



University of
South Australia

Centre for
**Tourism and Leisure
Management**

Report Snapshot



Perceptions of Service Quality at the Royal Botanic Gardens, Sydney



Botanic Gardens Trust
SYDNEY



Summary

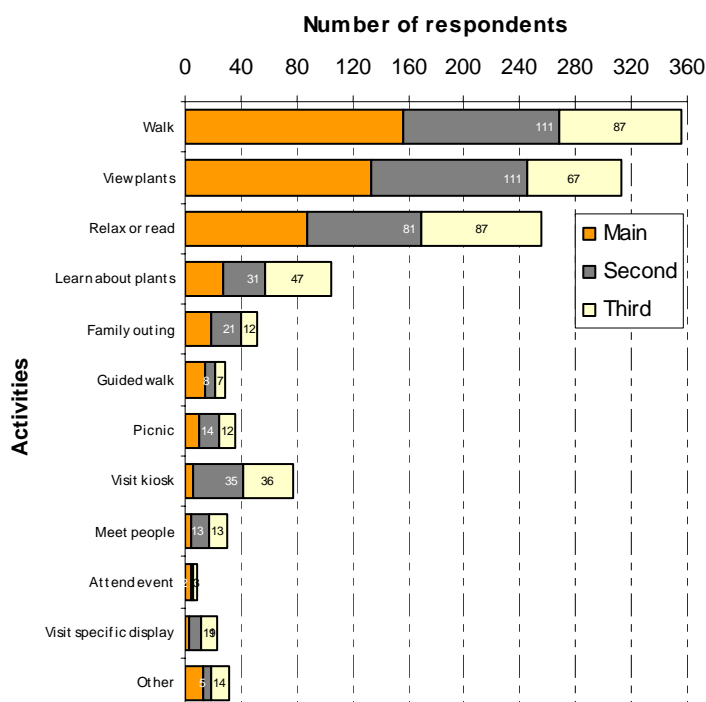
- Adult visitors to the Royal Botanic Gardens Sydney see its role as a place for relaxation, education, and recreation.
- Visitors attend for reasons such as viewing plants, relaxing and recreating with family and friends, and to learn about plants.
- As a percentage of total visitors relatively few attended with family (13%) or friends (18%).
- By a very large margin, the majority of visitors visit the Gardens for less than three hours at a time.
- All age groups from 20-29 through to 60-64 are relatively evenly represented with very few visitors aged 15 to 19, or over 65 years.
- The Gardens attract visitors relatively evenly from NSW and the western world, and less predominantly from other Australian states or Asia.
- Eight of the 23 service quality attributes were rated as being delivered at a level matching or exceeding visitors' ratings of importance on that attribute.

Background

- This study is the result of discussions between researchers at the University of South Australia and stakeholders of Australian and New Zealand Botanic Gardens.
- The implementation of the study is an important step in the internal and external benchmarking of visitor service quality at major botanical gardens.
- Adult visitors to the gardens were intercepted on a 'next-available' basis and asked to complete a self-administered questionnaire during March 2007 (8th March to 14th March).
- The times chosen to administer the questionnaire were selected to produce a representative sample of visitors to the Royal Botanic Gardens Sydney over a one week period incorporating both weekdays and weekends.

Visitor activities

Visitors were asked to indicate up to three main activities that they undertook during their visit to the gardens.



Where visits come from

Residential address There was a relatively even split between Australian (n=234) and overseas respondents (n=250).

Location of residence

Postcode*	%
NSW	42
2011	(4.6%)
2000	(2.3%)
VIC	3
QLD, WA, SA, NT	2
UK	24
Western Europe	13
USA	6
Canada	3
Other overseas	5



Who did we listen to

- Adult visitors to the gardens were intercepted on a 'next-available' basis
- Respondents completed a self-administered questionnaire in March 2007
- Completed questionnaires from 489 adult respondents were used in the analysis

Are they regular visitors

- 42% of respondents were first timers
- 21% were regular visitors

Do they receive messages?

