How would a climate change interpretive program impact visitors' leisure experiences? Evidence from a lab-based experiment

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Evidence from a lab-based experiment

The climate is changing in Canada and the world (Intergovernmental panel on climate change [IPCC], 2014; Warren & Lemmen, 2014). Previous studies have indicated that climate change has posed several challenges to tourism in the Canadian Mountain National Parks, and new challenges are very likely to emerge in the future (Groulx et al., 2017; Lemieux et al., 2017; Scott et al., 2007). One of the best examples of climate change is found at the Columbia Icefield, where the glaciers have been experiencing rapid retreat attributed to increasing temperatures (Parks Canada, 2017; Sanford, 2016; Tennant & Menounos, 2013). Although the Columbia Icefield is positioned as a potential place to provide impactful climate change interpretive programs, there may be some concern by tour operators that such messages might undermine visitor experiences associated with these commercial tours (Goldberg et al., 2018; Groulx et al., 2017; Lemieux et al., 2017). Despite existing research that has examined whether and how communicating climate change can encourage mitigation behaviours (e.g. Bueddefeld & Van Winkle, 2017; Lemieux et al., 2017; Schweizer et al., 2013), few studies have specifically considered the impact of climate change interpretation on visitors’ leisure experiences (Barrett & Mowen, 2014).

Accordingly, the purpose of this research is to examine how climate change interpretation would impact visitors’ leisure experience during a commercial snow-coach tour of the Athabasca glacier. More specifically, this research focuses on young adults, aged 18-25, because young adults are recognized as an important target group by park-related policies (Canadian Parks and Recreation Association [CPRA], 2017; Parks Canada, 2010). The research purpose will be achieved by examining the research question: What would the impact be on young adult clients’ leisure experiences, if a climate change component were to be included in the interpretive program of the commercial snow-coach tour on the Athabasca Glacier? Addressing this question may provide tour operators with implications of whether or not to introduce climate change interpretation into their tours.

A laboratory-based experimental design will be adopted to test the impact of the inclusion of a climate change interpretive program on the leisure experience of young adults when participating in a simulated “snow-coach tour” of the Athabasca Glacier. Students of the University of Alberta between 18 to 25 will be selected as research participants. Two groups of participants will be formed. The first group will be provided with a standard leisure-based simulation of a snow-coach experience (control group), while the other group will be provided with a simulated experience inclusive of a climate change component (treatment group). The simulated snow-coach tour will take a form of reading trip scenario, containing interpretive transcripts and photographs. After the simulated snow-coach tour, participants’ leisure experiences will be measured using Oh et al.’s (2007) measurement scale which originated from “experience economy” concepts including: education, entertainment, escapism, and esthetics (Pine & Gilmore, 1999). Data analysis will be based on independent sample t-tests, which will determine if there are significant differences between the two groups with regard to education, entertainment, escapism, esthetics, as well as the overall satisfaction.

This research is in progress, and results will be discussed at the poster session of 2018 TTRA Canada Conference.
References


