatisfaction at five highly visited National Parks. This work suggests that an independent audit would allow for formal identification which would in turn assist park management to take the measures necessary to implement strategies that foster positive and sustainable visitor experiences.

2.4: Eagles and Mic: Cooperative Branding for Mid-range Ecolodges: Costa Rica Case Study.

Paul Eagles, a long-term colleague and friend of Sue's, and Monica Mic present a case study of the branding of ecolodges in Costa Rica. Interview data collected from the owners and managers of mid-range eco-lodges revealed their perceptions of the importance of ecolodge branding and the marketing challenges they face. Most ecolodges are operated individually, thus incurring higher marketing and management costs than those operated under a wider, shared brand. The paper identifies challenges and calls for further cooperative branding and marketing within this growing industry.

2.5 Weiler et al: Demarketing an iconic national park experience: Receptiveness of past, current and potential visitors to selected strategies.

Professor Betty Weiler, a long-term colleague and friend of Sue's, has contributed to two papers in this special issue. In this first, Betty collaborates with Pascal Scherrer, Brent Moyle and Madeline Hill to examine responses of a range of visitors to demarketing iconic national park experiences. Recognising that national parks face limits to the number of visitors they can sustain whilst still maintaining a positive visitor experience, this paper moves beyond

the theoretical concept of active demarketing by providing empirical data from a case study to reveal the potential to demarket popular visitor experiences. This builds on work by Weiler, Moore and Moyle (2013) on enhancing national park experiences. For past and potential visitors this paper shows that offering alternative products at alternative locations can be a viable demarketing strategy for heavy use areas.

2.6 Saunders et al.: Best Practice Principles for Communicating Safety Messages in National Parks.

Colleagues Rob Saunders, Betty Weiler, Pascal Scherrer and Heather Zeppel examine how to effectively reduce the risk of visitor injury by providing effective safety messages in national parks and protected areas. In this study, three sets of best practice principles (BPPs) are proposed and tested at eight Australian sites with a recent history of safety incidents. The paper provides empirical research into the effectiveness of signs, which are often the primary communication tool for safety messages to park visitors. Results highlight the theoretical and the practical value of BPPs, revealing both why and how particular signs are effective at communicating safety messages.

2.7 Gstaettner et al.: Monitoring Visitor Injury in Protected Areas – Analysis of incident reporting in two Western Australian parks.

A team of collaborators, all with connections to Sue as colleagues and/or former PhD students, have written this paper about the monitoring of visitor injury in protected areas. This work overlaps with the preceding paper of Saunders *et al.* on the importance of effective safety messages. Anna Maria Gstaettner, Halina Kobryn, Kate Rodger, Michael Phillips and Diane Lee draw on collaborative work by Sue on park management to analyze incident reporting in two Western Australian national parks (Rodger, Taplin & Moore, 2015; Smallwood, Beckley, Moore & Kobryn, 2011; 2013; Smith, Tuffin, Taplin, Moore & Tonge, 2014). This research found that such reporting is often fragmentary, which complicates the understanding of incident occurrence in different park contexts.

2.8 Proebstl-Haider: Motivation for environmental volunteering - A comparison between Austria and Great Britain.

The final paper, by Ulrike Proebstl-Haider, a colleague and friend of Sue's, draws on Sue's work in conservation (Wallington et al. 2005) to investigate cultural differences in environmental volunteering between Austria and Great Britain. Empirical and quantitative data was collected via an online questionnaire to address the question of whether different social frameworks play a role in voluntary involvement. Results revealed many significant differences between volunteers from these two different countries, including their education level and the duration of their volunteering. Austrian volunteers were mainly motivated by value and esteem, while British volunteers were motivated by career and learning opportunities. These differences were likely determined by different cultural values.

Concluding remarks

I share the fortune, with several of the other authors in this special issue, of being one of Sue's former PhD students. Under her guidance, I was encouraged to strive for the best: Nothing less would do. Her philosophy of hard work and deep thinking and her passionate commitment to finding tangible solutions remains with me still. Vale Sue Moore (1960-2016).

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