A total of 309 questionnaires were completed across six sites within the case study area in the week commencing 04 August 2014. The six sites were; Corfe Castle, Durlston Country Park, Knoll Beach at Studland, at the Blue Pool in Wareham, Swanage Beach/Swanage Town Centre, and at Swanage Steam Railway. A total of 1,341 views of features considered to make an area tranquil and 1,128 views of features that negatively affect tranquillity were collated.
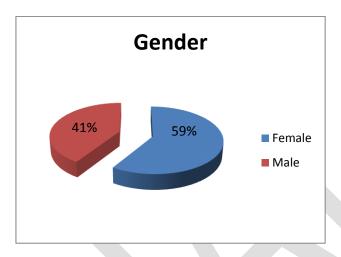
Table 1: Onsite survey location

Venues	Frequency	Valid per cent	Cumulative Per cent
Corfe Castle	46	14.9	14.9
Durlston	55	17.8	32.7
Studland	51	16.5	49.2
Blue Pool	44	14.2	63.4
Swanage Beach & Town Centre	59	19.1	82.5
Swanage Steam Railway	54	17.5	100.0
Total	309	100.0	

Table 1 above shows that a total of 44-59 responses were collated from any one location the least being from the Blue Pool and the most from Swanage Beach & Town Centre. Responses from Corfe Castle attendees were halted on the day of research due to the context experienced by the researchers: numerous visitors, excessive heat without any shade, and the potential for the safety of researchers and those being researched at the venue itself from the sheer amount of traffic experienced (Section 1 Project Report III).

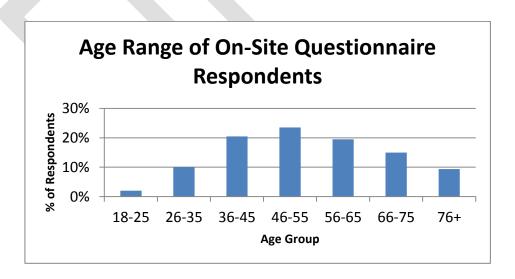**Participant Characteristics (Section 1 Project Report III)**

The data shows that 180 (59%) female and 127 (41%) male respondents participated in completing the questionnaire;

Figure 1.

Of the total number of respondents 64%[1] fall within 36-65 age groups. Almost 37%[2] represent the 46-55 age groups. Almost a quarter of respondents (24%[3]) are of retirement age and above. Only 2% represent the age group 18-25;

Figure 2:

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[1] 63.5% aged 36-65 years
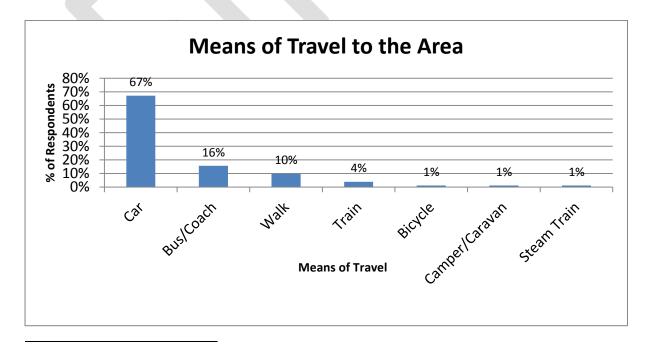[2] 36.9% of respondents
[3] 24.4% of respondents

There were 301 valid responses to the question that investigated reasons for the visitor to attend the venue on the day of the research. The majority of respondents (67%) were on 'holiday - overnight stay'. Just over a quarter of visitors interviewed were classed as 'day visitors' (26%[4]);

Figure 3:

Just over two thirds of respondents (67%) travelled to the case study area by car;[5]
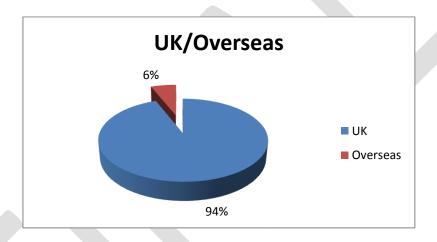
Figure 4:

[4] 26.2% of respondents
[5] There were 256 valid responses to this question

Respondents were asked to indicate whether they reside within or outside of the UK. Analysis of the results shows that 287 respondents reside in the UK and in total originate from one of 40 counties. The most represented of these counties are Dorset and Hampshire with 66 (23%) of the respondents originating from Dorset and 39 (14%) from Hampshire.

