Farm tourism in the South West Tapestry Region, Western Australia: experiences of hosts and guests

Gloria Ingram

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FARM TOURISM IN THE SOUTH WEST TAPESTRY REGION, WESTERN AUSTRALIA.
EXPERIENCES OF HOSTS AND GUESTS

by

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A Thesis Submitted in Partial Fulfilment of the Requirements for the Award of Master of Social Science

At Edith Cowan University, Bunbury Faculty

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USE OF THESIS

The Use of Thesis statement is not included in this version of the thesis.
ABSTRACT

This thesis describes a research project in the South West Tapestry Region of Western Australia which uses phenomenological method to investigate the experiences of farm tourism hosts and guests. The overall aim of the research was to identify motivations of both hosts and guests in order to determine to what degree farm tourism in the SWTR provides the kind of holiday experience people are seeking. Phenomenology was chosen as a flexible yet rigorous methodology for researching lived experience, which would enable an in-depth understanding of motivations surrounding hosting farm tourism and choosing a farm tourism holiday.

The initial stage of the project involved the collection of sociodemographic data from farm tourism operators with the purpose of documenting the current status of farm tourism in the region, and to build a regional profile as a context for the phenomenological investigation.

Stage 1 of the research produced some significant findings in terms of expansion in the self-catering sector, seasonal demand patterns and visitor sources, all of which have obvious implications for future development and sustainability of farm tourism in the region. The research found that the amount of time hosts spent with guests in activities was a more important factor in the development of close relationships than accommodation type.

The phenomenological investigation found hosts to be highly motivated to provide an enjoyable holiday experience on the farm for their guests, meaningful activities for children, and an opportunity for people to relax and recover from the stresses of city life. They enjoyed meeting new people and engaging in social activities with guests. There were some tensions, particularly around shared space, which need further investigation. The guests' motivations indicated they were seeking the sorts of experiences hosts were able to provide, which augurs well for the sector in terms of future business development. There was a preference from both groups for developing friendships with people who shared a common interest.
DECLARATION

I certify that this thesis does not incorporate, without acknowledgment, any material previously submitted for a degree or diploma in any institute of higher education and that, to the best of my knowledge and belief, it does not contain any material previously published or written by another person except where due reference is made in the text.

Gloria Ingram
12 November 2001
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I would also like to thank all the members of ECU Bunbury's Phenomenology Research Group for their support and friendship over the past two years, and in particular for their encouragement and support during a time of personal crisis.

Last but not least I dedicate this thesis to the memory of my late husband Terry who always admired and encouraged me in this work but was unable to see me finish it.
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CHAPTER 1
FARM TOURISM

Introduction

This thesis describes a phenomenological investigation of the experiences of hosts and guests in farm tourism accommodation in the South West Tapestry Region of Western Australia. The purpose of the study was to provide information about motivations and expectations of hosts and guests to the local tourism industry. The first stage of the research involved the construction of profiles for farm tourism establishments in the region, and was conducted in June 2000. Phenomenological interviews were conducted in October 2000 and February-March 2001.

1.1 Background to the Study

Tourism is one of the major industries of the South West Region of Western Australia, providing employment and significant revenue not only for tourism operators, hospitality services and frontline agencies, but also for a wide range of backward linkage manufacturing and service industries. The continuing success of tourism is critical to the economic future of the region.

The South West Tapestry Region (SWTR) is a tourism designated region occupying an area of 6,125.2 sq kms in the south west of Western Australia. It comprises five local government areas: the City of Bunbury (61.2 sq kms) and the Shires of Capel (554 sq kms), Collie (1,685 sq kms), Dardanup (518 sq kms), Donnybrook/Balingup (1,541 sq kms) and Harvey (1,766 sq kms) (WA Municipal Directory, 1999-2000). Map 1 on page 1 shows the location of the SWTR in relation to the other tourism regions of the south west. Defined economically as the Bunbury Wellington region, it is characterised by mining of coal, bauxite, mineral sands, agricultural activities particularly dairy and fruit growing as well as timber and forest products, retailing and tourism. It has a population growth of 2.2 per cent per annum, with a total population estimated to be 75,000 of which 45,000 live in the Greater Bunbury Region. Bunbury is the education, health and commerce centre and seaport for
the South West (Site visited on April 26, 200...). The diverse vegetation and colours of the landscape were the inspiration for the naming of the South West Tapestry Region.

The scenic beauty of the region and its proximity to Perth have led to increased interest in the provision of farm holidays. Resulting increases in land values have encouraged some farmers to sell up to make way for tourism operators investing in rural tourism ventures, while others are diversifying to add farm tourism to their existing farming interests.

Little is known about this rapidly expanding market and there is an urgent need for research into the nexus between the elements of the product offered and the expectations of visitors. Information about what motivates visitors' tourism choices and to what degree visitors' expectations are met is vital to the continuing success of the rural tourism sector. The importance of visitor feedback was confirmed by tourism operators participating in the 1999 South West Region Tourism Strategy (1999) in which "visitor expectation" and "what experiential activities are visitors seeking?" were identified as research needs for the South West (p.48). For more effective marketing, product diversity within the sector needs to match the expectations of visitors to the region.

The design of the study addresses these information needs firstly by developing demographic profiles of farm tourism operations across the SWTR. The first stage not only identifies emerging trends but also establishes a context for the second and third stages of the research which involve the in-depth exploration of the motivations and expectations of both hosts and guests of farm tourism, based on the reliving of their own experience.

The importance of this study to the field of tourism research cannot be underestimated. As well as providing information for the local market, the findings will have broader applications elsewhere in Australia and overseas. A literature review has revealed a huge research gap in the area of farm tourism, as well as many recommendations for more research into social aspects of rural tourism articulated by
well-known tourism academics. Due to the limited amount of research in the field, it was also necessary to review industry publications.

The objectives of the literature review were

- to locate farm tourism within the wider field of rural tourism.
- to construct a working definition of farm tourism for the study, based on elements identified in the literature, and
- to critically review academic literature in Western Australia, Australia and overseas.

1.2 Defining Farm Tourism

The extent and diversity of rural tourism today has led to some differences in interpretation of the term by different writers and in different parts of the world (Bramwell, 1994; Clarke, 1999; Lane, 1994). In Australia, rural tourism is defined by the Commonwealth Department of Tourism as “multi-faceted activity that takes place in an environment outside urban areas and represents to the traveller the essence of country life” (Hall, 1995, p.280). Despite some variation in the interpretation of the nature of rural tourism, there appears to be a consensus in the literature that farm tourism is a sub-section of rural tourism (Lane, 1994; Hall, 1995; Oppermann, 1996). Even here, there are some variations to the way in which farm tourism is described, with some writers using the term agri-tourism or agricultural tourism interchangeably with farm tourism (Agriculture Western Australia, 1996; Embacher, 1994; Lane, 1994; and Bramwell, 1994).

Farm tourism provides not only accommodation but also attractions, activities and hospitality (Clarke, 1999). Within farm tourism, Williams (1995) identifies farmstays as a particular niche market, while Hall and Weiler (1992) describe farm holidays as a kind of special interest tourism. The essence of country life is an element that is consistent in tourism literature as the dominant and essential ingredient of successful farm tourism (Jenour, 1996; Lane, 1994; Moscardo, Morrison & Pearce, 1996; Pearce, 1990; Palmer, 1995; Australian Farm and Country Tourism Inc., 1994).
Thus, within the context of the rapidly expanding global phenomenon of rural tourism, farm tourism can be seen as offering a desirable experience of peace and relaxation and country hospitality, in particular for urban dwellers (Pigram, 1993). Pigram (1993) suggests the reason for the attractiveness of the countryside to city dwellers is founded in the stresses of every day living. Another factor identified by Hall (1995) is the desire for an active experience, which contrasts with a sedentary lifestyle. The above obviously hold particular implications for domestic tourism in countries such as Australia which is one of the most highly urbanised societies in the world (Waters & Crook, 1990).

Many writers focus on farm tourism as a way of supplementing agricultural income (Pizam & Pokela (1980), Dernoii (1983), and Murphy (1985) cited by Hall (1995, p.280): Williams, 1995). However, Oppermann (1998) has challenged this view, citing studies by Frater (1983) and Staudacher (1984) which found that farm tourism was not seen as a financial cure for ailing farm economies. Williams (1995, p.74) further qualifies farm tourism as involving non-agricultural farm activities such as "trail-riding, education tours, agricultural based day visit attractions and accommodation". Farm tourism has also been viewed as an alternative rather than a supplementary income source, although these terms are closely related. Ilbery, Bowler, Clark, Crockett and Shaw (1998) refer to farm-based tourism as an "alternative farm experience" involving accommodation, which can range from bed and breakfast within the farm homestead to purpose built cabins, chalets and lodges, to caravans and camping sites.

More recent trends have included purpose-built accommodation on rural properties by owners who have never been farmers, although the property may have been farmed previously. To assist farm tourism operators, the Farm and Country Holiday Association together with the Commonwealth Office of National Tourism (1997) published separate sets of guidelines for Purpose-Built Tourist Accommodation including farm holiday resorts, and Home Hosting for Rural Tourist Accommodation including farmstays, thus supporting a proposition that there are two different types of farmstay operations.
Williams (1995), in her work based on farmstays in NSW, Victoria and Queensland makes a distinction between *farm hosting*, where guests stay in the farm homestead or very close to it, are provided with full catering, and observe or participate in farm activities, and *farm holidays*, where guests simply stay in self-contained accommodation on the property.

An important issue to consider in undertaking the current research is what criteria should be adopted in selecting which establishments should be included, and how this should be linked to the farm experience. Pearce (1990, p.351) argues that an important element of the farm experience is a focus on "authentic people." Other elements are tranquil settings, and the normality of the product as guests compare what seems like an uncomplicated world with the stresses of their own lifestyle from which they are taking a break in the form of the farm holiday. The nature of farm-based activities appears less important in this context, although in so far as they constitute a part of the daily routine of the operator, they can be seen as a valid part of the experience. The owner-operator aspect of farm tourism operations, the rural nature of the setting, and farm-based activities meet Pearce and Moscardo's (1992) proposed criteria for specialist accommodation applied in Moscardo, Morrison & Pearce's (1996) US study. In Hall's (1995) view, the appeal of farm holidays lies in the perceived simplicity of the farm lifestyle together with strong educational values for children.

Based on the preceding discussion, and in acceptance of the variance in terminology reviewed, the following summary definition of farm tourism is proposed: Farm tourism is a special interest sub-sector of rural tourism which offers an experience of country lifestyle and hospitality on a farm property, generally providing visitors with the opportunity to observe or participate in farm-related activities. (This adopts the elements of Lane's (1994), Hall's (1995) and Oppermann's (1996) definitions and Clarke's (1999) definitions, and adds dimensions identified by Pearce (1990).)
1.3 Previous Research

Research overseas has been quite substantial and there has been a growing interest in the topic in Queensland, New South Wales and Victoria. However, research in Western Australia has been limited.

Western Australia

The earliest formal research on farm tourism appears to be a study conducted by Philip Fry (1984). This was a pilot study covering the whole of Western Australia, which aimed at documenting the economic, education, social and agricultural effects of farm tourism for future development. Fry examined present and future demand for resources as well as identifying information needs for future research. Local government authority personnel, farm tourism operators and visitors were surveyed and data were obtained relating to farm operations, effects of farm tourism on operators, and levels of visitor satisfaction with their holidays.

Taking up issues of information dissemination, marketing and management structures in farm tourism, Harris (1987) found that farm tourism in WA was far less evolved than farm tourism in New South Wales and Victoria.

An article by Garry Palmer appeared in the WA Department of Agriculture’s Journal of Agriculture in 1995, giving advice to prospective farm tourism operators. and further interest in the topic has been maintained in recent years through the initiative of government instrumentalities with a Bed & Breakfast and Farmstay Seminar held Collie in October 1996 (South West Development Commission, 1996) and a series of workshops taking place in Narrogin and York in May 1997 for Agriculture Western Australia’s Agricultural Tourism Development Project (Agriculture, Western Australia, 1997). An overview of industry needs and prospects (draft only) was prepared by Agriculture Western Australia’s New Industries Partnership Group in October 1996.

It should be noted that throughout the period the Farm and Country Holidays Association of WA has provided considerable support for its members. The association published in 1998, with the support of Agriculture Western Australia, a Starter Kit for
Agricultural Tourism Ventures and Farm Station and Country Stays (Agriculture Western Australia and Farm & Country Holidays Association of WA, 1998)

In terms of formal research, other than the inclusion of rural tourism in an analysis by Sathiendrakumar (1998) of trends and characteristics of tourism demand in Western Australia, no recent studies relevant to the topic have been published. The writer was unable to trace any studies on farm tourism specific to the South West Tapestry Region.

Australia

Research undertaken elsewhere in Australia has addressed the nature of farm tourism as an experience for visitors (Hall & Weiler, 1992) and as a category of specialist accommodation (Pearce and Moscardo, 1992). On the supply side, Stokes (1991) and Williams (1995) have examined the motivations of operators, and on the demand side Geale (1985) cited by Hall (1995) looked at motivations of visitors.

Hall and Weiler (1992) include farm holidays under the umbrella of special interest tourism. A criterion for inclusion is that visitors experience the destination through participating at a meaningful level.

Hall (1995) in his discussion on special interest tourism provides an overview of the development of farm tourism in Australia, in which all references except for Fry’s (1984) Western Australian study mentioned previously, are taken from the eastern States. Notably Geale (1985) (cited in Hall, 1995) conducted a market survey of the potential of the farm tourism market in Sydney, Melbourne and Brisbane and categorised potential tourists into segments based on the attitudes and perceptions of respondents towards farm holidays.

Pearce and Moscardo (1992) in a report on the boutique-specialist accommodation sector prepared for the Department of Business, Industry and Regional Development developed a set of criteria for specialist accommodation, which includes farm stays. In order to be considered ‘specialist’, establishments would generally provide some kind of personalised service, be able to offer some special advantage to
guests based on natural setting or built heritage, and/or specific activities, and would usually be of the smaller, owner-operated type of business.

Stokes (1991) proposed a model for tourism research, which covers the psychosocial, economic, technological and environmental aspects of the supply side of farm tourism. The principal research objective was to determine whether perceived economic costs and benefits are a better predictor of interest in farm tourism than perceptions of social, environmental, technological or farm management costs. Stokes found that economic motivations were stronger but social motivations were also significant, leading to a recommendation that both economic and non-economic factors be given careful consideration by authorities whose role it is to support tourism development.

Williams (1995) examined the supply side of farm stay in Australia, focusing on New South Wales, Victoria and Queensland, looking at the importance of financial and non-financial benefits as an indicator of future commitment to the industry. An overview of demand is presented as a precursor to the study, based on information received from farm stay properties. The research determined that economic benefits were important, as was the need for a more coordinated approach between key stakeholders in order to maintain the 'cottage appeal' of the product and to avoid possible withdrawal of smaller operators.


Overseas

Research on farm tourism overseas has been into the nature of the industry from economic and developmental perspectives and as an inquiry into what motivates people to take farm holidays, and limited research into the relationships between hosts and guests. The best known contributions to the literature are summarised below.

Europe

In 1982 the United Nations Economic Commission, in recognition of the growing importance of farm tourism in Europe, co-organised a symposium at Marienhann, Finland, in conjunction with the Food and Agriculture Organisation. A paper drawing on the findings of this symposium was published by Dernoi (1983), which described the scope and potential of farm tourism as a secondary income source in eleven European countries, with an emphasis on the need for appropriate planning and organisation.

UK

An early British study by Frater (1983) surveyed farmers’ reasons for becoming involved in tourism and found their motivations to be mainly economic (55 per cent)
and to a lesser degree (25 per cent) social. Ilbery (1996) researched the phenomenon of farm-based recreational activities for day visitors to farms, and traced their growing popularity in tourist areas and near-urban areas of England and Wales. The main objective is to demonstrate the need for the establishment of a national body to support what he terms "farm attractions". Ilbery et al. (1998) surveyed 200 farms in the northern Pennines, England to determine the use of farm-based tourism as an alternative farm enterprise. Against a background of lack of recognition of farm tourism as an on-farm diversification, they identified a need for more work on the interface between farm households and authorities, and a need for more research into the ongoing viability of farm-based tourism operations as an alternative enterprise.

Clarke (1999) analysed the marketing structures for farm tourism provided through the Farm Holiday Bureau in Britain. This multi-level organisation functions at national, provincial and local levels and addressed a broad range of issues from product consistency to networking and linkages and future directions of the industry. The researcher found it to be an effective collaborative model that could be replicated in other countries.

**Austria**

An article by Pevetz (1991) taken from a report prepared by the same author for the federal Ministry of Agriculture Forestry [sic] Vienna in 1982 provided an overview of the status of farm tourism in Austria with particular reference to conditions for success, problems of labour shortage, capital allocation and environmental damage. Another issue concerned the effects of tourism on the family structure in general and the farmer's wife in particular, brought about by the clash between peak harvesting seasons and peak tourist seasons. Embacher (1994) found that farm tourism businesses in Austria supported the principles of sustainable tourism but could benefit from co-operative marketing strategies. Supply and demand factors are examined, and the multilevel Austrian Farm Holidays Association is proposed as an effective marketing and training solution. This is similar to and precedes Clarke's (1999) UK model.
Germany

Oppermann's (1995) case study of motivations and perceptions of guests participating in farm tourism in southern Germany showed close relationships existed between hosts and guests. The study also included an analysis of the economic potential of farm tourism. Results showed that income from farm tourism is often supplementary to traditional farm income. Further research into rural tourism by Oppermann (1996), also in southern Germany, found profits from farm tourism to be low, and farm tourism expansion to both affected by seasonality and restricted by government regulations. Questionnaire responses from guests in the region provided demographic details and information relating to their travel behaviour. A finding of high satisfaction levels with their holidays may not validated due to a low (18%) response rate.

Romania

Turnock, D. (1999). Sustainable rural tourism in the Romanian Carpathians. As part of an overview of rural tourism development in post-Communist Romania, Turnock (1999) examines the potential for farm-based community tourism in the Carpathian Mountains. A proliferation of small farms resulting from a process of land restitution following the Communist regime are seen to be in a good position to take advantage of the development of farm tourism in the mountains which boast natural scenic beauty and a diversified cultural landscape including monuments, customs, handicrafts and festivals.

United States

Morrison, Pearce, Moscardo, Nadkarni and O’Leary (1996) undertook a detailed study of specialist and traditional holiday accommodation in the United States. The study reviewed through the literature the role of specialist accommodation within the special interest market, and undertook a comparative study of guests in both specialist and traditional holiday accommodation, using sociodemographic and travel characteristics, activities, travel attitudes and benefits taken from the 1990 US Pleasure Travel Market Study. Specialist accommodation was taken to include "bed and
breakfast establishments, guest houses and tourist homes, country inns, stately homes and mansions, country cottages and cabins, farms, dude ranches, wilderness and nature retreats, boutique inns and hotels, houseboats, and health farms”, while traditional accommodation included “mainstream hotels, motor hotels, motels, all-suite hotels, large-scale resorts and campgrounds, and caravan and RV parks” (Morrison et al. 1996, p.19). They noted significant differences between clientele of both types of accommodation.

**Canada**

Weaver and Fennell (1997) undertook a survey of operators within the “vacation farm sector” of Saskatchewan, Canada, to determine a range of operational characteristics of the industry. Results indicated that the provincial government was a barrier to the development of the industry. Recommendations included strategies for further diversification of the sector, training and co-ordination to enable future expansion.