We asked about education and interpretation as an understanding of the main purpose of the Gardens:

- Many respondents provided positive comments on the 'signage / information' provided.
- Visitors enjoyed the 'open spaces' at the RBGS and perceived 'education and research' to be one of the gardens main roles.

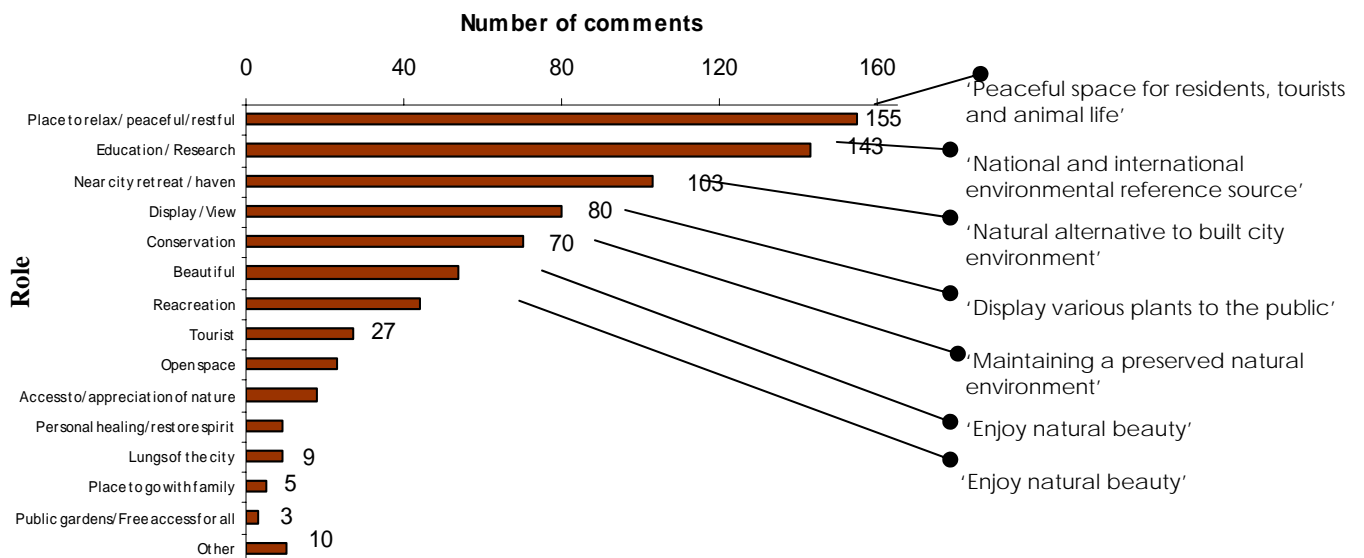
Visitor Service Quality (VSQ)

Service quality is described as the extent to which visitor expectations or attributes of importance are matched by the perceived level of service provision.

The scale used for this part of the questionnaire ranges from 1 ('disagree') to 6 ('very strongly agree').

SELECTED VSQ ATTRIBUTES (attributes paraphrased)	Importance 2007	Performance 2007	VSQ Gap between I & P
I feel safe when visiting the Gardens	5.4	5.5	0.1
Peaceful and tranquil	5.3	5.1	-0.2
Pleasing physical layout	5.2	5.0	-0.2
Presents well as a key tourist attraction	5.0	5.2	0.2
Staff are friendly and responsive	4.9	4.8	-0.1
Directional signage	4.9	4.8	-0.1
Built amenities clean & well presented	4.9	4.6	-0.3
Broad range of experiences	4.7	4.8	0.1

Visitors thoughts on the main role or purpose of the Gardens





There's more in the full report

Summary profile

Respondents generally attended the gardens with another adult. Visits were mostly from 1 to 2 hours between 9am and 3pm on any day. Walking or public transport were the most common modes of travel to the gardens.

Visitor behaviour

The majority of visitors to the Royal Botanic Gardens are willing to either 'strongly recommend' or 'recommend' the gardens to others.

Visitor service quality

Safety was considered a relatively important feature of visitor's 'perceptions of service quality' at RBGS.



For further information please refer to the main report
'Perceptions of Service Quality at the Royal Botanic Gardens, Sydney'
available from

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