There were 18 respondents who reside outside of the UK, with nine countries represented. Of the 18 overseas respondents, nine were from Germany. The remaining nine respondents were from; Argentina, Czech Republic, France, Italy, Netherlands, Norway, Poland (2) and Switzerland.

Figure 5:

Top features: Tranquil (Section 6.1 Project Report III)

Respondents were asked to list up to five features which 'come to mind when they hear the word tranquillity' and to rank the most important feature. Whilst only five features were requested of all respondents, some respondents insisted on recording up to seven features. A total of 1,341 views were collated. All features were analysed and 12 topics were identified from these features as follows:

Table 2: Key features distinguished amongst views conveyed

Views and Landscape	Peace and Quiet	Sea and Seascape	Countryside and Rural
Nature and Wildlife	Other	Few/No People	Water
Lack of/No Traffic	History & Cultural Heritage	Trees	Weather

Visitors were then asked to rank their features with 1 being most important and 5 being least important to their notions of tranquillity. The features, classified into topics, are shown in Table 3 below. Column A shows the ranking of the topics considered most important and Column B shows the ranking of topics mentioned most frequently by participants.

Table 3: Top Ranked and most frequently mentioned topics: tranquil

Column A: Top ranked Topics	Column B: Most frequently mentioned Topics
1.Views and landscape**	1. Other
2.Peace and quiet	2. Sea and seascape
3. Sea and seascape	3. Countryside and rural
4. Countryside and rural features	4. Nature and wildlife
5 Nature and wildlife	5. Peace and quiet
5 Other	6. Views and landscape**

Just over half of the responses in Top Ranked topics are categorised as being comprised of *"Human and natural"* features (Section 6.1; Table 7 Project Report III)*;*

There were 32 (10%[6]) responses that identified features classified under the topic of *"other"* which were ranked most highly by visitors. Amongst those features classified as being in the 'other' topic the most frequently occurring category identified is *"human"* and the most frequent themes are *"cognitive"* and *"mankind"* (Section 6.1.1: Appendix 3).

As a summary, and purely from a qualitative perspective, perceptions on the 'unspoilt nature of the area' (7 comments) and as to what is 'expected from the area' are most apparent (12 views). Second to this, 'family areas and children's safety' are reported as important (4 comments) (Table 4 below).

What is notable from a tourism perspective, given Urry and Larsens' viewpoints on tourists perceptions and experiences (Urry & Larsen 2011), concerns the 12 comments directly concerning what visitors perceive to be experienced in the area such as reported in this survey. These perceptions include characteristics of the locals, of what visitors perceive as village life, of the sense of space they hope to experience and the sense of nature anticipated (Table 4 below – 'expectations').

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[6] 10.4% of responses

Table 4: 'Other' category according to total counts for most important ('1' ranking)

Location	Feature Listed	Frequency of view expressed
Corfe Castle	'Poole Harbour'	1
	'Safety for kids (life guard)'	1
	'Clean environment'	1
	'In keeping with Purbeck Area'	1
Durlston	'Unspoilt/no commercialisation'	1
	'Harmony – state of mind with nature'	1
	'Facilities (toilets)'	1
	'Non-commercial'	1
	'Nice location'	1
Studland	'Unspoilt area'	1
	'Relaxing (no distractions)'	1
	'Unspoilt'	2
	'family'	1
	'clutter free (mind)'	1
Blue Pool	'Relaxing'	1
	'Family areas'	1
	'Solitude'	1
	'Lots of space'	1
Swanage Beach and Town Centre	'State of mind'	1
	'Walk for miles'	1
	'Relaxed, calm state of mind'	1
	'Nice walks (area)'	1
	'Space'	1
	'Well-kept villages'	1
	'Friendly people'	1
Swanage Steam Railway	'Safety for kids'	1
	'State of mind'	1
	'Shops'	1
	'To be myself'	1
	'Peaceful people'	1
	'No mobile phones'	1
Family oriented comments	4	
Unspoilt and in keeping with the area	7	
Expectations	12	