**New Zealand**

Pearce (1990) conducted a landmark study of farm tourism in New Zealand, in which he adopted a social situations framework to analyse host-guest relationships in farm settings. Questions were organised within the following categories - goals of hosts and guests; cognitive structures, environmental settings; social rules, social roles, language and communication; and activities and behavioural sequences. Pearce found that although farm tourism operators were financially motivated, they believed that money was not the major goal. Other important issues emerging were differences in beliefs on the meaning of a farmstay which were more pronounced across cultures, the differences between expectations, perceptions and reality, social implications of organisation of the accommodation and activities, culturally influenced preferences and the importance of friendliness.

Another study on tourism in New Zealand was an analysis by Oppenheim (1998) of the history and status of farm tourism based on a baseline survey of 264 farm tourism operations. In a similar finding to Pearce (1990), this study found that the main
reason for going into the farmstay business for 41 per cent of operators was to meet people, and for only 32 per cent the main reason was financially motivated.

1.4 Research Gaps

It is apparent that very little academic research has been conducted into social aspects of farm tourism, with the only significant studies of hosts and guests based on overseas settings in New Zealand (Pearce, 1990; Oppermann, 1998) and Germany (Oppermann, 1995; Oppermann, 1996). In addition, a study of farmers' perspectives was carried out in the Eastern States by Stokes (1993).

The only treatment of farm tourism hosts and guests in Western Australia was provided by Fry (1984) which included attitudinal questions in a survey undertaken across the whole of State. The purpose of Fry's study was to provide an information base for further research which, to date, has not been taken up. Since Fry's (1984) study there has been no research at this level conducted in the State although there is ample evidence of support for farm tourism from agricultural and tourism industry sectors. With regard to the South West Tapestry Region, there has been no research that is area-specific. To assist in marketing the region, there is a need to develop a profile of farm tourism options. No follow-up studies have been done to identify changes occurring in the farm tourism industry over the past fifteen years.

The tourism literature makes frequent reference to the need for more research in areas relevant to rural tourism and farm tourism (Oppermann, 1995). Pigram (1993, p. 156) describes the research effort as attracting "only spasmodic interest". Butler, Hall and Jenkins (1998, p. 3) state that "relatively little has been written on the linkages between leisure and the social, cultural and economic elements of rural areas."

There is a paucity of social research into motivations and expectations of visitors in the rural tourism sector worldwide, and in farm tourism in particular, while research of this type in Australia is long overdue. Morrison et al. (1996) and Pearce and Moscardo (1992) have specifically mentioned the need for more research into motivations of visitors to visit specialist accommodation destinations including farm stays. As noted by Morrison et al. (1996), while most research already conducted into
this market has focused on the types and qualities of the accommodation, little is known about the further diversification of the tourism product within the specialised accommodation sector, or about what motivates travellers to select a particular type of holiday accommodation. Oppermann (1995, p.64) found that "comparative studies of farm hosts' and guests' perceptions are almost totally absent from the literature". Oppermann located his major research in Germany (Oppermann, 1996; Oppermann, 1998), and also provides a useful analysis of farm tourism in New Zealand (Oppermann, 1995), following Pearce’s (1990) in-depth study of host/guest relationships in that country in which the author also expressed the view that "the commercialisation of farm hospitality and the role confusion it creates is a potentially rich field for further analysis" (Pearce, 1990, p. 350). In spite of these observations, and as far as the author has been able to ascertain, it appears that no dedicated studies of visitor profiles or host/guest relationships in farmstay settings have ever been undertaken in Australia. It should also be noted that the limited research in farm tourism that has taken place in Australia, has been concentrated in Queensland, Victoria and New South Wales. Ilbery et al's (1998) UK study identified a need for more research on the interface between farm households and authorities, and into the future viability of farm-based tourism operations. Williams (1995) recommended further research into the roles of key players in order to promote industry development which would serve the interests all farm tourism providers, travel trade and industry associations, and protect the unique character of the product.

Other tourism academics who have called for more research into social aspects of rural tourism are Butler, Hall and Jenkins (1998), Ilbery et al. (1998), Morrison et al. (1996), Oppermann (1995), Pearce and Moscardo (1995) and Pigram (1993).

1.5 Contribution of the Research to Current Knowledge

Based on the identified lack of research in the field of farm tourism in WA, elsewhere in Australia and overseas, any dedicated work in the area would make a useful addition to the literature. Since there do not appear to have been any detailed studies to date into the sociodemographic profiles of visitors to farm tourism accommodation, of their motivations for selecting specific types of farm holiday
accommodation, or of differences in host/guest relations in various types of farm stay operations, then investigation of this topic makes a particularly useful contribution.

The research provides an understanding of the different types of farm tourism in the region and identifies what different motivations lead visitors to choose one type of farm accommodation in preference to another. It also investigates whether there are significant differences in host-guest relations in various types of farm stay operations.

The study fills some of the gaps identified by in tourism literature, and in particular by Morrison, Moscardo and Pearce (1996), in their study into specialist accommodation in the US. The current research also provides valuable information to inform for future marketing of farm tourism in the region and is aligned with the Cooperative Research Centre (CRC) for Sustainable Tourism’s South West WA Tapestry Tourism Futures Project.

The current research into the experiences of hosts and guests in farm tourism settings is cutting edge research. The literature review has found very little social research in the field of rural tourism in Australia, only one academic study into farm tourism in Western Australia (Fry, 1984), and no studies anywhere which use phenomenology to investigate the experiences of farm tourism hosts and guests.

1.6 The Study

The study looked at the diversity of farm tourism product within the South West Tapestry Region and explored the dynamics of interaction between farm tourism operators and visitors in each of the emerging product types. All farms or similar establishments which offer farm holiday accommodation with farm-related attractions or activities were invited to participate in the study. All accommodation types across the region that met the researcher’s definition of farm tourism were included. This ranged from in-house bed and breakfast (B&B), to self catering cabins and units and caravans.

B&B establishments in rural townships, country inns, guest worker schemes such as those provided through Willing Workers on Organic Farms (WWOOF
Handbook, 1999), and farm tourism activities not involving an overnight stay were not included in the study.

The aims of the research were:

(i) to identify different types of farm holidays in the South West Tapestry Region, including accommodation and activities;
(ii) to examine a range of social and demographic characteristics of farm tourism operators and their visitors across the region; and
(iii) to determine what are the motivations and expectations of farm tourism hosts and guests as revealed through the phenomenological explication of their experiences.
CHAPTER 2
METHODOLOGY

Introduction

This chapter will describe the methodology for my research into the experiences of farm tourism hosts and guests under the following headings:

2.1 Introduction to Methodology
2.2 Methodology for sociodemographic profiles Stage I of research
2.3 Introduction to phenomenological methodology for stages 2 and 3 of research
2.4 Why phenomenology is appropriate for this research
2.5 Models of phenomenological methodological analysis
2.6 Phenomenological model and method of analysis used in the research
2.7 Ethics
2.8 Phenomenology as action research

2.1 Introduction to Methodology

Methodologies in the Field of Tourism

Current thinking in tourism supports the use of mixed methodology approaches in tourism research. Well-known writers who have addressed this issue are Cohen (1988), Hartmann (1988), Richins (1999), Walle (1997), and Williams and Shaw (1992). To date, the majority of tourism research has taken a quantitative perspective, and the value of qualitative research has been slow in being recognised in what is essentially a people industry (Riley & Love, 2000). The multi-disciplinary nature of tourism as a field of study provides scope for many different types of research (Przeclawski, 1993), in particular in a qualitative context. Many well-known academics have called for more research into social aspects of rural tourism including Butler, Hall and Jenkins (1998), Ilbery et al (1998), Morrison et al (1996), Oppermann (1995), Pearce and Moscardo (1992) and Pigram (1993). The only published research on farm tourism in Western Australia which addressed operational and attitudinal issues...
(Fry, 1984) used a mixed method of open and closed questions enabling both quantitative and qualitative interpretation of the data. Important differences between Fry’s (1984) pilot study and the current research lie in the use of phenomenology to explore the essence of the farm tourism experience, and the non-prescriptive focus of questions to be asked. This is in contrast with Fry’s guest questionnaires, which sought factual information using more specific questions related to a particular farm holiday.

**Methodology Used in the Current Research**

The aim of the study was to explore motivations and expectations of farm tourism hosts and guests in the SWTR, with the ultimate goal of providing information to the tourism industry to assist in future planning of farm tourism in the region.

The research was carried out in three stages, using both quantitative and qualitative methods. The three stages were:

Stage 1: Development of profiles of farm tourism establishments  
Stage 2: Investigation of the experience of being a farm tourism host  
Stage 3: Investigation of the experience of being a farm tourism guest

I chose a mixed methodology as being most suitable for my research involving qualitative investigation of the personal experience of individuals within a context that needed to be defined quantitatively.

For Stage 1, I used a quantitative approach to develop profiles of farm tourism destinations. This was a systematic process of gathering information then collating this information to develop a regional picture of the current status of the farm tourism sector in the region. A researcher-administered questionnaire was designed for this purpose.

The thinking behind the profiles was: 1) to fill a much-needed research gap in terms of the current status of farm tourism in the region; 2) to enable comparisons with the previous research by Fry (1984) to see the level of change in the industry; 3) to make this information available to tourism planners; 4) to document the variety of service provision, and 4) to enable three hosts and three guests to be drawn from different accommodation types for the further stages of the research, to see whether this would have any effect on the results.
While defining the characteristics of the local industry was well suited to quantitative methods, my own view as a sociologist aligned with an interpretive humanistic tradition, is that a qualitative approach was most appropriate. I considered a range of qualitative methodologies including case studies, ethnography, grounded theory, ethnomethodology and phenomenology. A number of writers were studied in this process including Bryman (1993), Chenitz (1986), Cuff, Francis, Hustler, Payne and Sharrock (1980), Giorgi (1997), Glazer (1978), Hartmann (1988), Jary and Jary (1991), Moustakas (1994), Pollio, Henley and Thompson (1997), Sarantakos (1993), Schweitzer (1998a), Strauss (1987) and Van Manen (1990).

The only instance I was able to locate where a phenomenological approach was applied was Masberg and Silverman’s (1996) study of visitor experiences at heritage sites. Their methodology did not follow any of the models for explicating data suggested by phenomenologists. Rather, interviews were only used to help develop a questionnaire, which contained a mixture of quantitative and qualitative questions. Although some insights were gathered there was no opportunity to explore those issues in the same way as is possible during a phenomenological interview.

2.2 Methodology Used for Sociodemographic Profiles – Stage 1 of the Research

Defining Criteria for Participation

The first step in the methodology for Stage 1 was to define the parameters of the study by developing a working definition of farm tourism, which would state the criteria for participation. The following working definition was developed from a review of tourism literature, in particular utilising elements from definitions by Clarke (1999), Hall (1995), Lane (1994) and Oppermann (1996), and with the addition of further dimensions identified by Pearce (1990): Farm tourism is a special interest sub-sector of rural tourism which offers an experience of country lifestyle and hospitality on a rural property, generally providing visitors with the opportunity to observe or participate in farm-related activities.
Identifying the Target Group

On April 7, 2000, during the initial stages of planning the research, I met with regional representatives of the West Australian Tourism Commission (WATC) Mark Exeter and Jim Sargent to discuss the potential participants in the study, and to canvass information sources. I also made contact with Agriculture WA, the South West Development Commission (SWDC) and the Perth office of the WATC and organised a meeting with Tony Jenour, executive member of Farm and Country Holidays Association WA and national vice president of the association. An interview with the Manager of Bunbury Tourism, a gateway information and booking centre for the whole of the south west, provided useful information and a range of publications and advertising material was made available including *Farms, Stations and Country Retreats Western Australia* (2000), the *Tourist Guide to Western Australia* (2000), *Southern Wonders Holiday Planner* (1999/2000), and the *Western Australia Accommodation and Tours Listing Millennium Edition*. Use of accommodation guides was also used as the primary source of farm tourism operators by Oppermann (1998) and Weaver and Fennell (1997). I compiled a list of potentially eligible participants using the above sources as well as Internet searches at www.agric.wa.gov.au/farmstay, www.bunbury.net, www.coffie.wa.gov.au and www.visitwa.com.au. (sites visited June 5, 2000), the *Yellow Pages* (1999/2000) and the *WA Municipal Directory 1999-2000*.

The value of using multiple information sources often resulting in duplication and triplication of information was recognised by Oppermann (1995, p.64) who employed this technique to achieve "comprehensive coverage" of farm tourism operators in southern Germany. In the current study, my search produced a list of 27 potential respondents. I then read my definition for farm tourism as given above to all prospective participants whom I was able to contact. Two establishments were discarded as they did not meet the definition. Of the remaining 25, two could not be contacted, two were not continuing their tourism businesses, and one farm tourism business was for sale, leaving a final list of 20 participants.
Designing and Testing the Survey Instrument

I designed a questionnaire to be presented orally to farm tourism operators on-site at each of the farm tourism operations. This was possible due to the small number of respondents. Other researchers (Oppermann, 1998; Williams, 1995) have used self-completion postal surveys to reach a larger number of farm tourism operators, with a correspondingly lower response rate than that experienced in the current survey. I listed areas of interest and framed questions around them. Drawing on the work of Oppermann (1998) and Weaver and Fennell (1997), I refined the categories further. Finally, I checked the questionnaire for possible omissions against Fry's (1984) questionnaire from his WA farm tourism research. Unlike Fry's questionnaire which covered both quantitative and qualitative aspects of farm tourism operations and asked both closed and open questions, the questionnaire I developed for Stage 1 of my study consisted of mainly closed questions and all questions were of a factual, quantitative nature. I trialed the questionnaire with a hypothetical respondent and made a few adjustments. A copy is attached as Appendix A.

Ethical Considerations

As the research involved human subjects, it was necessary to apply for clearance to the university's Human Research Ethics Committee. In the interim, approval was obtained from the Bunbury Faculty to proceed with Stage 1 of the research, and full clearance from the ethics committee was received before the Stage 1 interviews were conducted. The clearance included the consent forms, the researcher's invitation letter to guests and interview schedules for hosts and guests (Stages 2 and 3 of the research). Copies of consent forms, questions for stage 2 and 3, and the ethics clearance letter were shown to all operators taking part in Stage 1, and the research objectives and process fully explained, including the ethics committee stipulations regarding the safekeeping and ultimate disposal of data, erasure of tapes on completion of the study, assurances of confidentiality and freedom to withdraw at any time from the research, and non-identification of respondents by name on survey instruments or tapes. These actions reflect what House (1990, p.158) terms "principles of mutual respect, of non-coercion and non-manipulation, and of support for democratic values and institutions"
Planning and Carrying Out the Fieldwork

With the aid of the Bunbury Region map covering the South West Tapestry Region, I planned a potential route and timetable, aiming, to cover twenty interviews in a three-day period. I then contacted farm tourism operators by telephone to set up the interviews. The operators were extremely helpful in providing local route details. The interviews were conducted between June 6 and 8, 2000. Administering the questionnaire in a face-to-face situation with the tourism operators served two purposes: firstly, it gave me the opportunity to meet the farm tourism operators and show the documentation file mentioned above, and secondly, it would enable me to establish a rapport, gain their trust and break down any barriers that might inhibit later stages of the research. Also, as the sole researcher, uniformity in asking the questions was assured and any problems in the questionnaire not identified in the trial could also be dealt with. Fortunately no problem of this nature occurred. Seventeen of the 20 scheduled interviews were held and the three who had to cancel provided the information later by telephone. I had already met two of the three as I had previously visited their properties.

Once all the questionnaires had been completed, I proceeded to analyse the data and to construct individual and regional profiles of farm tourism across the SWTR. The findings of this stage of my research will be discussed in Chapter 3 Profiles.

2.3 Introduction to Phenomenological Methodology - Stages 2 and 3 of the Research

Introduction to Phenomenology

In this section I will provide an overview of the history and development of phenomenology.

As Devenish (2001) has duly noted, there exists a large volume of literature on phenomenology, and many definitions can be found. Among these are "the study of phenomena, the way things appear to us in experience or consciousness". (Van Manen,
Edmund Husserl (1859-1938) is generally acknowledged as the founder of phenomenology (Kvale, 1983; Sokolowski, 2000). Although the eighteenth century philosopher Immanuel Kant (1724-1804) had used the term *phenomena* to describe objects of experience and Georg Wilhelm Hegel (1770-1831) had used *phenomenology* to describe the study of the mind, it was not until the turn of the last century that Husserl developed phenomenology as a philosophy in its own right. Husserl’s work was also influenced by Brentano’s concept of consciousness (Moustakas, 1994, p.44), and by Dilthey’s concept of the structural nexus of a lived experience as part of a “system of contextually related experiences, explicated from it through a process of reflection on its meaning” (Van Manen, 1990, p.37).

The challenge of taking up these academic precepts and converting them into a whole new theoretical approach was inspired by Husserl’s growing dissatisfaction with the dominant quantitative social research methods of the prevailing natural science approach. He followed Dilthey in arguing for a methodological distinction to be made between the natural and the cultural sciences (Jary & Jary, 1991, p.165). The characteristics of the natural scientific approach are listed by Giorgi (1985, p.7) as “experimental, ... empirical, positivistic, quantitative, deterministc, certitudinal, precise, predictive, analytic and repeatable”. Husserl stated quite categorically that one should go “back to the things themselves” (*zu den Sachen*) which can also be translated as “let’s get down to what matters” (Van Manen, 2000).

In Husserl’s time there was considerable opposition to critics of the natural scientific approach, an attitude that still appears to predominate. Stones (1986, p.118) writes of the difficulty phenomenologists encounter communicating “across paradigms” and their “struggle for acceptance against entrenched views of the establishment”.

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Since its inception, phenomenology has been influenced by scholars in a range of disciplines, moving from Husserl's transcendental philosophy to (Husserl), and existential philosophy (Heidegger), existentialist Marxist philosophy (Merleau-Ponty, Sartre) and social phenomenology (Jary & Jary, 1991, p. 468). Husserl's focus was on theoretical and philosophical aspects of phenomenology rather than its practical application as a research methodology (Devenish, 2000).

Over the second half of the twentieth century however, the usefulness of phenomenology has been recognised and a range of methodologies have been developed by modern scholars. Briefly, the phenomenological research process involves the explication of data derived from a person's actual or written account of their experience in relation to a given phenomenon. To quote Van Manen (1990):

"The aim of phenomenology is to transform lived experience into a textual expression of its essence – in such a way that the effect of the text is at once a reflexive re-living and a reflective appropriation of something meaningful: a notion by which a reader is powerfully animated in his or her own lived experience (p.36)."

Embree (2001, p.1) describes phenomenological research as "complex, extensive and dynamic".

