

Your Garden's logo here



University of
South Australia

ABC BOTANIC GARDEN

2020 VISITOR SERVICE QUALITY SURVEY

Please help assess the services of this Garden by completing this questionnaire. It should take no more than about 10 minutes. Your answers will be treated confidentially, and you can choose to withdraw from this research at any time.

Complete the questionnaire to reflect your opinions, not those of any child or other person in your care.

This research is being conducted for ABC in conjunction with CERM PI, University of South Australia Business School. For general enquiries please contact Tom Oliver at UniSA (cermpi@unisa.edu.au).

In accordance with University ethics requirements, your response will be managed in a confidential manner, with only the combined responses of all participants in this survey being reported back to the Garden. However, the researcher cannot always guarantee the confidentiality of material sent via email/internet.

Aggregated outcomes of research efforts may be reported in professional forums, and will be available to respondents of this survey on request. Summaries of the findings will be provided to management to promote to respondents of the survey. This data will provide information to help management improve services at the centre. In addition, some questions will be used primarily to advance research.

The questionnaire data will be stored according to UniSA's confidentiality and ethics protocols at the UniSA Centre for Tourism & Leisure Management; accessible only to members of the research team for 5 years.

This project has been approved by the UniSA's Human Research Ethics Committee. If you have any ethical concerns about the project or questions about your rights as a participant please contact the Executive Officer, phone +61 8 8302 3118 or email vicki.allen@unisa.edu.au.

ABOUT YOU AND YOUR VISIT TODAY

From the list below please indicate up to **THREE MAIN ACTIVITIES** you undertook during your visit to the Garden today? (Place the appropriate numbers in the boxes)

1.

- | | | | | | |
|---|--------------------------|---|----|--------------------------|-------------------------------------|
| 1 | <input type="checkbox"/> | View plants | 8 | <input type="checkbox"/> | Visit Information centre |
| 2 | <input type="checkbox"/> | Guided walk/tour | 9 | <input type="checkbox"/> | Visit Aviary |
| 3 | <input type="checkbox"/> | Gain ideas and information about plants | 10 | <input type="checkbox"/> | Walk/exercise |
| 4 | <input type="checkbox"/> | Relax/read | 11 | <input type="checkbox"/> | Visit specific display/exhibit |
| 5 | <input type="checkbox"/> | Family outing | 12 | <input type="checkbox"/> | Attend event (please specify _____) |
| 6 | <input type="checkbox"/> | Picnic | 13 | <input type="checkbox"/> | Visit cafe |
| 7 | <input type="checkbox"/> | Meet people | 14 | <input type="checkbox"/> | As a thoroughfare |
| | | | 15 | <input type="checkbox"/> | Other (please specify _____) |

2. How long did you spend at the Garden today?

- | | | | | | |
|---|--------------------------|------------------|---|--------------------------|--------------------|
| 1 | <input type="checkbox"/> | Less than 1 hour | 3 | <input type="checkbox"/> | Two to three hours |
| 2 | <input type="checkbox"/> | One to two hours | 4 | <input type="checkbox"/> | Over three hours |

3. Did you consider yourself a tourist today?

- | | | |
|---|--------------------------|-----|
| 1 | <input type="checkbox"/> | Yes |
| 2 | <input type="checkbox"/> | No |

ABOUT YOU AND YOUR VISIT TODAY CONT....

Please tick **ONE BOX** only for each question and provide information where requested

4. Did you attend this Garden today?

- 1 Alone (if yes, please go to Q 6)
2 With others (family, friend, partner, etc)

5. Did your visiting group include?

- 1 Children under 5 years of age
2 Children 5 to 15 years of age
3 No children

6. How did you get to the Garden today?

- 1 Private car
2 Walk
3 Bicycle
4 Tour bus
5 Public transport
6 Other (eg. wheelchair _____)

7. When did you arrive at the Garden today?

- 1 Before 9am
2 Between 9am and 12 noon
3 Between 12 noon and 3pm
4 After 3pm

8. I am ...

- 1 Male
2 Female

9. My age group is:

- 1 16-19 years
2 20-29 years
3 30-39 years
4 40-49 years
5 50-59 years
6 60-69 years
7 70 years and over

10. Do you live in Australia?

- 1 Yes (go to Q.11)
2 No (go to Q.12)

11. What state of Australia do you live in?

_____ (go to Q.13)

12. If you are not a resident of Australia, what is your country of residence?

13. Including today, how many times have you visited this Garden in the past 12 months?

- 1 1 visit
2 2-5 visits
3 6-12 visits
4 13 visits or more

14. Do you have a disability or impairment that limits your access around the Garden?

- 1 No
2 Yes

15. Your thoughts on Service Quality at this botanic garden...

Please evaluate each item in terms of:

Expectations - What you expect

Performance - How well we are doing

The Garden...	Expectations						Performance						
	Disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree	Very strongly agree	Disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree	Very strongly agree	Do not know
1 is easily accessible (eg. number and placing of entrance gates, wheelchair, and stroller friendly paths)	1	2	3	4	5	6	1	2	3	4	5	6	*
2 is peaceful and tranquil	1	2	3	4	5	6	1	2	3	4	5	6	*
3 has a pleasing physical layout (eg. adequate shade and seating, location of bridges, water features, plantings)	1	2	3	4	5	6	1	2	3	4	5	6	*
4 showcases a wide diversity of plants	1	2	3	4	5	6	1	2	3	4	5	6	*
5 displays plants that appear healthy	1	2	3	4	5	6	1	2	3	4	5	6	*
6 displays special collections of plants	1	2	3	4	5	6	1	2	3	4	5	6	*
7 has built amenities that are clean and well presented	1	2	3	4	5	6	1	2	3	4	5	6	*
8 has food and drink outlets that provide value for money	1	2	3	4	5	6	1	2	3	4	5	6	*
9 has directional signs that meet my needs	1	2	3	4	5	6	1	2	3	4	5	6	*
10 has individual plants adequately labelled	1	2	3	4	5	6	1	2	3	4	5	6	*
11 has accurate, current information available (eg. maps, program of events/activities)	1	2	3	4	5	6	1	2	3	4	5	6	*
12 offers a broad range of experiences (eg. walking, picnicking, dining)	1	2	3	4	5	6	1	2	3	4	5	6	*
13 provides opportunities to learn about plants	1	2	3	4	5	6	1	2	3	4	5	6	*
14 has signs that are informative and interesting	1	2	3	4	5	6	1	2	3	4	5	6	*
15 has staff that are friendly and responsive in their dealings with visitors	1	2	3	4	5	6	1	2	3	4	5	6	*
16 has staff and volunteers that are experienced and knowledgeable	1	2	3	4	5	6	1	2	3	4	5	6	*
17 presents well as a key tourist attraction	1	2	3	4	5	6	1	2	3	4	5	6	*
18 makes me feel safe when visiting	1	2	3	4	5	6	1	2	3	4	5	6	*

16. Your thoughts on Benefits from visiting this Garden...

	Importance					Attainment				
	Not at all	Low	Neutral	High	Very high	Not at all	Low	Neutral	High	Very high
1 Improved health and well-being	1	2	3	4	5	1	2	3	4	5
2 Relaxation	1	2	3	4	5	1	2	3	4	5
3 Escaping the pressures of daily life (eg. reduced stress)	1	2	3	4	5	1	2	3	4	5
4 Improved physical fitness	1	2	3	4	5	1	2	3	4	5
5 Learning about plants and the natural environment	1	2	3	4	5	1	2	3	4	5
6 Enjoying the aesthetics of plants and gardens	1	2	3	4	5	1	2	3	4	5
7 Enjoying the time with family/& or friends	1	2	3	4	5	1	2	3	4	5
8 Meeting people and socialising	1	2	3	4	5	1	2	3	4	5
9 Connecting with plants and the natural environment	1	2	3	4	5	1	2	3	4	5

OVERALL...

17. Do you intend visiting the Garden again in the future?	Very Unlikely	Unlikely	Maybe not	Neutral	Maybe	Likely	Very likely
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5	6	7
18. To what extent would you recommend the Garden to others?	Very strongly not recommend			Undecided			Very Strongly recommend
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5	6	7
19. Overall, how satisfied were you with your visit to the Garden?	Very dissatisfied			Neither satisfied nor dissatisfied			Very satisfied
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5	6	7
20. If you have visited the Garden before, have you encouraged friends and relatives to visit?	No, never			Not directly or openly that I recall			Yes, regularly
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	2	3	4	5	6	7

21. Are you a member of the Friends of the Garden (or similar organisation)?

1 Yes

2 No

22. What was the main motivator or prompt for your visit to the Garden today (Please tick **ONE** only)?

1 <input type="checkbox"/>	Brochure/Poster	7 <input type="checkbox"/>	Garden as a thoroughfare
2 <input type="checkbox"/>	Television story/advert	8 <input type="checkbox"/>	Street signage
3 <input type="checkbox"/>	Radio advert/story	9 <input type="checkbox"/>	Tourist Information Centre
4 <input type="checkbox"/>	Website	10 <input type="checkbox"/>	Print media story/advert
5 <input type="checkbox"/>	Another Botanic Garden	11 <input type="checkbox"/>	Facebook page
6 <input type="checkbox"/>	Friend/colleague/relative	12 <input type="checkbox"/>	Other _____

(please specify)

23. When do you usually visit the Garden (Please tick **ONE** only)?

1 Weekends

2 Weekdays

3 Public holidays

24. Have you ever visited the Botanic Garden Information Centre?

1 No

2 Yes

25. In order of importance, what do you think are the 3 main purposes or roles of the Garden? (Number relevant boxes from 1 to 3 where **1** is the main purpose).

1 <input type="checkbox"/>	Education	5 <input type="checkbox"/>	Conservation/Biodiversity
2 <input type="checkbox"/>	Research	6 <input type="checkbox"/>	Recreation
3 <input type="checkbox"/>	Peaceful place to relax	7 <input type="checkbox"/>	Other _____
4 <input type="checkbox"/>	Display of plants		

Thank you for your time and consideration given to this questionnaire