Most frequently mentioned topics

The **most frequently mentioned topics** in Table 3 above are not necessarily seen as the most important. This list shows that the topics chosen for ranking are those that are most frequently mentioned however, the orders in these two listings are distinct. For example, the top ranked tranquil topic, "Views and landscape"** is only the sixth most frequently mentioned (Project Report III: Table 11);

Top features: Not Tranquil

Initially, respondents were each asked to list, and then rank in order of importance, up to five features which they individually consider to detract from tranquillity. A total of eight different topics emerged from the features identified:

Table 5: Topics identified from views collated: not tranquil

Traffic	Crowds of People	Man-made Noise	Other
Shops and Commercial	Pace and Stress	Litter	Behaviour

The features, classified into topics, are shown in Table 6 below identifies Column A as showing the ranking of the topics considered to most negatively detract from tranquillity. Column B shows the ranking of topics mentioned most frequently.

Table 6: Top ranked and most frequently mentioned topics: not tranquil **(Section 7.1)**

Column A: Top ranked Topics (Table 13 Project Report III)	Column B: Most frequently mentioned Topics
1.Traffic	1. Traffic
2.Crowds	2. Other
3.Man-made noise	3. Crowds
4. Other	4. Man-made Noise
5.Shops and commercial	5. Shops and Commercial
6. Pace and stress	6. Litter

The number one topic ranked most highly by respondents was traffic (35% of the primary ranked responses) The feature next attracting attention with 15% of views conveyed, concerns '*crowds of people* 'and thirdly, with 14% '*man-made noise'* is identified amongst views conveyed as of most importance (Section 7.1: Project Report III).

At all venues, respondents cited 'traffic' as the factor most detracting from their aspirations on tranquillity. The exception relates to respondents visiting the Blue Pool who cite *'traffic'* as the second most detracting factor overall, placing '*crowds of people'* as the most negative factor detracting from their perceptions/experiences of tranquillity (Table 13 Project Report III). Table 7 below shows the frequency and percentage of responses for topics that are considered to most negatively affect views of tranquillity.

Table 7: Frequency of responses to the question: 'What detracts from your view of 'tranquillity'?' ranked as <u>most negatively effecting</u> views of tranquillity (1)

Topics	Corfe Castle	Durlston	Studland	Blue Pool	Swanage Beach & Town Centre	Swanage Railway	Total
Traffic	24	16	15	10	20	21	106 (35%)
Crowds	5	9	11	13	2	7	47 (15%)
Man-made noise	5	10	4	10	6	7	42 (14%)
Other	2	6	8	7	12	6	41 (13%)
Shops & commercial	4	5	2	2	6	3	22 (7%)
Pace & stress	3	6	2	1	3	3	18 (6%)
Litter	2	1	5	0	6	2	16 (5%)
Behaviour	0	1	4	1	4	4	14 (5%)
Total	45	54	51	44	59	53	306[7]

Of the total features reported that are considered to most negatively affect tranquillity these are overwhelmingly *"human"* in origin (99% of views reported) (Report III Table 14);

Table 8: Categories considered as having the <u>most negative affect</u> on views of tranquillity.

Category	Corfe Castle	Durlston	Studland	Blue Pool	Swanage Beach & Town Centre	Swanage Railway	Total
Human	45	54	51	42	57	53	302 (99%)
Human & Nature	0	0	0	1	2	0	3
Nature	0	0	0	1	0	0	1
Place	0	0	0	0	0	0	0
Total	45	54	51	44	59	53	306

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[7] 3 questionnaires contained no data

Topics under 'other' representing non tranquillity

Table 6 above presents features under the topic of 'other'. In *"other"* the most frequently occurring category is *"human"* and the most frequent theme *"mankind"* (Appendix 7). Table 9 below reports qualitatively on the topics that were identified under 'other' on non-tranquillity. The key topic considered to most negatively affect visitors' views on non-tranquillity concerns the 'built-up nature' perceived of some areas, second to which relates these views to 'coastal locations' specifically and again related to built up areas, as the third most identified topic, 'pollution be that smells, air or litter'.