Specific branches of phenomenology have developed, including social phenomenology of which Alfred Schutz is a well known practitioner (Jary & Jary, 1991, p.468), the phenomenology of religion (Kristensen, 1969; McKenzie, 1988), and phenomenological psychology distinguished by the work of Amedeo Giorgi. Robert Schweitzer and Steven Edwards and others. Phenomenology has been applied successfully to research across a variety of disciplines including psychology (Giorgi, 1985; 1997; Schweitzer, 1998a; Stones, 1986), nursing (Crotty, 1998; Benner, 1994), education (Crotty, 1996), psychotherapy and client counselling (Sherwood & Silver, 2000), and as an action research model leading to intervention strategies (Edwards, 2001). Embree (2001) has likened the spread of phenomenology as "geographical and through disciplines other than philosophy [moving] towards cultural phenomenology". For Holden (1997) the context is also historical and cultural.
2.4 Why Phenomenology is Appropriate for this Research

There are five reasons. These will be elucidated under the headings of human experience, intersubjectivity, intentionality and consciousness, phenomenological reduction and essences of meaning, or invariant structures.

Human Experience

One of the major goals of tourism is to provide a rewarding and pleasurable experience for visitors. Tourism is a people-oriented industry selling a product that depends on: a) quality of destination, and: b) the interface between tourists, the tourism setting, the provider(s) of the service, and other people involved in the holiday experience. Phenomenology is able to capture the many dimensions and interactions of the experience without the artificial separation of individual aspects of it, which is typical of the positivistic scientific approach. Through phenomenology, an understanding of the complete tourism experience for individual tourists is achieved. At the nomothetic stage of the analysis, themes that are shared by others in a similar experience are very useful in adding that 'human' element to otherwise empirical bases to tourism forecasting and development.

Phenomenology provides a methodology that investigates not the separate elements of a holiday but what it means to be a tourist experiencing any particular type of tourism. The phenomenological investigation of human experience reflects Husserl's principle of 'going back to the things themselves'. Husserl refers to human experience in context as 'Lebenswelt' or 'lifeworld'. His concept of the lifeworld is further explained below.

The lifeworld refers to the world of lived experience, as distinguished from the world as described by the mathematical sciences (Sokolowski, 2000). Each person's lifeworld contains a structure which can be studied (Van Manen, 2000. http://www.phenomenologyonline.com site visited September 26, 2001). The lifeworld is experienced through consciousness (awareness) of a person's location in time and space as well as his/her environment and involves a relationship with physical and/or abstract objects. In phenomenology, experience of objects is described as
intersubjectivity. This includes how we experience other people. The description of lifeworld derived from the explication of the essence of meaning is the end goal of phenomenological research.

Schweitzer (1998b) identifies three features of the lifeworld. They are:

a) The world of everyday experience is extended in space and time.

b) The lifeworld exhibits various regularities, as evidenced, for example, by the cycle of day and night altering with the change of seasons. .. [and]

c) Things in the lifeworld present themselves in a certain relativity with respect to the experiencing subject. For example, a number of persons in a room all perceive the same objects but each person may perceive the objects from their own point of observation.

(Schweitzer, 1998b, p. 9)

Lifeworld cannot be separated from context, an important element in all qualitative research. Giorgi (1985, p. 14) wrote that phenomenology is the practice of science within the "context of discovery" rather than in the "context of verification". And Stones (1986, p. 118) notes that meaning cannot be easily understood out of context, therefore it cannot be measured scientifically.

Intersubjectivity

I will first explain what is meant by intersubjectivity before relating it to my research. Intersubjectivity describes the interconnectedness of all objects in the lifeworld, material or non-material, human or abstract. The perceiver cannot be separated from the object and prior experience of the object. Moustakas (1994, p. 38) writes "what we know about the other is based on our own conscious experience". If I look at a tree I recognise it as a three-dimensional object. I know what it will probably look like if it follows the pattern of my previous knowledge of trees. I know what it will look like from above or below or any other aspect I may care to consider. I know the smell of its leaves after the rain, the sweet fragrance of its blossoms and I recognise the chirping from within as the voices of birds nesting or playing safely in its foliage. This
experience is shared by any other person gazing at the same tree even though their perceptions may be different from my own, there is a connection between my lifeworld and theirs. As Husserl states "the same world is accessible to everyone" (cited by Moustakas, 1994, p. 46). In relation to others we recognise and understand much more than appearance. According to Sokolowski (2000, p. 152), "we do not look at the direct relations between ourselves and others, but at the relation both of us, or all of us, have to the world, and the things we possess in common". Verbal language and body language link us to the other in a common understanding of their action. Phenomenology accepts the intersubjective world of interrelationships and provides a phenomenological research framework within which a person's lived experience is carefully explicated from dialogue to rich description. Van Manen (1990, p. 58) uses the following words to describe the intersubjective relationships with others:

One's own experiences are the possible experiences of others and ... the experiences of others are the possible experiences of oneself. Phenomenology always addresses any phenomenon as a possible human experience [italics in original]. It is in this sense that phenomenological descriptions have a universal (intersubjective) character (p. 58).

The concept of intersubjectivity is very important to my research as it firstly allows me to consider each participant as a co-researcher, a term used by Pollio et al (1997) which qualifies the relationship between the participant and the interviewer in the interview situation. Intersubjectivity emphasises the value of the whole of a person's experience and answers not only why but also questions how they have experienced the phenomenon of farm tourism. The empathy which develops between researcher and co-researcher creates a warm and trusting relationship which encourages what Van Manen (1990) describes as "human flourishing". It creates optimum conditions for reliving all aspects of the experience.

**Intentionality and Consciousness**

The aim of my research was to discover the motivations and expectations of farm tourism hosts and guests. As they thought about and talked about their farm
tourism experience, each of the co-researchers (respondents) was connected in consciousness with memories of past events and feelings within their lifeworld. These memories were objects of their experience. This recognition of or consciousness of objects is called *notionality* in phenomenological terminology, that is, the perceiver *notices* the object. "For Husserl, intentionality is the essential feature of consciousness" (Giorgi, 1997, p.237). Consciousness must be of something. Objects can be "specific, general, real, fictive, amorphous, defined, and so on" (Giorgi, 1997, p.238).

**Phenomenological Reduction**

The *phenomenological reduction* is appropriate to my research because of its rigorous and systematic methodology, which removes any obstacles that could influence the validity of the data; and because of the completeness of the rich textural descriptions derived from the process of being led back to the source or essence of meaning.

I can also say that the phenomenological reduction was appropriate for my research because it was through reflecting on their true experience of being a farm tourism host or guests that the co-researchers were able to speak about what mattered to them most. For some, the busy lifestyle of running a farm tourism enterprise may have allowed them very little time for reflection so this would have also been an experience for them.

The research outcome - a valid description of lived experience - is achieved through *epoché* - an approach which employs a technique of *bracketing* all prior knowledge of and assumptions about the phenomenon while also adopting a *phenomenological attitude*. These processes are described in more detail below.

Being in the natural world (our every day world that we accept unquestioningly in all its variations) is described as being in the natural attitude. The phenomenological attitude "disengages completely from the natural attitude and focuses in a reflective way, on everything in the natural attitude, including the underlying world belief" (Sokolowski, 2000, p.47). If we succeed in disengaging ourselves from the natural
world, "we are no longer simply participants in the world; we contemplate what it is to be a participant in the world".

Being in the phenomenological attitude enables the researcher to become receptive to the meaning structure and features of all significant experience (Schweitzer, 1998a). In order to enter the phenomenological attitude, certain processes need to occur, for which Husserl introduced specific terminology. *Epoche* is a Greek word meaning 'to stay away from' or 'to abstain', used by Husserl to describe the state of 'staying away from' all prior assumptions regarding the phenomenon (Moustakas, 1994). *Epoche* describes the approach and *bracketing* is the technique employed by phenomenological researchers to enable them to experience the lifeworld of the other (Van Manen, 1990). Bracketing involves setting aside all knowledge, biases and assumptions about the phenomenon. It also requires a critical analysis of the researcher's own biases and beliefs through a continuing process of reflexivity. It is important to note that bracketing continues throughout the entire phenomenological research process (Schweitzer, 1998a, Edwards, 2001). The epoche achieved through bracketing is the first step of the *phenomenological reduction*. Reduction in this sense describes the return to the way things are (zu den Sachen) (Schmitt, 1968, cited in Moustakas, 1994, p.30).

It is acknowledged that it can be quite difficult to completely bracket all prior knowledge of a phenomenon. In Merleau-Ponty's view (cited in Kvale, 1983, p 184), "the main thing learned by the phenomenological reduction is the impossibility of a total reduction". Most researchers choose to investigate topics that interest them. This means the choice of topic is in itself subjective and, assuming some knowledge of the topic, some assumptions would already exist at some level. As Von Eckartsberg (1998, p.59) writes, "there is an unanalyzable, ideosyncratic, component operative in all interpretive phenomenological work that is associated with an original vision of human reality held by the researcher".

**Essences of Meaning, or Invariant Structures**

Phenomenology returns 'to the things themselves' by uncovering layers of meaning through a process of scientific explication, to produce a rich descriptive
picture. In my research, this is what it means to be a farm tourism host or a farm tourism guest. Whereas constructionist models dissect the data and analyse each part separately, the phenomenological explication retains the integrity of the interrelationships between the research participant and the phenomenon, and provides a holistic description of the nature of the phenomenon. This outcome is important for my research, which seeks to inform the tourism industry of the reality of farm tourism as experienced by its key stakeholders - the providers and the recipients of the service.

In the phenomenological model there is greater probability that essences of meaning, or invariant structures, have little to do with material objects such as furnishing and décor and more to do with human relationships and past experiences evoked by the phenomenon.

Conclusion

Phenomenology is a suitable methodology for any research which seeks to learn the truth about human interaction of people within their own environment and world-space. In my view, it is not only the most suitable but often the best possible approach that can be applied in social science research, being truthful, participatory, totally inclusive and scientifically rigorous. It is particularly suitable for the current research into the experiences of hosts and guests in farm tourism settings, which seeks to understand the human dynamics of the industry. A new level of understanding about the true nature of farm tourism that cannot be reached through the application of natural scientific method is made possible through phenomenology. Information about what people really expect and want in relation to farm tourism is just as important as how many people stayed in farm tourism destinations and for how long. It is only through really understanding the perceptions of visitors in the context of their own experience that tourism providers can meet the needs of the market. Similarly, levels of fulfilment and satisfaction experienced by hosts are a key indicator for the motivation of operators to remain in the farm tourism business and for the future sustainability of the sector.
2.5 Models of Phenomenological Methodological Analysis

In this chapter I introduce three key phenomenological models of analysis in order to highlight the background models from my model of phenomenological analysis is taken. There is some flexibility in the process of explication dependent on the orientation of the researcher, and the nature of the topic (Crotty, 1998; Pollio et al., 1997), Van Manen, 1990). A guiding principle underlying phenomenological research is the explication of the essential while maintaining a sense of the unique nature of the data (Schweitzer, 1998a, p.18). Within the field of phenomenological psychology Amedeo Giorgi's (1997) model (described below) has been adopted or modified by Stones and Schweitzer and other phenomenological psychologists, particularly from Duquesne University in the United States (Edwards, 1992). Giorgi's and Schweitzer's models are presented here followed by Moustakas' modification of a model of analysis used by Stevick (1971), Colaizzi (1973), and Keen (1975) (Moustakas, 1994, p. 120-122).

Giorgi's Psychological Model

Giorgi's psychological model follows the four basic steps.

1 Sense of the whole. The transcripts are read several times to enable the researcher to grasp a sense of the interview

2 Discrimination of Meaning Units. Natural Meaning Units (NMUs) are identified within a psychological perspective and focused on the phenomenon being researched — for psychological analysis meaning units have psychological criteria

3 Transformation of subject's everyday expressions into psychological language with emphasis on the phenomenon being investigated — used reflective and imaginative variation in expressing the respondent's experience in psychological language

4 Synthesis of transformed meaning units into a consistent statement of the structure of learning. Researcher 'integrates the insights contained in the transformed meaning units into a consistent description of the psychological structure of the event.

Adapted from Giorgi (1997)
Increasingly phenomenologists are tailoring mixed models to their specific research. These include Devenish (2001) whose work is adapted from Schweitzer’s model, which is an expansion of Giorgi, and features the introduction of a research key to facilitate computer sorting of the data, and Holroyd (2001). Holroyd uses the same Giorgi/Schweitzer model combined with elements of humanistic psychology styled after Carl Rogers. Such variations may be attributed to the lack of a universal model for phenomenological explication as suggested by Devenish (2001, p.155) or may be influenced by the nature of the topic itself. This is a point made by Stones (1986, p.121) who argues that phenomenological method develops specifically in a dialogue with the phenomenon to be explored.

Schweitzer has expanded Giorgi’s model as set out on the following pages. The level of detail is provided to illustrate the scientific rigour involved in phenomenological research.

Moustakas (1994) has provided modifications of models developed by Van Kaam, and by Stevick, Colaizzi and Keen (pp.120-122). These models are somewhat simpler than Schweitzer’s model. As I have used a combination of models in my research including Schweitzer’s model and Moustakas’ modification of the Stevick-Colaizzi-Keen approach to phenomenological analysis, I have included an outline of Moustakas’ model.

**Features of Analysis Common to All Models**

**The phenomenological interview**

The most popular method of data collection is the phenomenological interview. Respondents participate in one or more phenomenological interviews with the researcher, centred on the chosen topic, otherwise referred to as the phenomenon under investigation. The interviews are transcribed verbatim and then subjected to a rigorous process of explication during which themes of experience are identified and expressed in descriptive language capturing the essence of meaning of the person’s experience (Edwards, 2001; Moustakas, 1994).
Schweitzer’s Model of Phenomenological Explication

Stage 1. Intuitive/holistic understanding of the raw data
This stage requires reading data, repeatedly if necessary, to achieve a holistic and intuitive understanding of the phenomena under investigation. It is necessary that all preconceptions and judgments be bracketed.

Stage 2. Forming a constituent profile
This stage summarises the raw data from each participant.

2.1 natural meaning units (NMU’s): NMU’s are self-definable, discrete segments of expression of individual aspects of the participants’ experience.

2.2 central themes: Central themes reduce the NMU’s to recognisable sentences conveying a discrete expression of experience.

2.3 constituent profile: the reconstitution of central themes that provides a non-repetitive list of descriptive meaning statements for each participant, which is termed the constituent profile.

Stage 3. Forming a thematic index.
Constituent profiles from each participant are used as a basis to construct a ‘thematic index’, which highlights major themes that have emerged.

3.1 delineating constituent profiles: As with central themes, constituent profiles are reconstituted to remove any repeated or non-relevant statements.
3.2 **extracting referent**: referents are defined as specific words that highlight the meaning of the experience being researched. Constituent profiles are searched for referents, which are extracted and listed separately.

3.3 **thematic index**: The thematic index establishes a non-repetitive, sequenced list of meaning statements and referents used to search for interpretive themes. The thematic index contains the constituent profiles statements attributed to singular meanings of experience. From this point on the data is examined collectively.

**Stage 4. Searching the thematic index.**
This enables the comparison of referents, central themes and constituent profile to form a set of interpretive themes. It is important to note that the focus is on the explication of data that reports the meaning of experience.

**Stage 5. Arriving at an extended description.**
Interpretive themes are used to rigorously explicate meaning attributed to the phenomena under investigation.

**Stage 6. Synthesis of extended description.**
This is a summary of the interpretive themes to produce an in-depth picture of participants' experience of the phenomena under investigation.

(Sherwood and Silver. 1999, pp. 10-13)

_____________________

Interviewing is a very appropriate method of data collection in qualitative research. Kvale (1983, p.173) suggests that among natural scientists there is a “scientific ignorance” of the interview method. In Kvale's view, the qualitative research interview has many positive aspects. It is:

- centred on the interviewee’s life-world;
- seeks to understand the meaning of phenomena in his life-world;
- is qualitative, descriptive, and specific;
- is presuppositionless;
- is focused on certain themes;
- is open for ambiguities, and changes;
- depends upon the sensitivity of the interviewer;
- takes place in an interpersonal interaction, and may be a positive experience.

(Kvale. 1983, p.174)

Other aspects mentioned in phenomenological literature include “empathic presence to the described situation” (Von Eckartsberg. 1998, p.23), “rapport,
relaxation, anonymity, [and] confidentiality" (Stones, 1986 p.120), and trust in the
relationship between interviewer and interviewee (Schweitzer, 1985, 1998a). Pollio et
al. (1997, p.29) describe the phenomenological interview as "a path towards

**Modification of the Stevick-Colaizzi-Keen Method of Analysis of Phenomenological Data.**

[This model is] a modification of methods suggested by Stevick (1971), Colaizzi
(1973), and Keen (1975).

1. Using a phenomenological approach, obtain a full description of your own experience of the phenomenon.

2. From the verbatim transcript of your experience complete the following steps:
   a. Consider each statement with respect to significance for description of the experience.
   b. Record all relevant statements.
   c. List each nonrepetitive, nonoverlapping statement. These are the invariant horizons or meaning units of the experience.
   d. Relate and cluster the invariant meaning units into themes.
   e. Synthesize the invariant meaning units and themes into a description of the textures of the experience. Include verbatim examples.
   f. Reflect on your own textural description. Through imaginative variation, construct a description of the structures of your experience.
   g. Construct a textural-structural description of the meanings and essences of your experience.

3. From the verbatim transcript of the experience of each of the other co-researchers, complete the above steps, a through g.

4. From the individual textural-structural descriptions of all co-researchers' experiences, construct a composite textural-structural description of the meanings and essences of the experience, integrating all individual textural-structural descriptions into a universal description of the experience representing the group as a whole. [all italics as in original]

(Moustakas, 1974, pp 121-122).
understanding [which] emerges from the common respect of two people committed to exploring the lifeworld of one of them”. Pollio et al (1997, p.29-30) have referred to the respondent as the co-researcher.

In the phenomenological interview, the researcher must bracket all personal knowledge and biases about the phenomenon under investigation, as described earlier. Any biases should then be stated so that the co-researcher is aware of them. In doing so, the researcher is demonstrating a desire to share his interests with the co-researcher in the spirit of inclusivity and empathy (Holroyd, 2000). The researcher is said to be in the phenomenological attitude which involves continually bracketing any thoughts that might occur to him/her throughout the interview and indeed throughout the whole process of explication which follows. This is an essential condition for the researcher to be able to experience the phenomenon from the perspective of the co-researcher (Pollio et al, 1997; Van Manen, 1990).

The interview is usually recorded, with the permission of the interviewee. The researcher poses one or more pre-specified questions from which other questions are suggested by the unfolding dialogue. The direction of the interview is largely guided by the co-researcher, although the researcher may need to redirect the conversation to some aspects of the phenomenon from time to time and not allow him/herself to be sidetracked as the dialogue may quite easily drift away from the topic. Key issues and themes may re-emerge throughout the interview. The researcher also notes non-verbal aspects of the interview, fulfilling the role of participant observer (Stones, 1986). From the above, it can be seen that that the phenomenological research interview is a truly participatory research method. Holroyd (2000, p.5) describes the shared experience as a kind of “participatory knowing” which contributes to Giorgi’s (1994) concept of “fidelity to the phenomenon”.

The explication process

The interviews are transcribed with appropriate notations to describe any non-verbal language such as pauses, laughter, body movements and facial expressions. Explicating the transcribed records of people’s relived experience is to articulate what
Van Manen (1990, p. 79) terms the structures of experience. Through the phenomenological research process, “the significance and relevance of an experience becomes intelligible” (Schweitzer, 1998a, p.16). The phenomenological explication is closely aligned with the interpretive science of hermeneutics due to its concentration on the study of text derived from transcripts (Van Manen, 1990).

