

Public Abstract

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Title:MOTIVATIONAL DIFFERENCES BETWEEN SELF-REPORTED USER GROUPS OF THE MKT NATURE AND FITNESS TRAIL

This study investigated the question of whether or not there is a difference in motivations between user groups, walkers, runners, and cyclists, of an urban trail. The answer to this would enable managing agencies to have a better understanding of their customers and to provide them better services. This study was non-experimental and quantitative in nature using descriptive and inferential statistics. The results indicate that each user group has the same top four motivations as the others; Exercise, Enjoyment, Appreciation of Nature, and Relaxation. The results also indicate that there are significant differences ($p < .05$) between the user groups in their rankings of seven motivations; Family Togetherness, Friendship Ties, Appreciation of Nature, Exercise, Excitement, Novelty, and Skill Development. Understanding these differences can help trail managers provide better amenities, services, and possibly specialized programs for their customers.