Table 9: 'Other' category according to total counts for <u>most negatively affecting</u> views of 'tranquillity' ('1' ranking)

Location	Feature	Frequency
Corfe Castle	Political difference	1
	Pollution	1
Durlston	Built up area	1
	Urbanisation	1
	City-urban areas	1
	Lack signs	1
	Building Work	1
	Not enough shops	1
	Lots of concrete	1
	Costs - expensive	3
	Building on coast	1
	Urban sprawl	1
	Bad smells	1
	Jet skies	1
Blue Pool	Feeling of danger	1
	Air pollution	1
	Beach	1
	Cityscape	1
	Urban areas	1
	Sewers	1
	Seagulls (feeding)	1
Swanage Beach and Town Centre	Beach sports	1
	Enclosed (too much stuff)	1
	City	2
	Concrete	1
	Not in keeping with area	1
	Family friendly	1
	Car park charges	1
	Rain	1
	Parking -lack of/costs	1
	Parking costs	1
	Built up area (towns)	1
Swanage Steam Railway	Built up	1
	Busy town	1
	Concrete	2
	Working	1
	Army	1
Pollution (smells, air, litter)		4
Built up areas/city orientation/urban		17
Coastal related		5

When <u>all</u> responses are considered, the **most frequently mentioned topics in Table 6 above, most** negatively considered by participants to affect tranquillity are (See Table 6, Column B above):

1. Traffic
2. 'Other'
3. Crowds
4. Man-made noise
5. Shops and commercial
6. Litter

The category most aligned with the themes reported (Refer to Project Report III Table 18) relates to the '*human*' category.

Five out of six top ranked and most frequently mentioned features negatively affecting tranquillity are identical. The sixth position on most frequently mentioned topics is 'Litter' but 'pace and stress' is considered more important as ranked in sixth position as most important (See Table 6, Column B above).

Statistically significant responses

There are no associations in data between gender and age (Section 2: 1);

There is no statistically significant difference in the pattern of responses of males and females on what comprises tranquillity (Section 2: 2);

There are no statistically significant differences between age groups for features considered to be most important in relation to both positive and negative effects on tranquillity (Section 2.5).

The results do indicate **a significant association between gender and the features that are considered to most negatively affect views of tranquillity** $(x^2$ *(1) =14.45, p< .04).*

Table 10: Features considered to most negatively affect views of tranquillity – within gender.

Gender	Man-made noise	Traffic	Crowds	Pace and Stress	Shops and Commercial	Litter	Behaviour	Other	Total
Female	16.7%	33.3%	13.9%	2.8%	8.9%	6.7%	5%	12.8%	100%
Male	9.6%	36.0%	17.6%	10.4%	4.8%	3.2%	4%	14.4%	100%

As Table 10 above shows there are some similarities in the pattern of responses given by female and male respondents. Distinctions are greater, for example, in relation to '*pace and stress* where <3%[8] of female respondents believe this to most negatively affect their views of tranquillity compared to >10%[9] of male respondents. There are also differences amongst gender in relation to '*man-made noise*' where <17%[10] of female respondents and 9%[11] of male respondents believe this feature to most negatively affect views of tranquillity. *(Section 2.3);*

Researcher observations – qualitatively informed supplementary notes (Section 3).

It was noted by the researchers conducting the surveys that some respondents were concerned as to how local residents may perceive poor behaviour by visitors and the pressures for residents caused by the sheer number of visitors to the area. Initial responses from some visitors also expressed surprise that anything about such a beautiful area as the Purbecks could be considered not tranquil especially compared to the more urban areas in which they worked or resided.

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[8] 2.8% of female respondents
[9] 10.3% of male respondents
[10] 16.8% of female respondents
[11] 9.5% of male respondents