**Ideographic Stages**

**Sense of the data**

The first stage of explication as practised by Stones (1986) and Schweitzer (1998a) is the repeated reading of the transcript to gain a sense of the data. In this way, the researcher then becomes “engaged” in the material and gains a sense of its “wholeness” (Stones, 1986, p.119).

**Natural meaning units (NMUs)**

The next step is to divide the text after each statement in the dialogue which contains meaning (and this may be an incomplete sentence or fragment of text) and is separable from the text which follows. Extraneous material including the researcher’s questions are removed, leaving a set of statements or natural meaning units (NMUs). These are the building blocks on which the interpretive analysis is founded. Schweitzer’s (1998a, p.20) definition of an NMU is “a segment of ‘protocol’ which conveys a single intentional meaning or quality”. Cloonant (1971) cited in Stones (1986, p.117) describes an NMU as “a statement made by the [subject] which is self-definable and self-delimiting in the expression of a single recognizable aspect of [the subject’s] experience”.

**Central themes**

The NMUs are sorted and classified by various means and condensed into central themes, which form the core essence of the co-researcher’s experience. At this stage, the text of the NMUs may be redefined according to the academic orientation of the researcher, as for example in Giorgi’s phenomenological psychological model, or the original words of the transcript are retained as in models adapted by Moustakas.
(1994) (both described earlier). In the case of the psychological model, language is changed to convey the intended meaning more clearly from a psychological perspective (Stones (1986, p. 119).

**Phenomenological descriptions**

The rigorous phenomenological explication of meaning leads to a description of the essence of the phenomenon which is described by Van Manen (1990, p. 39) as "a linguistic description that is both holistic and analytical, evocative and precise, unique and universal, powerful and sensitive". Whichever variation of the method is used the end result will be a rich description of the essences of meaning uncovered through the rigorous scientific explication of the text.

In the Giorgi (1997) and Schweitzer (1998a) psychological models of explication referred to earlier, the extended description or "in-depth picture of participants' experience" is "synthesised from a summary of interpretive themes" (Sherwood & Silver, 1999, p. 13) at the nomothetic level, derived from a number of complex steps in the treatment of the data.

In the Moustakas modifications, two separate descriptions are formulated at the ideographic level then synthesised to form the equivalent of Giorgi's extended description but for still at the ideographic level. The synthesised textural-structural descriptions are then considered together to gain an understanding of the meanings of the phenomenon for the group. The descriptions used in this model are referred to as textural, structural, and synthesised textural-structural descriptions.

The textural description is a summary of the central themes illustrated by quotations from the transcripts. According to Moustakas (1994, p. 96) the textural description is "the final challenge of phenomenological reduction". He explains this stage of the reduction in the following way:

Such a description, beginning with the Epoché [sic] and going through a process of returning to the thing itself, in a state of openness and freedom, facilitates clear seeing, makes possible identity, and encourages the looking again and again that leads to deeper layers of meaning. Throughout, there is an interweaving of person, conscious
experience, and phenomenon. In the process of explicating the phenomenon, qualities are recognized and described. every perception is granted equal value, nonrepetitive constituents are linked thematically, and a full description is derived.

(Moustakas, 1994, p. 96)

A process of imaginative variation is applied to the textural description in order to arrive at the structural description. It is a "methodic procedure through which we raise our knowledge from the level of facts to the sphere of ideas" (Kockelmanns, 1967 cited in Moustakas, 1994, p.95). It involves "approaching the phenomenon from divergent perspectives, different positions, roles or functions ... to arrive at a structural description of an experience, the underlying and precipitating factors that account for what is being experienced" (Moustakas, 1994, p.98). The steps of imaginative variation include:

1. Systematic varying of the possible structural meanings that underlie the textural meanings.
2. Recognizing the underlying themes or contexts that account for the emergence of the phenomenon.
3. Considering the universal structures that precipitate feelings and thoughts with reference to the phenomenon such as the structure of time, space, bodily concerns, materiality, causality, relation to self, or relation to others.
4. Searching for exemplifications that vividly illustrate the invariant structural themes and facilitate the development of a structural description of the phenomenon

(Moustakas, 1994, p. 99).

The continuation of bracketing is essential during the writing of descriptions in order to retain the focus on the respondent's experience of the phenomenon. The structural description provides an account of the "underlying dynamics of the experience" (Moustakas, 1994, p.135).
Nomothetic Stage

Extended descriptions

The final stage of the phenomenological research analysis is the eidetic reduction (from *eidolos*, a Greek word meaning ‘essence’). The eidetic reduction involves writing an in-depth summary of the essences of meaning attributed to the phenomenon under investigation across the group of co-researchers so that the phenomenon as experienced by the co-researchers is encapsulated in a rich description. In order to arrive at the final extended description, Schweitzer’s model searches the thematic index of themes explicating through that research process. The Moustakas modified model creates individual synthesised textural-structural descriptions at the ideographic stage and uses a process of “intuitive integration” to compose a unified statement of the essences of the phenomenon in the form of a composite extended description (Moustakas, 1994, p. 100).

During the nomothetic stage of explication the researcher should continue to be aware of the need to bracket his own knowledge of the topic, drawing instead on his own experience of the lifeworld of the co-researcher gained during the phenomenological interview. He is then able to craft a phenomenological description that is true to the respondent’s experience of the phenomenon, including all the subtle nuances and richness that may emerge from the data. This final stage is also known as the eidetic stage of the phenomenological reduction, from the Greek *eidolos* meaning ‘essence’.

Reading of the phenomenological descriptions is an extension of the participatory function of phenomenological research, allowing the reader to share the experience in the same way as the researcher (Van Manen, 1990, p. 44), thereby also validating the phenomenon from a scientific viewpoint (Van Manen, 1990, p. 11).

2.6 Phenomenological Model and Method of Analysis Used in the Research

Source models

The method of explication I have used in my investigation of hosts’ and guests’ experience of farm tourism takes the data through early stages of Schweitzer’s model
described earlier and continues with the Moustakas modification of the Stevick-Colaizzi-Keen methods of analysis, also described earlier. A research key developed by Devenish (2000) was used as a tool to assist in sorting Natural Meaning Units. On applying Moustakas process of imagmat 1 variation (Moustakas, 1994, p.99) I have extracted interpretive themes for each co-researcher, which are then clustered under two sets of major interpretive themes for i) hosts and ii) guests. My nomothetic analysis is inspired by Sherwood’s (2001) analysis of client experience of psychotherapy.

An analysis of motivations and expectations of hosts and guests derived from the phenomenological descriptions is the subject of Chapter 6 Motivations and Expectations. The essences of meaning of the phenomenon for each group, including examples of textural and structural descriptions, together with interpretive themes, major interpretive themes and final extended descriptions for both groups is provided in Chapters 4 and 5 respectively.

My phenomenological research model is set out below:

**Ideographic Stage**

- **Transcript of interview** (Schweitzer-Giorgi)
- **Sense of the data** (Schweitzer-Giorgi)
- **Natural Meaning Units (NMUs)** (Schweitzer-Giorgi)
- **Natural Meaning Units categorised by research key** (Devenish)
- **Central themes** (Moustakas-Stevick-Colaizzi-Keen)
- **Textural description** (Moustakas-Stevick-Colaizzi-Keen)
- **Structural description** (Moustakas-Stevick-Colaizzi-Keen)
- **Individual interpretive themes** (Sherwood)

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Nomothetic Stage

**Major interpretive themes** (Sherwood)

**Extended description** (Schweitzer, Sherwood)

A set of papers of the complete explication process is provided for one host and one guest at Appendices B and C. Copies of the interview transcripts are included at Appendix D.

**Bracketing personal assumptions, knowledge and biases**

My own personal connections to the phenomenon of farm tourism have grown from early childhood years spent in the country which were pleasant and undoubtedly influenced my choice to research the topic. My family experience also included staying with an aunt who operated a guesthouse in a seaside area, thus giving me some exposure to the experience of being a host. Not having stayed on a farm, either in Australia or overseas, I had few pre-conceived notions of what the farm tourism experience would be like for guests.

Reinforcing the view that by virtue of their stated interest in the topic, most researchers already possess knowledge and hold biases regarding the phenomenon, Lantfant (1993, p. 75) suggests that in the case of tourism studies, this is inevitable since “within every sociologist is a tourist, something of which he is unaware” and “there are mechanisms of projection of identification and of denial which prevent us from standing back and which impair scientific objectivity”.

**Phenomenological Explication Process of the Current Research**

The three interviews with hosts were conducted on site at their farm tourism establishments. The three interviews with guests were conducted at the guests’ homes in Perth a short time after they had taken a farm holiday in the study region.

I established a rapport with a potential field of twenty research participants at the time of the first stage of the study. This involved meeting each farm tourism operator to collect data to be used in developing profiles of farm tourism establishments.
across the SWTR. At these initial interviews I took the opportunity to fully explain the goals and methodology of the research, ensure confidentiality, protection from harm and ethics in reporting, showing confirmation of approval for the research from the university's Human Ethics Research Committee. I also explained the nature of the phenomenological interview and all hosts gave their agreement to participate. The three hosts were purposely selected as representing different accommodation types (bed and breakfast, self-contained chalets, and a self-catering separate house on the farm property) so that there would not be any emphasis on the hosting in specific accommodation. The three guests were approached after they had returned home from the farm holiday. All three sets of guests were recommended by hosts in the SWTR. None of them had stayed at the establishments hosted by the three hosts participating in the host interviews. In the case of the guest interviews, the importance of their contribution to the study, the nature and purpose of the interviews, and the ethical procedures were explained to the participating guests by telephone.

Other preparations involved acquiring good recording equipment, testing it and learning some basic physical aspects of the task such as optimum positioning, acoustics and making sure that we wouldn't be disturbed during the interview. Up to one hour was allowed for each interview. The value of their individual contribution to research was re-stated and comfortable atmosphere was established through casual conversation prior to the commencement of the interview. Questions were broad and open-ended and had also been previously viewed by the hosts. Guests were also shown the questions, which were:

**Questions for host interviews**

1. Can you describe your experiences of the kinds of visitors who stay at your farm/establishment?
2. How would you describe your experiences as a (farm) tourism host?
3. What do you think are the best experiences of your hosting (farm) tourism?
4. What do you find to be the least desirable aspects of farm tourism?
5. How do you see your overall relationship with your visitors?
Questions for guest interviews

1. Why have you chosen a farm holiday?
2. What have been your different experiences of farm tourism?
3. What have you enjoyed about farm holidays?
4. What have you enjoyed least about farm holidays?
5. What has been your experience of your relationship with farm hosts?

It was important to set aside the assumptions of pleasantness, and place myself in a phenomenological attitude. It was only by casting aside all my assumptions that I was then free to enter the lifeworlds of my co-researchers and relive their experience.

The ideographic stage involved the transcript of the interviews, extraction of natural meaning units, categorisation of NMUs by research key, identification of central themes, writing an individual textural description and finally a structural description of the co-researcher's experience. At the nomothetic stage, a composite or extended description of the three hosts and another for the three guests was written. These steps are described in more detail below.

Ideographic Stage of Analysis

The interviews were carefully transcribed and pseudonyms inserted as agreed with my co-researchers. Insignificant pauses, ohs and ums were deleted. At this stage I read through the interview several times to get a general sense of the data as recommended by Giorgi (1985) and Schweitzer (1998a), and made some notes for later comparison with the individual succinct sub-narrative. For this stage I deleted the questions and converted the text to a list of natural meaning units (NMUs). In my explication I placed each NMU (sentence(s) or part sentence) on a new line and where the NMU occupied more than one line the second and subsequent lines were indented. I also removed any duplicated words (not meanings) and added extra words in brackets where necessary to protect the context and intention. This was generally only where deleting the question removed the context.

Following the design of the research key developed by Stuart Devenish (2001) I formulated two research keys to assist in clustering the data from my two groups of
participants according to the distinctive and separate thoughts and meanings expressed. Copies or the two the research keys are included in Appendix E. In the identification of these categories or themes for clustering, I used my knowledge of the sense of the data and the familiarity I had gained with the content of the transcripts during the process of separating the NMUs and sifting out extraneous material. I manually assigned a number to each NMU according to the key code. During this process I made some adjustments to the themes and sub-themes as I worked with the transcripts. The act of reading and re-reading through the transcripts during the explication of the data was for me a participative action as in doing so I relived the experience of sharing in the world of the co-researcher. I continued to bracket my own prior knowledge of farm tourism and used only the co-researcher's statements to guide the identification of additional sub-themes to be added to the key. I then sorted the numbered NMUs according to the themes and sub-themes with the aid of the computer. No editing was done at this stage.

Central Themes

As a result of the process I used to identify themes and sub-themes, it can be seen that in my own variation of the models that have guided me, the categories of identified for the research key are in fact the central themes derived from the data. The themes and sub-themes are set out below.

Central themes - hosts

Theme 1: Business issues
Sub-themes: Profitability
Protection of property
Negative aspects and tasks
Measures of success
Job satisfaction
Theme 2: Roles and responsibilities of hosts
Sub-themes: Hospitality, Duty of care

Theme 3: Relationships with guests
Sub-themes: Preferred / non-preferred guests, Communication, Cross-cultural issues, Shared space, Social contacts and activities

Theme 4: Guest profiles
Sub-themes: Sociodemographic characteristics, Motivations and preferences of guests as perceived by host

Theme 5: Locational effects
Sub-theme: Relief from isolation

Central themes – guests

Theme 1: Reasons for choosing a farm holiday
Sub-themes: Farm life, Scenery, Relaxation, Children’s education, Farm activities, Escaping from stress, Privacy, Country atmosphere/people, Lack of pollution
Theme 2: Accommodation issues
Sub-themes: Accommodation and facilities
Hospitality

Theme 3: Relationships with hosts
Sub-themes: Friendliness
Shared space
Compatibility
Communication
Social contact

Theme 4: Guests' profiles
Sub-themes: Motivations and preferences
Satisfaction
Assumptions about farmstays

Other: Social contact with other guests

As a final step in the explication of central themes I distilled each of the statements under each sub-theme, still retaining the language of the original transcripts. These statements, together with the transcripts were then used to source the phenomenological descriptions.

Textural Description

I prepared the final stages of explication according to my selected model, using the examples given by Moustakas (1994, p.133-137) as a frame of reference. I formulated the textural descriptions for each host separately around the central themes and included text citations from the original transcripts. Examples are given in Chapter 4 – Experiences of Hosts and Chapter 5 – Experiences of Guests.
Structural Description

I wrote a structural description based on the textural description and my own experience of exploring the lifeworld of each co-researcher in relation to the phenomenon, and employing the process of imaginative variation as recommended by the model (Moustakas, 1990, pp 97-100). I was able to construct a structural description of each person's experience, incorporating the emerging themes for each co-researcher including the nature of the experience in relation to tourism, their attitudes towards the business, and the values placed on their interactions with guests. This was then crosschecked against my earlier notes on grasping a holistic intuitive sense of the data, and found to contain the same elements. I took each transcript through the process separately. An example of the structural description for one host and one guest is given in Chapter 4 -- Experiences of Hosts, and Chapter 5 -- Experiences of Guests.

Interpretive Themes

I rigorously searched the textural descriptions of individual hosts' and guests' experience to explicate the meanings derived from the ideographic stage of explication. I used the transcript also as a referent. I have grouped the resulting interpretive themes according to their relationship to self, others and the lifeworld to consistently reflect the phenomenological existential transcendental paradigm of being in the lifeworld. The interpretive themes for both hosts and guests are set out below.

HOST 1

In relation to self

Expectation of learning something new
Realisation of need to be friendly as a host
Satisfaction with hosting
Expectation of improving customer relations
Increasing confidence
Concern for personal property
Guilt feelings regarding visitor safety
Anxiety experienced when things go wrong
Tension involved in decision-making
Feeling more comfortable with visitors similar to self

In relation to others
Feeling protected by co-host
Enjoyment in meeting people
Enjoying seeing kids interact with animals
Enjoying socialising with guests
Tension around difference between Asians and other visitors
Difficulty in understanding needs of Asian visitors
Difficulty in communicating with Asian visitors
Preference for ‘the usual’ Australian visitors
Annoyance with people expecting more than host is prepared to offer

In relation to the world
Providing an experience that is relaxing and enjoyable
Helping city children to have enjoyable contact with farm animals
Providing respite from city noise and traffic

HOST 2

In relation to self
Making adjustment to lifestyle
Learning about the business through trial and error
Conquering nervousness
Gaining confidence
Acquiring sensitivity to the needs of others
Satisfaction derived from successfully meeting challenges
Sense of achievement in providing B&B
Concern for the wellbeing of animals
Tension arising between hosts and guests who have different standards of behaviour
Fear of upsetting visitors leading to communication difficulties
Tension: of shared space
Inability to resolve frustration resulting from sharing their home with strangers

**In relation to others**

Co-host as business partner
Co-host adds to sense of security
Fear of strangers
Isolation
Warm feelings of friendship with guests they like
Similar worldview as determinant of success in host-guest relations
Appreciation of well-behaved children
Accept some guests as family
Enjoying shared social activities with preferred guests
Disapproval of people who don’t join in activities
Disapproval of people the host wouldn’t choose as friends
Anger towards children who misbehave and maltreat animals
Blame and disapproval of holidaying parents who don’t supervise their children

**In relation to the world**

Frustration regarding people’s understanding of the nature of a B&B
Capacity to change people’s perceptions
Being part of a peer group of accommodation providers
Remoteness of property and sense of isolation

**HOST 3**

**In relation to self**

Learning to be a farm tourism host
Acceptance of start-up difficulties in a new business
Pride in provision of amenities
Satisfaction in providing meaningful activities for children
Acceptance of need to be available at all times to assist guests if required

In relation to others

Running the business with a co-host/partner
Partner’s pleasure in meeting and talking to guests
Excitement expressed by hosts’ children in spending time with guests’ children
Involvement of hosts’ children in leading some farm activities
Family to family relationships with guests
Understanding need for orientation for guests and setting limits
Enjoyment in having farm tourism guests
Benefits of meeting new people
Happiness felt that people have enjoyed their farm holiday experience
Enjoyment of the company of children
Ability to relate well to children influences host role
Sense of achievement in helping city children overcome fear of animals
Trusting attitude towards guests.

In relation to the world

Feels her role is one of educator of city children about farm life
Hosts feel as member of international farming community through acquiring knowledge through guests.
Hosts’ children like learning from visitors about farming practices overseas
Being part of a peer group of accommodation providers
Accepting the reality of living in a remote area
Feels meeting new people is the greatest benefit of farm tourism

Interpretive themes - guests

The interpretive themes derived from the ideographic stage of the explication of the experience of the three farm tourism guests are listed below. As with hosts, these have been grouped according to their relationship to self, others and the lifeworld to consistently reflect the phenomenological paradigm of being in the lifeworld.
GUEST 1

In relation to self

- Imagining living in the country
- Loving the scenic qualities of the farm in the country
- Farm tourism requires less personal effort on the part of a wife and mother
- Enjoyment of farm holidays
- Contrast between busy lifestyle and relaxation in country
- Need to recuperate from stress
- Enjoying leisurely activities like walks and reading

In relation to others

- When children are happy the family is happy
- Opportunities to play games with the children
- Seeking interactive farm activities for children
- Seeking to have expectations met regarding activities required
- Activities are necessary to keep children occupied so parents can relax
- Need for distance in relationship
- Desire to be left alone
- Stress of eating with strangers

In relation to the world

- Seeking a country experience
- Holiday is a package to suit guests' needs
- Basic amenities will be supplied
- Hosts will keep their distance
- Holiday will relieve stress
- Holiday will be good for all the family

GUEST 2

In relation to self

- Discovering the enjoyment of the farm holiday
Feeling good about past knowledge of farm life
Finding the fruit packing side of the business very interesting
Desire for privacy, quietness and tranquillity
Valuing farm tourism as an enjoyable experience
Animals are good for city children
Reliving past experience on a farm when young
Remembering the quietness and peacefulness of the country

In relation to others
Enjoying peace and tranquillity with partner
On rainy days enjoyed his wife’s company
Appreciated friendliness of host
Host explaining fruit packing business to him
Feeling of happiness when he was able to help the host with some fencing repairs
Preference for self-catering accommodation
Other guests were very friendly
Loving the opportunity to sit and talk with other guests during wild bird feeding
Country people were also very friendly

In relation to the world
Access to other country attractions, festivals and drives
Possible problems in provision of medical facilities

GUEST 3
In relation to self
Enjoying the country atmosphere
Finding somewhere nice and quiet
Getting away from the city
Seeing scenery and hills
Being away from people
Remembering childhood experiences
Provides relief from pressure and pace of business

In relation to others

Sharing love of country and country upbringing with partner who shares holiday
Instant rapport with two sets of hosts
Barriers to relationships
Shared values and tastes as a prerequisite for friendship
Friendliness of country people
Welcoming attitude towards tourists

In relation to the world

City people are introverted, country people are more outgoing
Availability of services in the country is limited but surmountable

Nomothetic Stage

My phenomenological analysis of the experience of farm tourism hosts and guests now moves into the nomothetic mode.

Major Interpretive Themes - Hosts

I have integrated all of the individual themes, removing any duplications, into eight major interpretive themes, under which in Chapter 4 – Experiences of Hosts, I give a detailed account of the explicated meanings of the experience of hosting farm tourism.

1. Operators experience hosting farm tourism as an enjoyable occupation.
2. Operators experience meeting new people as a benefit of farm tourism.
3. Operators feel that being a farm tourism host is a learning experience.
4. Operators experience family unity in farm tourism hosting.
5. Operators experience pleasure in helping city children learn to appreciate animals.
6. Operators experience great pleasure in the friendships they have formed with people of similar age and interests.
7. Operators experience tension in relating to guests who have different values and expectations from their own.
8. Operators experience feelings of frustration, guilt and anxiety.

**Major Interpretive Themes – Guests**

In the nomothetic stage of analysis for farm tourism guests, I have collapsed all of the individual themes into the eight major interpretive themes below, under which the explicated meanings of the experience of hosting farm tourism are discussed in Chapter 5 – Experiences of Guests.

1. Guests experience the farm tourism holiday as both uplifting and peaceful.
2. Guests experience the farm tourism holiday as a panacea for the stresses of a busy lifestyle.
3. Guests experience seeing children learning from and enjoying farm activities.
4. Guests experience a heightened sense of family togetherness on a farm tourism holiday.
5. Guests relive happy memories of past times spent on the farm and in the country.
6. Guests experience country people as friendly and welcoming towards visitors.
7. Guests enjoy meaningful and lasting friendships with hosts with whom they share common interests.
8. Guests experience anxiety and discomfort in socialising with people they don’t know.

**Extended Descriptions**

From these themes I have composed a synthesised extended description of the essences of meaning of the phenomenon of farm tourism for hosts and another for
guests, thus completing the eidetic reduction which is the final stage of the eidetic reduction. The synthesised extended descriptions are given in the relevant chapters on hosts and guests experience (Chapters 4 and 5).

Comments on the Experience of Explication

The explication process was not without complications. As, to my knowledge, phenomenology has never been used in the study of tourism operations, the inevitable questions arose as to the suitability of the method to my topic, particularly as the material itself did not appear to lend itself to any deep level of emotional, spiritual or psychological analysis. Wrestling with the data in an effort to fit it into a number of models in the literature, such as Giorgi’s (1985) model which sought to extract psychological insights by paraphrasing the text in sequence, and Schweitzer’s (1998a) technique of numbering NMUs, led me into a crisis. Enlightenment came in the form of a realisation that the process can be flexible. A process developed for one study may not be suitable for another. The key issue is that true meaning or essence of the experience is explicated without losing any of the sense of the original transcript. Schweitzer (1998a, p.18) calls this “maintaining a sense of the unique nature or the data”. Confronted with a mass of fragmented and diverse information I was able to effectively apply a research key developed by Stuart Devenish (2000) for the purpose of clustering and sorting data. From that point onwards, reaching back into the transcripts to build descriptions of my co-researchers experience was much simpler as it enabled me to focus on each aspect separately, and draw also on my own sharing of their experience.

2.7 Ethics

Ethical considerations

In order to provide ethical safeguards for participants, four specific ethical frameworks were applied to the methodological process, all of which were found to be relevant in some way. The four frameworks are utilitarian, deontological, relational and ecological frameworks described by David Flinders (1992) in his article entitled In search of ethical guidance: constructing a basis for dialogue.
According to Flinders (1992) there are a number of different levels of importance attached to ethics by different researchers. Some researchers are extremely rigorous, while others are overly concerned about method at the expense of ethical considerations. Flinders notes the concerns of researchers over the absence of suitable models to enable them to anticipate ethical questions that may arise during research. His thesis is that utilitarian, deontological, relational and ecological frameworks may provide ethical guidance that will help avoid ethical problems in research and that although some may be more aligned with a particular piece of research, all have something to offer (Flinders, 1992, p.101).

**Utilitarian ethical framework**

The focus of this framework is on the positive and negative consequences of research, embracing the principle of ‘the greatest good for the greatest number’. The familiar concepts of informed consent, avoidance of harm, and confidentiality address consequences for individuals.

Utilitarian ethics was applicable to the first stage of my research (sociodemographic profiles). However, since I took this opportunity to potentially involve farm tourism operators in the phenomenological stages of my research this framework is not relevant in terms of the principles of informed consent and avoidance of harm. Assurance of confidentiality was relevant. The names of participants involved in the phenomenological research were changed and the procedures recommended by the university’s Human Research Ethics Committee adhered to. These included the safe-guarding of interview tapes and transcripts, and obtaining written permission to participate and publish results. The assurances of ‘confidentiality’ of the utilitarian model are familiar to all researchers and a basic premise for the initiation of any research study.

All farm tourism operators were eager for their establishments to be named in an article being reviewed for publication, and gave permission in writing once they had been given the opportunity to check that the information they had given was correct. I spoke to each farm tourism operator and reviewed the information they had given for
the profiles. When the data analysis was complete I sent each participant an executive summary of the key findings together with a letter of appreciation for their participation in the research.

**Deontological ethical framework**

Deontological ethics are concerned with the moral correctness of the process and are associated with the concepts of *reciprocity, avoidance of wrong, and fairness*. This framework is more relevant than the utilitarian framework and less relevant than the relational and ecological frameworks.

I observed a strict code of behaviour in order to keep the research process clear and focused. I gave a clear introduction relating to myself and my research goals and the value of the research. I gave each participant a business card and showed my ID and ethics clearance from the Human Research Ethics Committee. I explained their role in the research and gave an assurance that their confidentiality would be respected in the reporting process. By these actions I created a foundation of openness and honesty and confidence in the process.

**Relational ethical framework**

In relational ethics a caring attitude towards others is paramount. Research should be mutually beneficial to researcher and respondent. Key concepts of this framework are *collaboration, avoidance of imposition* and *confirmation*.

This is the most relevant of the four frameworks to my research. It embodies phenomenological principles of investigation of lived experience in which participants become co-researchers. I developed a trusting relationship with participants from the outset, considering each operator as a potential co-researcher in a phenomenological interview. I gained their confidence and they believed the research would be mutually beneficial.

In view of the possibility that participating in the research could prejudice hosts' relationships with their guests, it was extremely important to reassure people that although all agreed to assist in this way, they could withdraw from this commitment at
any time with no discrimination or negative impact on their involvement in the research. This clearly illustrates the collaborative approach in engaging in the research and in the ‘avoidance of imposition’ associated with this ethical framework.

Absence of bias is an essential element of ‘avoidance of imposition’ of the relational ethical framework. I conducted the interviews in the empathic non-intrusive atmosphere of the phenomenological interview. I bracketed all prior biases, assumptions and prior knowledge of the topic of farm tourism in order to enter the phenomenological attitude proper to the conduct of phenomenological research.

Lastly, in the context of the relational ethical framework, “confirmation” is a similar concept to the practice in phenomenology of seeking confirmation of the essence of the interview with the participant/co-researcher. This was done during interviews, where I sought clarification and explanations on issues as they were presented. Due to the nature of the topic it was not necessary to conduct follow up interviews as is frequently the case in phenomenological research.

**Ecological ethical frameworks**

Ecological ethics looks at the research holistically as part of an interconnected environment of interdependent relationships. Key concepts are *cultural sensuality, avoidance of detachment* and *responsive communication*.

All of these aspects are relevant to my research. Firstly I needed to be able to place my research in a farm tourism business context to understand what concerns of participants might be. I involved participants fully in the process. They could see themselves as agents facilitating important research in farm tourism, deriving satisfaction from being part of a regional study and in knowing that value is attached to their contribution. Within an ecological ethical framework, ‘responsive communication’ is also applicable to my research. In working with transcripts of phenomenological interviews, meanings are explicating using the participant’s own words so that no discrimination takes place (Giorgi, 1985, p. 11).

The work as a whole has wider implications from an ecological ethical perspective. By undertaking research we are raising the expectations of a favourable or
advantageous outcome for participants. The research fills an identified gap in our knowledge and understanding of the world. For this reason, it can be considered as part of a system of continuing knowledge. As a result of my research, knowledge will be made available to relevant sectors of the tourism industry to assist marketing of the sector and planning for the region. When applied broadly this may have far-reaching effects on the tourism industry in Western Australia and lead people to change their roles, for example a degree of specialisation might occur.

2.8 Phenomenology as Action Research

Steve Edwards (2001) argues that all phenomenological research leads to the discovery of new truths and knowledge about the world of human existence and therefore lays a groundwork for further investigation and action. In this respect it is considered interventionist. Edwards argues "... all authentic phenomenological interventionist research ... culminates in new research therapeutic methods and interventions. This originality of methodology and interventional value is ultimately the criterion by which all authentic phenomenological research can be evaluated" (Edwards, 2001, http://... visited Octobe. 15, 2001). Edwards once described interventionist phenomenology as "a becoming model rather than a being model". (Phenomenology Workshop, Edith Cowan University, November 2000).

Phenomenology has been used successfully in this way for some considerable time in the field of psychology, in particular by the eminent phenomenological psychologist Amedeo Giorgi (Edwards, 2001). More recently, in Australia, the value of phenomenology as intervention can be seen in the investigation of client experience in psychotherapy by Sherwood (2001) in which she established a basis for action and further research with respect to client-counsellor interaction.

A phenomenological participatory action research model was implemented by Davidson et al (1997) using a team approach. The method involved phenomenological interviews followed by group feedback sessions of twelve participants in which the researchers worked with participants to develop intervention strategies based on the
results of the phenomenological study to prevent readmission of schizophrenia patients to psychiatric care.

Another aspect of intervention is demonstrated by Braud and Anderson’s Transformation Integration Model which is clearly phenomenological in its intent to discover the essence of meaning of a person’s lifeworld. Here the intervention is woven into the model. As a person becomes fully aware of his experience he passes through a number of stages listed below:

**Braud and Anderson’s Transformation Integration Model**

A somewhat different approach developed by Braud and Anderson (1998) has a transformational focus. The model has five steps:

*Mindfulness* – concentration on the phenomenon

*Discernment* – emergence of experience unaffected by preconceived ideas

*Appreciation and Understanding* – immersion in experience, knowing

*Transformation of Self* – effect on personal attitude or our understanding of the phenomenon

*Transformation of Others* – how we have changed towards others in terms of sharing acquired knowledge or insights and how phenomenology may lead to action or intervention

(Braud & Anderson, 1998, pp. 242-245)

Of transforming others Braud and Anderson (1998, p.245) wrote:

As we communicate we share what we have learned or how we have changed with others, others are transformed as well. Not only may other individuals change, but smaller and larger groups, organisations, institutions, societies and cultures – even the planet as a whole may change, as well in this fifth facet of the process. This is the social action component -- the political component of the process.
Communications and sharing may contribute to changes and transformation in all participants in the project including the reader of a report. In the case of a research or clinical project, here, the service resides in presenting and making available what is helpful or needed for the change and transformation of others and of society at large.

There is great potential for phenomenology as action research in the field of tourism. My research into the experiences of hosts and guests in farm tourism has demonstrated the value of a research methodology which enables the researcher to fully participate in the tourism experience through reliving it with the tourist. Understanding of the experience is obtained from an insider perspective and it is real and honest and totally unbiased due to the rigorous scientific process of explication and the absence of researcher bias. This kind of knowledge is invaluable in planning any kind of service so that it can be geared to the recipient for the benefits of all concerned.

Phenomenology offers a new paradigm in terms of tourism research, and there are few studies to date using phenomenological analysis. A study by Masberg and Silverman (1996) was the only phenomenological tourism study I was able to identify in the literature search undertaken for my research, and as far as I am aware, it has never been applied to host-guest experiences in any sector of the tourism industry. Masberg and Silverman (1996) recognised phenomenology as "an alternative and methodological approach that is potentially valuable but greatly underused in the study of visitor experiences" (p. 20). Their review of the application of phenomenology to recreation and leisure research found a limited application of phenomenology in the areas of planning and environmental studies.

Masberg and Silverman (1996) used a phenomenological approach in the first part of their research to illicit responses to a phenomenological question, which then informed the construction of a questionnaire for the remainder of the research. The questionnaires which were analysed using content analysis rather than phenomenological explication of the data. One can view this model as interventionist after the style of some of the work currently being undertaken in South Africa. As Edwards (2001) argues "projects become interventionist to the extent that insights generated through the interview dialogue may lead to behavioural change."
Tourism revolves around the demands of tourists and the ability of providers of tourism services to meet those demands. It is an industry based on people and as such the relevance of a methodology which investigates human experience cannot be denied and its usefulness should not be underestimated. Indeed, a philosophical basis for the adoption of phenomenology in tourism studies has already been established by the work of MacCannell (1976) through his concept of authenticity. The underlying principle of MacCannell's approach is the return to the authentic and meaningful aspects of human existence, in a sense the same philosophy as Husserl's desire to go "back to the things themselves" or "back to the things that matter" applied in a broader context.
CHAPTER 3

SOCIODEMOGRAPHIC PROFILES

Introduction

This chapter describes the first of three stages of my research into the experience of farm tourism hosts and guests in the SWTR. I will outline the methodology used for developing the sociodemographic profiles, demonstrate their value to the farm tourism industry, and present a detailed discussion of the findings accompanied by regional tables.

Individual sociodemographic profiles and a regional profile were developed in order to provide a context for the further stages of the study. The profiles were also designed to meet a number of research needs to assist the tourism industry. They would fill a research gap existing in farm tourism in the region by facilitating comparison with a study by Fry (1984), the only other sociodemographic study undertaken in Western Australia. Comparison with Fry's report would reveal any levels of change in the industry, and provide useful information which would be made available to tourism planners. The profiles would also document the variety of farm tourism product available and enable three hosts and three guests to be drawn from different accommodation types for the further stages of the research, to see whether this would have any effect on the results.

3.1 Review of Methodology

Participants were identified using a multiple information sources-faceted approach as detailed in Chapter 2. These included personal interviews with representatives of tourism industry associations, local government, and rural and regional tourism and development entities, and tourism information outlets, and perusing tourism publications for visitors both in hard copy and on the internet. I developed a definition of farm tourism for the purpose of setting the parameters of the
study, guided by tourism literature as set out in Chapter 2. From a possible total of 25 operators, two could not be contacted, two were not continuing their tourism businesses and one farm tourism business was for sale leaving a final list of 20 participants. This was equivalent to a response rate of 20 from 22, or 91 per cent.

The initial stage involved a quantitative methodology to collect data which were then analysed from a range of perspectives. The method of data collection was by questionnaire (see Appendix A) which I administered personally to each of the participating farm tourism operators. The questions were formulated against categories of information which I believed would be most useful in building a broad picture of the current status of farm tourism in the region, so that data from individual establishments could be compared across a number of variables. The areas in which information was gathered included: shire location; nearest town; distance from nearest town; size of property in acres; type of accommodation offered; bed capacity; number of visitors in the preceding twelve months; number of years operating the farm tourism business; number of establishments that were also working farms; number of establishments which depended solely on farming or farm tourism for their livelihood; number of establishments where farm tourism activity and farming were of equal importance; number of establishments where an occupation other than farm tourism or farming was the main source of income; number of farm tourism operators gaining income equally from farming, farm tourism and a third source of income; source market of visitors (whether from Perth or country WA, interstate or overseas, and in what proportions); months of highest demand for accommodation; types of marketing strategies implemented; nature of on- and off-farm activities; availability of local attractions; and operators' thoughts or plans for the future of their businesses.

The majority of the questions were closed questions requiring specific answers, with open-ended questions in the areas of marketing strategies, knowledge of local attractions and history, and forward planning. Although none of the information provided by farm tourism operators was confidential and could arguably have been obtained through secondary sources, the personal interview was by far the most time-efficient method of collecting the data. As all information was collected within a three-day time-frame, there was a minimal possibility for error.
There were other advantages of personally administering the questionnaire. Firstly, it enabled a closer involvement of all farm tourism operators in the research. This was important from the point of view of validating the research as none of the operators interviewed had participated previously in farm tourism research. In fact, when the only previous was undertaken by Philip Fry (1984), none of the current operators had been involved in the farm tourism business. Thirdly, I was able to personally explain the aims of the research and its importance to the farm tourism sector in the region and I was able to gain the co-operation of operators for the second stage of the research, as the future participation in the phenomenological interviews would not be identified until the analysis of Stage 1 was completed. Until then each operator (host) was a potential participant in Stage 2.

3.2 Findings

The findings of the sociodemographic stage are discussed under the following headings:

- Geographical distribution of farm tourism operations
- Remoteness of farm tourism locations
- Relative size of properties
- Types of guest accommodation available
- Main occupation(s) of farm tourism operators
- Facilities for guests
- Sources of visitors
- History of tourism operations
- Seasonal demand patterns
- Advertising methods used by farm tourism operators
- On-farm activities for resident guests
- Activities on farms for day visitors
- Off-farm activities and attractions for resident guests
- Future diversification by farm tourism operators

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Map 2: Local Government boundaries in the South West Tapestry Region
(Port of Bunbury South West Visitors Guide, 1999)
To enable a more concise understanding of farm tourism in the region, I have presented some of the data in the form of composite tables. These are:

Table 1: Shire locations of farm tourism operations and distances from nearest town.
Table 2: Relative size of properties, types of guest accommodation available and main occupation of farm tourism operators.
Table 3: Sources of visitors.
Table 4: Demand patterns for farm tourism in the South West Tapestry Region

Map 2 on page 68 which shows the local government boundaries in the South West Tapestry Region.

Geographical distribution of farm tourism operations

Farm tourism operations participating in the research are located in the Shires of Harvey, Dardanup and Donnybrook/Balingup. No farm tourism operations meeting the operational definition could be located in the City of Bunbury or the Shires of Capel or Collie.

In order to identify differences within region, information will be presented throughout this paper based on the Shire in which each farm tourism property is located. Where indicated, the Shires of Harvey, Dardanup and the Donnybrook area of the Donnybrook/Balingup Shire (including east to Lowden and Noggerup) will be treated as the northern part of the South West Tapestry Region, and the Balingup area (including Kirup) will be treated as south.

Remoteness of farm tourism locations

Table 1 shows that farm tourism properties in the north of the region (Harvey, Dardanup and Donnybrook) are further from the nearest town with range of 4-29 kms and an average of 12.5 kms, with the most distant being 29 kms, compared with the Kirup-Balingup properties which are an average of only 4.4 kms from the nearest town with a range of 0-11 kms and the furthest being only 11 kms from a town. This may
indicate a closer-knit farm tourism community in the south, particularly since some
operators are located within the boundaries of the township of Balingup.

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Shire locations of farm tourism operations and distances from nearest town</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SWTR – North</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Shire of Harvey</strong></td>
<td></td>
</tr>
<tr>
<td>Harvey Hills Farmstay</td>
<td>5</td>
</tr>
<tr>
<td>Mornington Farmstays</td>
<td>17</td>
</tr>
<tr>
<td><strong>Shire of Dardanup</strong></td>
<td></td>
</tr>
<tr>
<td>Brooklea Farm Chalets</td>
<td>18</td>
</tr>
<tr>
<td>Evedon Park Bush Resort</td>
<td>4</td>
</tr>
<tr>
<td>Everview Chalets</td>
<td>17</td>
</tr>
<tr>
<td>Ferguson Farmstay</td>
<td>8.5</td>
</tr>
<tr>
<td>Sliprail Hills B&amp;B and Farmstay</td>
<td>8</td>
</tr>
<tr>
<td>Taralea Farmstay</td>
<td>5</td>
</tr>
<tr>
<td><strong>Shire of Donnybrook/Balingup – North</strong></td>
<td></td>
</tr>
<tr>
<td>Boronia Farm</td>
<td>12</td>
</tr>
<tr>
<td>Rosedene Alpaca Farm B&amp;B</td>
<td>14</td>
</tr>
<tr>
<td>Noggerup Homestay</td>
<td>29</td>
</tr>
<tr>
<td><strong>SWTR – South</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Shire of Donnybrook/Balingup – South</strong></td>
<td></td>
</tr>
<tr>
<td>(Kirup – Balingup)</td>
<td></td>
</tr>
<tr>
<td>Kirup Kabins</td>
<td>11</td>
</tr>
<tr>
<td>Mullalyup Farm Lodge</td>
<td>10</td>
</tr>
<tr>
<td>Balingup Cottages</td>
<td>0</td>
</tr>
<tr>
<td>Balingup Heights</td>
<td>1.5</td>
</tr>
<tr>
<td>Balingup Timber TOP Cottages</td>
<td>9.5</td>
</tr>
<tr>
<td>Brookview House</td>
<td>0</td>
</tr>
<tr>
<td>Fleurvale Lodge</td>
<td>5</td>
</tr>
<tr>
<td>Jalbrook Cottages and Alpacas</td>
<td>0</td>
</tr>
<tr>
<td>Woodlands of Balingup</td>
<td>3</td>
</tr>
</tbody>
</table>

Relative size of properties

Properties ranged from 2 to 800 acres with larger properties in the north of the region 54% (6 of 11) being over 100 acres, while in the south only 22% (2 of 9) were 100 acres or more. In both north and south there were 4 medium-sized properties (34 - 89 acres).

Types of guest accommodation available

The two main accommodation types were self-contained and bed and breakfast (B&B). B&Bs accounted for only 25% of the farm tourism accommodation in the region, while self-contained accommodation was provided in 75% of farm tourism.
destinations. This shows an increasing trend towards self-contained accommodation when compared with Fry’s (1984) findings of more than 50% of accommodation in the South West being B&B. Further, as B&B accommodation is offered on properties between 8 and 190 acres, size of property does not appear to be a relevant factor.

The self-contained accommodation consisted predominantly of purpose-built cottages, chalets and cabins with only one completely self-contained unit within the farmhouse, and one operator also providing on-site caravans. The distribution of accommodation types was evenly spread through the region as can be seen in Table 2.

**Table 2** Size of property, main occupation and type of guest accommodation

<table>
<thead>
<tr>
<th>Location</th>
<th>Size</th>
<th>Main</th>
<th>Business</th>
<th>Type</th>
<th>Beds</th>
<th>FT</th>
<th>WF</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWTR - North</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shire of Harvey</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harvey Hills Farmstay</td>
<td>690</td>
<td>s/c</td>
<td>18</td>
<td>-</td>
<td>x</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mornington Farmstays</td>
<td>237</td>
<td>s/c</td>
<td>76</td>
<td>-</td>
<td>x</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shire of Dardanup</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brooklea Farm Chalets</td>
<td>40</td>
<td>s/c</td>
<td>12</td>
<td>x</td>
<td>x</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evedon Park Bush Resort</td>
<td>800</td>
<td>s/c</td>
<td>74</td>
<td>-</td>
<td>-</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Everview Chalets</td>
<td>34</td>
<td>s/c</td>
<td>15</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ferguson Farmstay</td>
<td>110</td>
<td>s/c</td>
<td>40</td>
<td>x</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sliprain Hills B&amp;B and Farmstay</td>
<td>180</td>
<td>B&amp;B</td>
<td>4</td>
<td>-</td>
<td>x</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taralea Farmstay</td>
<td>50</td>
<td>B&amp;B</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shire of Donnybrook/Balingup (N) (Donnybrook - Lowden - Noggerup)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boronia Farm</td>
<td>160</td>
<td>s/c</td>
<td>6</td>
<td>-</td>
<td>x</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rosedene Alpaca Farm B&amp;B</td>
<td>40</td>
<td>B&amp;B</td>
<td>4</td>
<td>-</td>
<td>x</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noggerup Homestay</td>
<td>2</td>
<td>s/c</td>
<td>12</td>
<td>-</td>
<td>-</td>
<td>x</td>
<td></td>
<td></td>
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<tr>
<td>SWTR - South</td>
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<td></td>
</tr>
<tr>
<td>Shire of Donnybrook/Balingup (S) (Kirup - Balingup)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kirup Kabins</td>
<td>40</td>
<td>s/c</td>
<td>24</td>
<td>x</td>
<td>x</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mullalyup Farm Lodge</td>
<td>160</td>
<td>s/c</td>
<td>28</td>
<td>x</td>
<td>x</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balinga Cottages</td>
<td>15</td>
<td>s/c</td>
<td>12</td>
<td>-</td>
<td>-</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balingup Heights</td>
<td>85</td>
<td>s/c</td>
<td>18</td>
<td>x</td>
<td>-</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balingup Timber Top Cottages</td>
<td>53</td>
<td>s/c</td>
<td>16</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brookview House</td>
<td>8</td>
<td>B&amp;B</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fleurvale Lodge</td>
<td>100</td>
<td>B&amp;B</td>
<td>4</td>
<td>x</td>
<td>-</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jalbrook Cottages and Alpacas</td>
<td>10.5</td>
<td>s/c</td>
<td>12</td>
<td>x</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Woodlands of Balingup</td>
<td>89</td>
<td>s/c</td>
<td>6</td>
<td>-</td>
<td>-</td>
<td>x</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Legend (N) = North, (S) = South, s/c = self contained, B&B = bed and breakfast, FT = Farm Tourism, WF = working farm, Other = other occupation
Main occupation(s) of farm tourism operators

In consideration of income sources, it should be noted that working farm is a broad concept. The data is not intended to show distinctions in types of working farms or differences in farm product. The intention is to determine the relative importance of the farm tourism business for each operator. The data shows that 30% of operators receive their main income from a source other than tourism and a further 20% rated another income source as equal to income from either the working farm or farm tourism, or equal to both. There is a large range in size of properties where farm income is the most important, ranging from 34 to 690 acres (55% of respondents). Of the properties most dependent on farm tourism income, there is size variation of between 10.5 and 110 acres (35% of respondents). Property size where operators are more dependent on a different occupation (25% of respondents) ranges from 2 to 800.

Facilities for guests

All operators provided well for guests, ranging from cooked breakfast in the bed and breakfast accommodation (B&Bs) to full self-catering facilities in self-contained accommodation, with most operators providing other meals on request. 75% of operators also provided farm produce in season, and a range of additional services included transport, laundry services, beer and cold drinks on arrival, home-made bread, cooking the (purchased) marron catch, use of canoes, and even a sweat lodge.

History of tourism operations

Only 2 operators had been in the farm tourism business for more than 10 years and 5 between 0 and 10 years. 3 were very new operators and 10 (50%) had been in business between 1 and 5 years. Overall 13 (65%) had been operating for 5 years or less. This was a similar finding to Fry's (1984) study, however the present picture is one of greater capital investment shown by the higher percentage of purpose-built tourism accommodation. This, together with the increasing numbers of visitors to the South West region may indicate a greater potential for operators to stay in business.
Table 3  Source of visitors

<table>
<thead>
<tr>
<th></th>
<th>Perth</th>
<th>other WA</th>
<th>i/state</th>
<th>o/seas</th>
<th>main source</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SWTR - North</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Shire of Harvey</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harvey Hills Farmstay</td>
<td>x</td>
<td>x</td>
<td>-</td>
<td>x</td>
<td>Perth</td>
</tr>
<tr>
<td>Mornington Farmstays</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Perth +</td>
</tr>
<tr>
<td><strong>Shire of Dardanup</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brooklea Farm Chalets</td>
<td>x</td>
<td>x</td>
<td>-</td>
<td>-</td>
<td>Perth</td>
</tr>
<tr>
<td>Evedon Park Bush Resort</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Perth (60%)</td>
</tr>
<tr>
<td>Everview Chalets</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Perth</td>
</tr>
<tr>
<td>Ferguson Farmstay</td>
<td>x</td>
<td>x</td>
<td>-</td>
<td>x</td>
<td>Perth (80%)</td>
</tr>
<tr>
<td>Sliprail Hills B&amp;B and Farmstay</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Perth</td>
</tr>
<tr>
<td>Taralea Farmstay</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Perth</td>
</tr>
<tr>
<td><strong>Shire of Donnybrook/Balingup (N)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Donnybrook - Lowden - Noggerup)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boronia Farm</td>
<td>x</td>
<td>-</td>
<td>-</td>
<td>x</td>
<td>Perth</td>
</tr>
<tr>
<td>Rosedene Alpaca Farm B&amp;B</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Perth</td>
</tr>
<tr>
<td>Noggerup Homestay</td>
<td>x</td>
<td>-</td>
<td>-</td>
<td>x</td>
<td>Perth</td>
</tr>
<tr>
<td><strong>SWTR - South</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Shire of Donnybrook/Balingup (S)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Kirup - Balingup)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kirup Kabins</td>
<td>x</td>
<td>-</td>
<td>-</td>
<td>x</td>
<td>Perth (99%)</td>
</tr>
<tr>
<td>Mullalyup Farm Lodge</td>
<td>x</td>
<td>x</td>
<td>-</td>
<td>x</td>
<td>Perth +</td>
</tr>
<tr>
<td><strong>other WA +</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>overseas**</td>
</tr>
<tr>
<td>Balingup Heights</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Perth</td>
</tr>
<tr>
<td>Balingup Timbertop Cottages</td>
<td>x</td>
<td>x</td>
<td>-</td>
<td>-</td>
<td>Perth</td>
</tr>
<tr>
<td>Brookview House</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Perth</td>
</tr>
<tr>
<td>Fleurvale Lodge</td>
<td>x</td>
<td>x</td>
<td>-</td>
<td>-</td>
<td>Perth</td>
</tr>
<tr>
<td>Jalbrook Cottages and Alpacas</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Perth</td>
</tr>
<tr>
<td>Woodlands of Balingup</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Perth</td>
</tr>
</tbody>
</table>

*70% Singapore and Malaysia  
**overseas backpackers Oct-May  
Where respondents gave percentages of visitors coming from Perth these are displayed

Sources of visitors

As shown in Table 3, 95% of respondents reported that Perth was the main source of their visitors - some as high as 99% of their total clients. Only one operator had equal numbers of Perth and overseas visitors. Visitors from other parts of WA and interstate rated 75% and 65% respectively, while 85% of operators had had some overseas visitors. The overall picture tends to put the number of overseas visitors higher than Australian visitors from outside the Perth market. Some operators mentioned that interstate visitors were visiting family members.
Seasonal demand patterns

Table 4 shows that, with the exception of 2 operators in the north and 1 in the south, clear patterns of seasonal demand are evident. In the Shire of Harvey, demand is mainly in the winter months. In the Shire of Dardanup farm holidays are more in demand in the summer months.

Table 4  Seasonal demand patterns for farm tourism in the South West Tapestry Region

<table>
<thead>
<tr>
<th>Approx. visitor nos.</th>
<th>Busiest months for farm tourism operators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>99/400</td>
</tr>
<tr>
<td>SWTR - North</td>
<td></td>
</tr>
<tr>
<td>Shire of Harvey</td>
<td></td>
</tr>
<tr>
<td>Harvey Hills Farmstay</td>
<td>500</td>
</tr>
<tr>
<td>Mornington Farmstays</td>
<td>3900</td>
</tr>
<tr>
<td>Shire of Dardanup</td>
<td></td>
</tr>
<tr>
<td>Brooklea Farm Chalets</td>
<td>500</td>
</tr>
<tr>
<td>Evedon Park Bush Resort</td>
<td>hols</td>
</tr>
<tr>
<td>Everview Chalets</td>
<td>n/a</td>
</tr>
<tr>
<td>Ferguson Farmstay</td>
<td>n/a</td>
</tr>
<tr>
<td>Sliprail Hills B&amp;B &amp; F'sty</td>
<td>20-30</td>
</tr>
<tr>
<td>Taralea Farmstay</td>
<td>15</td>
</tr>
<tr>
<td>Shire of Donnybrook/Balingup (N) (Donnybrook-Lowden-Noggerup)</td>
<td></td>
</tr>
<tr>
<td>Boronia Farm</td>
<td>20</td>
</tr>
<tr>
<td>Rosedene Alpaca Farm B&amp;B</td>
<td>170</td>
</tr>
<tr>
<td>Noggerup Homestay</td>
<td>40-50</td>
</tr>
<tr>
<td>SWTR - South</td>
<td></td>
</tr>
<tr>
<td>Shire of Donnybrook/Balingup (S) (Kirup - Balingup)</td>
<td></td>
</tr>
<tr>
<td>Kirup Kabinns</td>
<td>n/a</td>
</tr>
<tr>
<td>Mullalyup Farm Lodge</td>
<td>3600</td>
</tr>
<tr>
<td>Balingup Cottages</td>
<td>450</td>
</tr>
<tr>
<td>Balingup Heights</td>
<td>500</td>
</tr>
<tr>
<td>Balingup Timbertop Cottages</td>
<td>800</td>
</tr>
<tr>
<td>Brookview House</td>
<td>200</td>
</tr>
<tr>
<td>Fleurvale Lodge</td>
<td>50</td>
</tr>
<tr>
<td>Jalbrook Cottages &amp; Alpacas</td>
<td>n/a</td>
</tr>
<tr>
<td>Woodlands of Balingup</td>
<td>200-300</td>
</tr>
</tbody>
</table>

In contrast all of the Balingup properties are busiest from April to December with very little business in the hottest months from January to March. One possible reason could be a preference in the hotter months for coastal destinations. This is supported by the
results from the Shire of Dardanup which is located close to the coastal city of Bunbury. Operators in Dardanup said their busiest months were the summer months from December through to April. Other reasons could be the effect of advertising campaigns, and the incidence of families with children. As many families take holidays in the long school holidays, farm holiday destination choices may be influenced by distance from Perth. Further research into the factors affecting seasonal demand patterns is necessary in order to understand the reasons for the geographical variations in demand for farm tourism holidays.

**Marketing methods used by farm tourism operators to promote their business**

The following table of scores shows the wide usage of various promotional techniques by a high percentage of operators. All suggested categories were relevant. While 95% handed out brochures, 90% of respondents also relied on word of mouth. Also significant were the high numbers of people involved in tourism associations and their publications, and the number of people also moving to the world wide web.

<table>
<thead>
<tr>
<th>Marketing method</th>
<th>Score</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>repeat business</td>
<td>16</td>
<td>80%</td>
</tr>
<tr>
<td>word of mouth</td>
<td>18</td>
<td>90%</td>
</tr>
<tr>
<td>brochures</td>
<td>19</td>
<td>95%</td>
</tr>
<tr>
<td>associations</td>
<td>16</td>
<td>80%</td>
</tr>
<tr>
<td>publications</td>
<td>17</td>
<td>85%</td>
</tr>
<tr>
<td>newspaper advertising</td>
<td>7</td>
<td>35%</td>
</tr>
<tr>
<td>trade shows</td>
<td>13</td>
<td>65%</td>
</tr>
<tr>
<td>yellow pages</td>
<td>13</td>
<td>65%</td>
</tr>
<tr>
<td>internet</td>
<td>17</td>
<td>85%</td>
</tr>
<tr>
<td>highway signage</td>
<td>11</td>
<td>55%</td>
</tr>
</tbody>
</table>

In addition to the methods suggested in the categories, a range of other methods was mentioned by respondents. These are given in Table 6.
Table 6  Additional marketing methods used by farm tourism operators

- tourist information centres
- newspaper inserts
- special events - the Balingup classic concert
- referrals from other tourism operators
- sponsorship
- contacts with previous guests
- direct mailouts

On-farm activities for resident guests

On-farm activities refers to farm activities provided for guests in farm tourism accommodation to participate in or observe. A requirement for participation in the research was the provision of the opportunity for guests to observe or participate in farm activities. As Table 7 shows, activities listed in the questionnaire involving animals or farm production were available at all destinations. Other activities which rated highly were bushwalking and birdwatching, being mentioned by 90% of respondents.

Table 7  Availability of specified activities on the farm tourism property

<table>
<thead>
<tr>
<th>Activity</th>
<th>Score</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>farm tours</td>
<td>14</td>
<td>70%</td>
</tr>
<tr>
<td>observing animals</td>
<td>19</td>
<td>95%</td>
</tr>
<tr>
<td>petting young animals</td>
<td>16</td>
<td>85%</td>
</tr>
<tr>
<td>observing or learning about farming</td>
<td>15</td>
<td>75%</td>
</tr>
<tr>
<td>picking farm produce</td>
<td>12</td>
<td>60%</td>
</tr>
<tr>
<td>mushrooming</td>
<td>7</td>
<td>35%</td>
</tr>
<tr>
<td>yabbying/marroning</td>
<td>6</td>
<td>30%</td>
</tr>
<tr>
<td>horse riding</td>
<td>2</td>
<td>10%</td>
</tr>
<tr>
<td>bushwalking</td>
<td>18</td>
<td>90%</td>
</tr>
<tr>
<td>birdwatching</td>
<td>18</td>
<td>90%</td>
</tr>
<tr>
<td>swimming</td>
<td>5</td>
<td>25%</td>
</tr>
<tr>
<td>canoeing</td>
<td>4</td>
<td>20%</td>
</tr>
<tr>
<td>boating</td>
<td>2</td>
<td>10%</td>
</tr>
<tr>
<td>fishing</td>
<td>3</td>
<td>15%</td>
</tr>
<tr>
<td>conferences</td>
<td>3</td>
<td>15%</td>
</tr>
<tr>
<td>educational workshops</td>
<td>4</td>
<td>20%</td>
</tr>
</tbody>
</table>

In addition to these activities operators also mentioned a variety of other activities, which are presented below as either active or passive. It is noted that the activities suggested in the questionnaire are predominantly active, whereas many of the extra activities added by operators are passive.
Table 8  Additional on-farm activities mentioned by farm tourism operators

<table>
<thead>
<tr>
<th>Active</th>
<th>Passive</th>
</tr>
</thead>
<tbody>
<tr>
<td>feeding animals</td>
<td>observing sheep shearing</td>
</tr>
<tr>
<td>milking</td>
<td>tractor rides</td>
</tr>
<tr>
<td>going on picnics</td>
<td>watching wildlife - kangaroos and emus</td>
</tr>
<tr>
<td>going on sundowners</td>
<td>visiting scenic lookout</td>
</tr>
<tr>
<td>walking the Bibbulman Track</td>
<td>viewing hydroponics</td>
</tr>
<tr>
<td>playing volleyball</td>
<td>sheep dog trials</td>
</tr>
<tr>
<td>bird feeding</td>
<td>wildflowers</td>
</tr>
<tr>
<td>children’s train</td>
<td>organised tours to other farms</td>
</tr>
<tr>
<td>spot lighting</td>
<td>relaxing</td>
</tr>
<tr>
<td>bike riding</td>
<td>photography</td>
</tr>
<tr>
<td>hill climbing</td>
<td>weddings</td>
</tr>
<tr>
<td></td>
<td>stargazing</td>
</tr>
<tr>
<td></td>
<td>waterfalls</td>
</tr>
<tr>
<td></td>
<td>farm implements collection</td>
</tr>
<tr>
<td></td>
<td>privacy</td>
</tr>
<tr>
<td></td>
<td>birds and lizards in nature garden</td>
</tr>
<tr>
<td></td>
<td>alpaca knitwear and wools</td>
</tr>
</tbody>
</table>

Activities on farms for day visitors

Day activities are farm activities provided on the farm for the benefit of visitors other than residents. They may be provided free of charge to some groups. Day activities were less evident, with only 3 respondents (15%) having received school groups, and 1 (5%) providing non-residential tours. In the 'other' category, 2 respondents (10%) mentioned the field day visits associated with the Small Farms Field Day held in Balingup in April each year. Jalbrook organised a classical concert, set to become an annual event, and is often visited by people coming to see the alpacas. Mullalyup regularly held non-residential workshops and conferences.

Off-farm activities and attractions for resident guests

Off-farm activities include all activities and attractions located outside the farm property that are available to visitors. Attractions and activities outside farm recommended are shown in Table 9. Highest on the list of local attractions recommended to guests were bushwalking and scenic drives (95%), followed closely by craft centres (90%), local festivals (85%), visits to historical buildings and sites and local museums (70%) horse riding (also 70%), wineries (65%) and fishing (60%). Lower scoring were canoeing (45%), fruit picking (40%), sporting events (35%).

77
boating (25%), with Aboriginal cultural activities and sites mentioned by only 2 respondents (10%). Responses in the 'other' category tended to flow into the next question seeking information about significant local history, so the two questions are treated as one.

Table 9  Availability of specified attractions and activities outside the farm tourism property

<table>
<thead>
<tr>
<th>Attraction/Activity</th>
<th>Score</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>bushwalking</td>
<td>19</td>
<td>95%</td>
</tr>
<tr>
<td>scenic drives</td>
<td>19</td>
<td>95%</td>
</tr>
<tr>
<td>fruit picking</td>
<td>8</td>
<td>40%</td>
</tr>
<tr>
<td>fishing</td>
<td>12</td>
<td>60%</td>
</tr>
<tr>
<td>boating</td>
<td>5</td>
<td>25%</td>
</tr>
<tr>
<td>canoeing</td>
<td>9</td>
<td>45%</td>
</tr>
<tr>
<td>horse riding</td>
<td>14</td>
<td>70%</td>
</tr>
<tr>
<td>visits to historical buildings/sites</td>
<td>14</td>
<td>70%</td>
</tr>
<tr>
<td>visits to craft centres</td>
<td>18</td>
<td>90%</td>
</tr>
<tr>
<td>local museums</td>
<td>14</td>
<td>70%</td>
</tr>
<tr>
<td>local festivals</td>
<td>17</td>
<td>85%</td>
</tr>
<tr>
<td>Aboriginal cultural activities</td>
<td>2</td>
<td>10%</td>
</tr>
<tr>
<td>sporting events</td>
<td>7</td>
<td>35%</td>
</tr>
<tr>
<td>wineries</td>
<td>13</td>
<td>65%</td>
</tr>
</tbody>
</table>

Table 10 lists additional attractions mentioned by respondents, according to their Shire locations. As can be seen from this extensive list, respondents are very much aware of what is available for their guests to enjoy.

Table 10  Additional attractions and activities recommended to guests by farm tourism operators

Additional attractions mentioned by respondents in the Shire of Harvey

Harvey Weir and Stirling and Logue Brook Dams
Harvey Fresh fruit juice factory
EG Greens Harvey Beef - Largest abattoir in southern hemisphere
May Gibbs' birthplace cottage in Harvey
Display of May Gibbs work at Stirling Cottage behind tourist bureau
Harvey Ag School Dairy
Mornington old mill - Site of worst WA railway disaster early 1900s
- workers on mill train

Additional attractions mentioned by respondents in the Shire of Dardanup

Old mill site
donkey orchids and spider orchids in forest
abundant wildlife including kangaroos, emus and owls
Crooked Brook Forest - designed for walks - easy access
Grinnade ghost town east of Kirup
Wellington Mill
Pigeon Springs
Bunbury Noongar Centre
Wellington Dam
Donnybrook Cider Factory
Old settlements of Dardanup and Wellington
Leschenault Inlet
Bibbulman Track
Dolphins in Bunbury
shopping
Henty Valley - settled in 1840s by Henty brothers
Collie pushbike Jamboree

Additional attractions mentioned by respondents in the Shire of
Donnybrook/Balingup - North

Old Goldmine and Cider Factory
Old Goldfields orchard
Big Apple (can climb it)
Gnomesville
Lowden old soldier settlement
Rosedene former dairy and piggery- best farm in WA - 1929
Preston River
Oz Bird Watching Trail
winter ponds and lakes and waterbirds (kingfisher)
local restaurants
Aboriginal site near Noggerup
Noggerup historical site
Balingup fruit winery

Additional attractions mentioned by respondents in the Shire of
Donnybrook/Balingup - South

old convict settlement just outside Mullalyup
Bovell House, Mullalyup
antique shops
interest in small farm 'good life fantasy' concept (real estate interest)
Clydesdale picnics
llama walks
Golden Valley Tree Park
autumn tones distinctive to Balingup area
foggy mornings
Blackwood River Valley drive
meteorite crater south of Kirup hidden in bush
Walpole Treetop Walk
foggy mornings - Balingup
Balingup-Nannup scenic drive
Old school at Cundinup (bush school in original state)
Balingup old timber town
Old Cheese Factory
 Grimwade old timber town has large dam for swimming, boating, marroning
Ferndale House
llama trekking
Balingup Classic Concert
feeding alpacas
Small Farms Field Day and Scarecrow Festival
Medieval and Tulip Festivals
Kirup - evening marron tours
Mullalyup Reserve and cascades
Walpole Tree Top Walk

Future diversification by farm tourism operators

The final question gave respondents an opportunity to add to previous information and this has been incorporated in earlier answers accordingly.
Interestingly, however, many operators used this opportunity to talk about future plans. These ranged from holding workshops and conferences to building a function centre, diversification into the wine industry and specialised land-based educational workshops including edible landscaping and technical horticulture. Such responses indicate a spirit of entrepreneurship and confidence in the future of the farm-based tourism in the region.

3.3 Comparison of Findings with Current Knowledge in Australia

Farm tourism is much more established in the Eastern States. In 1995 there were 1200 to 1500 farms operating in New South Wales, Queensland and Victoria (Williams, 1995). In a comparative survey in 1987, Harris found the industry there to be better established with more support networks than in Western Australia.

The farm tourism industry is much more established in the Eastern States than in Western Australia, where the sector began to develop in the 1970s (Hall, 1995). In 1995 there were 1200 to 1500 farm tourism establishments operating in New South Wales, Queensland and Victoria (Williams, 1995). In a comparative survey in 1987, Harris found the industry there to be better established, with more support networks than in Western Australia.

This may be one of the reasons there has been so little research conducted in Western Australia. As mentioned previously, the only detailed study of farm tourism in WA was that of Philip Fry (1984). Research in the rest of Australia is also very limited and includes studies relating to farmers' motivations and potential for farm tourism development (Stokes, 1993; Williams, 1995), work broadly focussed on farm tourism as a type of special interest tourism (Hall, 1995; Hall & Weiler, 1992), and a study of ecological sustainability of specialist accommodation of which farmstays is one of the categories (Moscardo et al., 1996). Both Stokes (1993) and Williams (1995) commented on the difficulty in obtaining accurate data.

Accommodation

A number of differences emerge between the accommodation profile of farm tourism in the eastern states and in the SWTR of Western Australia. Differences were
noted in the area of proportion of B&B to self-contained accommodation. In the study region only 25 per cent of farm tourism accommodation is in-house which is considerably lower than Williams' (1995) finding of 55 per cent in the eastern states. Unlike the farm tourism operators in the current study, almost one quarter of Williams' respondents offered a combination of in-house and self-contained accommodation. Williams' (1995, p.74) view that relationships that develop between hosts and guests are closer where guests are staying in the family home, and more distant where guests stay in self-contained accommodation is not supported by the findings in this survey. Rather, this survey found that the amount of time spent with guests was more determining. This research demonstrates that the elements for close relationships exist in non in-house accommodation where hosts and guests spend time together taking part in farm activities. Close interaction between hosts and guests is implicit in a great many of the activities, for example farm tours, tractor rides and animal feeding.

The quality of accommodation appears to be similar, ranging from budget to exclusive. Bed capacity of each establishment in the current study ranged from 4 to a maximum of 76 beds, whereas in Moscardo et al.'s (1996) study, the range was from 2-160. However, the geographical limitations of the current study must also be considered as larger capacity establishments may well be operating in other parts of WA.

As far as it has been possible to determine, there is also a similarity across the nation in terms of diversity of farm size, visitor markets and operators’ alternative income sources.

Visitor source markets

Williams' (1995) study showed that the vast majority of guests were domestic tourists. This is similar to the finding in the SWTR. Additionally and not surprisingly, numbers of visitors staying in B&B were very much lower in both studies due to the lower bed capacity of in-house accommodation.

Although no data on country of origin of overseas visitors taking farm tourism holidays were readily available national, it is likely that WA's geographical proximity
to Singapore and South East Asia is the reason for the predominance of visitors from this region featuring as the main source market for farm tourism in WA.

Williams (1995) reports most domestic tourists stay for 2-3 days, and smaller but significant groups around 5 days. Although not included in the structured questionnaire, anecdotal comments to the interviewer in the SWTR study revealed a similar breakdown.

**Attractions and activities**

The SWTR study has identified a huge range of activities both active and passive being offered to guests by farm hosts above and beyond those suggested in the survey, and a high percentage of hosted activities. In this particular aspect, a different determination is reached from that proposed by Williams (1995). Williams claimed that there are two distinctive types of farm tourism in Australia. These are *farm hosting* where B&B is provided in the main farmhouse and *farm holidays* where visitors stay in self-contained accommodation on farm properties. Her proposition is that the relationships that develop between hosts and guests are closer where guests are staying in the family home, and that the relationships are more distant where guests stay in self-contained accommodation. Close interaction between hosts and guests was reported by respondents and is indeed implicit in a great many of the activities reported in both B&B and self-contained accommodation. Examples of these activities are farm tours, tractor rides and animal feeding. Based on this finding the researcher has taken the view that the most important factor in the development of close relationships between hosts and guests is the amount of time hosts spend with their guests.

**Farm tourism development**

The current research shows that 90% of operators interviewed have been operating a farm tourism business for less than 10 years, and the majority of operators (65%) have been in business for between 1 and 5 years. Williams (1995) also found that the majority of her participants had been in business less than 10 years.
Stokes (1993), in a study of the psychology of supply in farm tourism, found that both economic and non-economic factors were related to farmers' interest in developing farm tourism. This supports anecdotal evidence in the current study that operators enjoy socialising with and getting close to guests.

A major finding of Williams (1995) study was that the level of financial return was not always the key benefit of operating a farm tourism business and that meeting and socialising with visitors was important to the majority of her respondents. Respondents in the current study expressed similar views. In terms of operators' aspirations for the future development of the farm tourism industry in the region, operators revealed plans for further diversification including holding educational workshops and conferences, building a function centre, and wine production, demonstrating a spirit of entrepreneurship and confidence.

Nevertheless, in the majority of establishments the overall picture is not one of financial viability from farm tourism alone. The finding of the current study show that of the 20 respondents only 2 operate solely as a farm tourism venture while 11 reported their main source of income from both farming and tourism, and 8 also received income from another source. This is a similar finding to Williams (1995) study which identified 62 from her sample of 89 operators as having an income from an off-farm business or employment.

While the construction of additional chalets at farm tourism properties in the SWTR has provided an increase in the supply of self-contained accommodation, the researcher was unable to find any studies documenting whether there is a corresponding increase in demand. Williams (1995) found a discrepancy between operators' views of increase in demand based on supply, and actual statistics available.

Conclusion

This chapter has presented the results of Stage 1 of a study of the experiences of hosts and guests in farm tourism settings in the South West Tapestry Region. The findings have provided a comprehensive profile of farm tourism operations across the region against which to locate hosts' and guests' experiences which are the focus of
Stages 2 and 3 of this research. The profiles have also highlighted similarities and differences between the farm tourism sector in Western Australia and the eastern States.

The enthusiasm of operators in taking part in this research and their obvious pride in their products must be noted. The extent and quality of services and provision of activities is evident, as is also a significant level of interaction between hosts and guests. The findings of this stage of the study indicate that the closeness of relationships may well be determined by the amount of time hosts spend with guests. The concept of hosting as an integral part of the farm tourism experience will be further investigated through the second and third stages of this research into the experiences of hosts and guests.
CHAPTER 4

EXPERIENCES OF HOSTS

Introduction

This chapter describes the experiences of three farm tourism hosts. The chapter is organised under the following headings:

4.1 Introducing the hosts
4.2 Summary of methodology for Stage 2 – Hosts
4.3 Findings for Stage 2 (including the textural description for Host 1 and the structural description for Host 2)

4.1 Introducing the Hosts

The three hosts participating in this stage of the research, and their partners, have been given fictitious names to ensure confidentiality. I have called Host 1 couple Angela (the co-researcher) and Alan, Host 2 couple Betty (the co-researcher) and Bob, and Host 3 couple Carol (the co-researcher) and Colin.

The hosts had different lengths of experience operating a farm tourism business. One had only been in business for one year, another for several years and the third for a much longer time. Also, there were considerable differences in the types of farm tourism accommodation provided by the three hosts interviewed. This is not unexpected given the diversity of the sector. Angela and Alan provide three separate self-contained ‘cottages’ or chalets: Betty and Bob provide bed and breakfast in the home; and Carol and Colin offer a separate fully-equipped guest house on the farm property. The hosts themselves were of varying ages and family structure. One farm was principally an alpaca farm, all ran sheep and/or cattle and one also had fruit orchards. In two of the three operations farm tourism was only a contributor to income and, in the other, income from farm tourism was beginning to equal the income from farming.
4.2 Summary of Methodology for Stage 2 – Hosts

The research methodology used to investigate the experience of hosting farm tourism is phenomenological analysis. I have used a combination of models from phenomenology literature which have been developed by the well-known phenomenologists Amedeo Giorgi (1997), Robert Schweitzer (1998a) and Clarke Moustakas (1994). I have also adopted a research key pioneered by Stuart Devenish and I have modelled my explication of interpretive themes on the work of Patricia Sherwood. Full details of these models are given in Chapter 2 – Methodology.

The hosts were intentionally selected from different accommodation types to see whether this would have any impact on the results. Hosts were interviewed on their own properties. The interviews were meticulously transcribed and subjected to a rigorous phenomenological explication of the data, in the following sequence:

Ideographic stage
1. Initial reading of the transcript to gain a sense of the data
2. Separation into discreet sections of text (Natural Meaning Units - NMUs)
3. Development of a research key with likely categories for sorting the NMUs
4. Sorting of the NMUs according to the research key categories
5. Transformation of categories to central themes by elimination of excess material
6. Construction of a textural description of the experience based on the central themes and illustrated by excerpts from the transcript
7. Composition of a structural description of the researcher’s understanding of the co-researcher’s experience using a process of imaginative variation
8. Derivation of individual interpretive themes from the textural descriptions using the original text as a referent

Nomothetic stage
9. Integration of all individual themes for hosts under major interpretive themes
10. Explication of major interpretive themes drawing on the lived experience of the co-researcher as experienced by the researcher
11 Synthesis of explicated themes to a single unified statement or synthesised extended description of the experience of hosting farm tourism

4.3 Findings

In order to illustrate the research process and to aid understanding of the phenomenological reduction, I have included below the textural description for Host 2 and a structural description for Host 1. These are followed by a list of the individual interpretive themes for each host presented in relation to self, to others and to the world. As is suggested by the underlying philosophical principles of phenomenological analysis, the study of a person's lifeworld.

Textural Description - Host 1

The textural description is a summary of the central themes illustrated by drawing on the original dialogue from the transcript.

TEXTURAL DESCRIPTION OF ANGELA'S EXPERIENCE AS A FARM TOURISM HOST

In order to preserve confidentiality, the respondent is referred to by the fictitious name Angela and her partner is referred to by the name Alan.

Alan and Angela followed the example of friends who had started a successful farm tourism business. When they bought their property they knew that they would not be able to make a living solely from the income produced from farming. The property already had a guest cottage so they started with this and expanded to three cottages over time. Despite some early doubts, as Angela said "I thought we'd have some trouble filling it", the business prospered until their income from tourism has now overtaken their income from farming. Farm tourism has brought other rewards apart from financial. Angela certainly enjoys being a farm host "I enjoy meeting different people" and farm tourism is exactly what she expected it would be. She particularly enjoys the interaction between city children and animals. The addition of a third cottage has
enabled block bookings by groups of families or friends. Even where there are separate families they usually make friends, especially where there are children involved.

Guests vary from family groups with children who love to be out with the animals “The kids all love the animals” to other guests who are just looking for rest and relaxation. Angela believes people are just happy to enjoy the farm atmosphere, and they just want to get away from the city traffic and noise. “That’s the main attraction” In the process of fulfilling her obligations as host which she sees as “being friendly, and answering all their questions”, she goes to some lengths to make herself available to guests by going out near the cottages and being in the garden so that they can easily approach her to seek information.

Visitors are mainly from the city but there are many international visitors from Asia, and even some from as far away as Holland.

Of course there is a downside to every business. Angela feels that farm tourism is a tie. She says “You can’t, all of a sudden, think I might go up to Perth for a couple of days”. 

There have been occasional unpleasant incidents. For example, there was one noisy group who “put on a party” and disturbed other guests. On another occasion, Alan and Angela’s dog bit a couple of children, one of whom was a guest staying in one of the cottages. This was a very frightening and awful experience for everyone concerned and Angela now has to be extremely careful that the dog is tied up when visitors, especially children, come to stay. They’ve also had a couple of people who have complained and whinged a lot and are always “hanging on the [our] door and requesting things all the time”. Angela finds this annoying but Alan is able to “handle them well”

Angela recognises that all visitors are different and they all have “their own things the need and don’t need” and she always expects to learn something new in terms of what people are looking for.

One group who are really different in Angela’s view are the Asians. Angela finds them “entertaining” but at the same time hard to relates to as she can “never work
out what they need. For example, she doesn’t know why they burn a lot of wood and believes they like to watch it burn as it’s something they’re not used to. She says “they [Asians] can’t believe we chop wood and actually burn it”. In comparing her Asian visitors with Australian visitors, she notes that “they [Asians] want to be entertained all the time and expect it, whereas the usual Australian wouldn’t be expecting anything”.

There is definitely a social component to operating a farm tourism business and Angela and Alan interact with their guests both on and off the farm, and often have parties. On one occasion an Asian lady did cooking for them and showed them how to cook different food. According to Angela her guests are happy “Everyone seems to love it … and a lot of people come back”.

Structural Description – Host 2

The structural description is a summary of the experience from the researcher’s understanding of sharing the lived experience with the co-researcher.

STRUCTURAL DESCRIPTION OF BETTY’S EXPERIENCE AS A FARM TOURISM HOST

_In order to preserve confidentiality, the respondent is referred to by the fictitious name Betty and her partner is referred to by the name Bob._

When Bob and Betty decided to start a bed and breakfast business on their farm property, inexperience led them to set their prices too low and they suffered as a result as they didn’t attract the kind of clientele they were looking for.

Naivete in relation to ways people with children might behave whilst on holiday also caused some concern, in particular as some children were not supervised by their parents and maltreated Bob and Betty’s animals, including their valuable alpaca breeding stock.

Fortunately they eliminated these problems by raising their prices and excluding children except in special circumstances.
Bob and Betty clearly get on well with people in their own older age group and
with people who share their love of animals. As well as preferences, dislikes of certain
kinds of people are also clearly articulated — people who "hide in their room" and don’t
want to socialise, people of lower economic status, unsupervised children who can be
“obnoxious”, people who don’t look or behave in the way in which Betty expects. As
older visitors are never mentioned in context of the above, the underlying intention is
that undesirable people “people you wouldn’t have as friends” are not older people.

The ability to communicate well with guests appears to be directly related to the
satisfaction gained in the host’s experience of farm tourism. The stated preferred
guests, that is those in the same older age group as Bob and Betty, often spend their
evenings “chatting” with their hosts. In the stories of experiences related by Betty,
communication is a major factor: the nervous girl who responded to Betty’s warm
welcome and advice enjoyed herself so much that she didn’t want to leave: the man
who came for one became a firm family friend: the father who was unwilling to
participate in farm activities ended by really enjoying himself performing those farm
activities: and the toilet roll story had no satisfactory conclusion as communication was
ineffective.

Logistical issues around shared space and meal times cause a great deal of
concern if people don’t conform to the bed and breakfast expectation of going outside
the property for all other meals. The problem is that the kitchen is situated in the centre
of the home.

In terms of overall satisfaction of the host the problem of shared space and the
hosts not being able to separate themselves from the guests, may be a minor
inconvenience given that Betty states quite emphatically that there isn’t anything that
she dislikes about having bed and breakfast guests.

Interpretive Themes

The interpretive themes derived from the ideographic stage of the explication of
the experience of the three farm tourism hosts are listed below. They have been
grouped according to their relationship to self, others and the lifeworld to consistently
reflect the phenomenological existential transcendental paradigm of being in the lifeworld. The individual interpretive themes represent the end of the ideographic stage of analysis.

**HOST 1**

**In relation to self**
- Expectation of learning something new
- Realisation of need to be friendly as a host
- Satisfaction with hosting
- Expectation of improving customer relations
- Increasing confidence
- Concern for personal property
- Guilt feelings regarding visitor safety
- Anxiety experienced when things go wrong
- Tension involved in decision-making
- Feeling more comfortable with visitors similar to self

**In relation to others**
- Feeling protected by co-host
- Enjoyment in meeting people
- Enjoying seeing kids interact with animals
- Enjoying socialising with guests
- Tension around difference between Asians and other visitors
- Difficulty in understanding needs of Asian visitors
- Difficulty in communicating with Asian visitors
- Preference for 'the usual' Australian visitors
- Annoyance with people expecting more than host is prepared to offer

**In relation to the world**
- Providing an experience that is relaxing and enjoyable
- Helping city children to have enjoyable contact with farm animals
- Providing respite from city noise and traffic
HOST 2

In relation to self
- Making adjustment to lifestyle
- Learning about the business through trial and error
- Conquering nervousness
- Gaining confidence
- Acquiring sensitivity to the needs of others
- Satisfaction derived from successfully meeting challenges
- Sense of achievement in providing B&B
- Concern for the wellbeing of animals
- Tension arising where hosts and guests who have different standards of behaviour
- Fear of upsetting visitors leading to communication difficulties
- Tensions of shared space
- Inability to resolve frustration resulting from sharing their home with strangers

In relation to others
- Co-host as business partner
- Co-host adds to sense of security
- Fear of strangers
- Isolation
- Warm feelings of friendship with guests they like
- Similar worldview as determinant of success in host-guest relations
- Appreciation of well-behaved children
- Accept some guests as family
- Enjoying shared social activities with preferred guests
- Disapproval of people who don't join in activities
- Disapproval of people the host wouldn't choose as friends
- Anger towards children who misbehave and maltreat animals
- Blame and disapproval of holidaying parents who don't supervise their children
In relation to the world

Frustration regarding people's understanding of the nature of a B&B
Capacity to change people's perceptions
Being part of a peer group of accommodation providers
Remoteness of property and sense of isolation

HOST 3

In relation to self

Learning to be a farm tourism host
Acceptance of start-up difficulties in a new business
Pride in provision of amenities
Satisfaction in providing meaningful activities for children
Acceptance of need to be available at all times to assist guests if required

In relation to others

Running the business with a co-host/partner
Partner's pleasure in meeting and talking to guests
Excitement expressed by hosts' children in spending time with guests' children
Involvement of hosts' children in leading some farm activities
Family to family relationships with guests
Understanding need for orientation for guests and setting limits
Enjoyment in having farm tourism guests
Benefits of meeting new people
Happiness felt that people have enjoyed their farm holiday experience
Enjoyment of the company of children
Ability to relate well to children influences host role
Sense of achievement in helping city children overcome fear of animals
Trusting attitude towards guests.
In relation to the world

Feels her role is one of educator of city children about farm life
Hosts feel as member of international farming community through acquiring
knowledge through guests.
Hosts' children like learning from visitors about farming practices overseas
Being part of a peer group of accommodation providers
Accepting the reality of living in a remote area
Feels meeting new people is the greatest benefit of farm tourism

Major Interpretive Themes - Hosts

My phenomenological analysis of the experience of farm tourism hosts now
moves into the nomothetic mode. I have integrated all of the themes for hosts into the
following eight major interpretive themes, under which I will describe the explicated
meanings of the experience of hosting farm tourism.

1. Operators experience hosting farm tourism as an enjoyable occupation.
2. Operators experience meeting new people as a benefit of farm tourism.
3. Operators feel that being a farm tourism host is a learning experience.
4. Operators experience family unity in farm tourism hosting.
5. Operators experience pleasure in helping city children learn to appreciate
animals.
6. Operators experience great pleasure in the friendships they have formed with
people of similar age and interests.
7. Operators experience tension in relating to guests who have different values and
expectations from their own.
8. Operators experience feelings of frustration, guilt and anxiety.

Explication of Interpretive Themes - Hosts

Meanings for each of the major interpretive themes are presented below. These
provide a composite picture of the experience of hosting farm tourism, incorporating the
lived experience all of the co-researchers. From these themes I then craft a
phenomenological description of the essence of the experience. The explication of interpretive themes is also known as the eidetic stage of the phenomenological reduction, from the Greek *eidos* meaning ‘essence’.

1. **Operators experience hosting farm tourism as an enjoyable occupation**

The individual themes included in this interpretive theme are: satisfaction with hosting, happiness felt that people have enjoyed their farm holiday experience, providing an experience that is relaxing and enjoyable, providing respite from city noise and traffic, enjoying socialising with guests, satisfaction derived from successfully meeting challenges, sense of achievement in providing B&B, pride in provision of amenities, enjoyment of the company of children, and satisfaction in providing meaningful activities for children.

Hosting farm tourism is a complex people-oriented business. The notion of having strangers come to stay in a person’s home or on their property requires a people-focused approach. All operators experienced overall satisfaction with their hosting experience as well as pride in having performed their role successfully, although they related to hosting in different ways.

Angela (Host 1) derived satisfaction from being able to offer people a place where they could relax and get away from the noise and the traffic in the city. She found people loved the quiet walks, and the children all loved the animals. There was also the satisfaction of meeting different people and learning from her experience. She said “I enjoy having people here and meeting different people” and “there’s always something new or that someone hasn’t asked for before”. Another aspect involved social interaction. She and her partner often go out with guests for meals or have “lots of party sessions with people, have an evening or barbecue together, that’s nice”.

Carol (Host 3) who is also a teacher, derived great pleasure in particular from showing the children the animals, teaching them not to be afraid of animals, and teaching them about farm life. She said “I enjoy doing it and I also enjoy the fact that I think these kids are gaining so much from it” and “as I’m a teacher, I suppose part of my background has influence on how I look at that”. She and her partner felt very
satisfied that they had supplied everything guests might want in the guest house, including extra touches like bowls of fruit from their fruit trees “we always supply a good bowl in the [guest] house”. They were content that every one of their guests so far (after a year in business) had enjoyed their holiday, and they had found that the knowledge that people brought with them was of great benefit, especially for the children who otherwise would not have any contact with new people.

For Betty (Host 2) there was the special challenge of bed and breakfast, and despite some guests whom she and her partner didn’t relate to well causing concern, the overall experience was pleasurable as most of the guests were people of their own age they found they had a lot in common with. Of some of their guests when they first started their farm tourism business she recalled “some people you just feel as though you’re not hitting it off and so I would stand back and not endeavour to get too close to them” and “on a number of occasions I felt these people and I do not get on. there’s something wrong, they don’t like me and I don’t particularly like them”. She concluded “there are some lovely people, people that you really do enjoy to have in your home” and “I really don’t see that there’s anything I dislike about having bed and breakfast guests”.

2. Operators experience meeting new people as a benefit of farm tourism.

The individual themes included in this interpretive theme are: meeting new people is the greatest benefit of farm tourism, hosts’ children like learning from visitors about farming practices overseas, and hosts feel as member of international farming community through acquiring knowledge through guests.

Meeting new people has generally been experienced positively by operators, describing their relationship to this aspect of the phenomenon under investigation in the following terms: “I enjoy having people here and meeting different people” (Angela), “we’ve had some really lovely people stay”, “people that you would invite into your home, you almost feel embarrassed taking money from them the next morning”, and “Alan [her partner] is a people person ... he will spend so much time with them ... he just loves it”. Part of the positive benefit of meeting new people is the knowledge they bring from the world ‘outside’ the farm. Angela reflects: “we have ... [a] couple who
come down regularly and the husband always sits and drinks port here with Alan, and the wife and I usually sit and chat ... about various issues.”

For Carol’s partner this includes learning about farm practices overseas from visitors who are farmers. “He had a ball ... he just thought that was great”. This contact helps them to feel involved in what might be termed the international farming community, and is very beneficial to their children. Carol says “the kids actually like listening to that sort of thing too” and “from our kids’ point of view it’s good meeting these other people and relating to them and having to talk to them because, being on a farm, although they’re not isolated, there certainly aren’t many people in town ...”

3. **Operators feel that being a farm tourism host is a learning experience.**

The individual themes included in this interpretive theme are: expectation of learning something new, making adjustment to lifestyle, acquiring sensitivity to the needs of others, expectation of improving customer relations, conquering nervousness, increasing confidence, learning about the business through trial and error, acceptance of start-up difficulties in a new business, concern for the wellbeing of animals, anger towards children who misbehave and maltreat animals, acceptance of need to be available at all times to assist guests if required, understanding need for orientation for guests and setting limits, and being part of a peer group of accommodation providers.

The operators experienced hosting farm tourism as a challenge which required learning to accept difficulties, to adapt, gain confidence, become flexible and be willing to change their lifestyle to adapt to other people. Angela explained “everyone who stays is different. They have their own things they need and don’t need”.

Betty and Bob learned the hard way. When they first started in business they set their prices too low and, as a result, attracted what Betty calls “people I felt uneasy with and I thought I didn’t get on with them” “They don’t like me and I don’t particularly like them.” They increased their prices to be the same as other providers in the district, not wanting to take any unfair advantage, and with that they attracted different kinds of people. Betty was nervous at first but gradually gained confidence. They have learned to give people what they want. She says “you’ve got to pick up on ... cues that come from the people themselves”. “If they want to be alone ... we will stay away from them.
so that they have privacy” and “it took us a while to learn that, ... it’s not the sort of thing you understand instantly, but now that we’ve experienced different types of needs of people, we are I think more in tune with their needs and we try to adjust our life to fit in with our customers’ needs.”

Betty and Bob also described bad experiences involving children whose parents had not supervised them well and had allowed them to maltreat the hosts’ valuable animals. “We’ve had children who have been absolutely obnoxious and their parents just let them go ... and so we said ... I think we will avoid having children because we just don’t want that sort of experience for our animals”. They were also shocked by an incident with a neighbouring operator, where a guest’s son set fire to the farmer’s shed. Betty described this as “horrendous”. After that, her neighbour stopped running his farm tourism business.

The need to be available was also reflected in Carol’s experience as she recalled a guest who came down to the farmhouse from the guest cottage for assistance while she and her family were sitting down to a meal. Carol was quite happy to help the lady out as she has learned this is part of the role of being a host. “She was apologetic that she had to come down and see us when we were having tea, but that’s just as far as we’re concerned, part of it.”

4. Operators experience family unity in farm tourism hosting

The individual themes included in this interpretive theme are: running the business with a co-host/partner, partner’s pleasure in meeting and talking to guests, excitement expressed by hosts’ children in spending time in farm activities with guests’ children, and enjoying interfamily relationships with guests.

The occupation of hosting was shared with a partner in each of the operator’s experience. The operation of a farm tourism business by a couple means they support each other in meeting the challenge, share in the tasks and share in the pleasures of meeting new people and socialising with guests. In every case, the experience was relived as a shared experience. Betty described her partner as a “people person”. He was the one who took guests out around the property and to see the animals. She said “Bob in particular loves that” ... “he will just take them wherever he goes and tell them
all about the animals”. Carol was happy to see her whole family joining in, her children getting excited when children their age came to stay, and taking over some of the farm activities. “If it happens to be someone with kids around the boys’ age the boys’ll actually take off with them, they’ll all go off and feed the chooks and get the eggs.” Her partner was more involved with guests than she was, being responsible for orientation around the property for guests when they arrived. The male partner can add a sense of security. Betty felt quite isolated and vulnerable when some undesirable “feral” people turned up and wanted to stay. Part of the reason she did not want to accept them was because her partner was away at the time. In Angela’s case it was her partner who was responsible for expanding the business by building two more guest cottages.

5. Operators experience pleasure in helping city children learn to appreciate animals.

The individual themes included in this interpretive theme are: enjoying seeing kids interact with animals, feeling that an ability to relate well to children positively influences host role, feeling of community in teaching city children about animals farm life, and sense of achievement in helping city children overcome fear of animals.

Angela’s experience of being a farm host definitely includes children. She says “the kids all love the animals” and their guests are mainly “mums and dads two with kids who want hands-on experience with farm animals and farms” and “families want to be out with all the animals”. Betty also says they really want people to have contact with the animals. As a teacher, Carol felt a special connection with the children. She said “I think that’s good [seeing children with animals]. I like doing that because I just think it’s good that these kids that have come here, they’ve had no contact with animals, that they’re learning something and gaining something…”

6. Operators experience great pleasure in the friendships they have formed with people of similar age and interests

The individual themes included in this interpretive theme are: warm feelings of friendship with guests they like, feeling more comfortable with visitors similar to self.
accept some guests as family, enjoying shared social activities with preferred guests, and having a trusting attitude towards guests.

All hosts experienced friendly feelings towards their guests. Betty and Bob’s relationships with their guests were dependent on their feelings that they were people they would choose as friends: “people you would invite into your home”. Their favourite guests were from the older age group which was the same age as the hosts. She said “we sit around ... and chat as a rule and they just seem to click quite well”. “We get on better with those people because they are more like us.” Angela and her partner have enjoyed social contacts with guests during their stay, sharing meals and going out together. “We’ve had lots of families with us, interact with us, and we’ve gone out together and had meals together and that sort of thing.” However, in Angela’s case, these friendships have only been for the duration of the holiday although they have felt it important to keep in touch with those who come back every year. During the short time Carol and her partner had been in business, they experienced relationships with those of similar interests. For example, Colin (the farmer) related well to guests who were farmers, and Carol (a teacher) was happiest with the children.

7. **Operators have experienced tension in relating to guests who have different values and expectations from their own.**

The individual themes included in this interpretive theme are: tension around difference between Asians and other visitors, difficulty in communicating with Asian visitors, difficulty in understanding needs of Asian visitors, annoyance with people expecting more than host is prepared to offer, tension arising where hosts and guests who have different standards of behaviour, disapproval of people who don’t join in activities, and disapproval of people the host wouldn’t choose as friends.

Hosts have expressed tensions in coping with relationships with people who have different values from their own. A strong example of this was the perplexity expressed by Angela regarding the behaviour of her Asian visitors. “They’re so different. They’re completely different”. She was unable to understand their needs and considered them to be “very, very demanding – expect everything for nothing.” This was in contrast to her feelings about “the usual Australians” who would he “looking
after themselves and doing their own thing”. In hosting people from a different cultural background from her own, of which she had little knowledge, she was stepping out of her comfort zone, resulting in confusion, inability to communicate “you can never work out what they may need or may not need” and inability to understand their behaviour as evident in her not considering why Asians might want to burn more firewood than other visitors. Where she shared something in common, namely the preparation of meals, there was a good rapport between herself of an Asian visitor who did “lots of cooking for us”. Angela said she was “a really nice lady to get to know”.

Tensions were also experienced by Angela where guests “whined and whinged” and kept “banging on the door” asking for assistance. Hosts set their own rules according to their own standards and when they feel these are violated anger and frustration has been part of their experience of hosting.

Betty also experienced situations where she felt compromised. One couple who came said they expected privacy and Betty felt they hadn’t understood that B&B accommodation was within the home. When they left after only an hour, she felt “terrible, dreadful”. She said also “I was upset because we hadn’t been able to fulfil their needs ... we didn’t understand ... he was unable to tell us what he wanted” She described this as her “very worst experience”. In the early days of her business she was unable to relate to the kinds of guests attracted by their cheaper prices at the time, as they came from a different social world from Betty’s. During that period of being a host she felt nervous and lacked confidence.

8. Operators experience feelings of frustration, guilt and anxiety

The individual themes included in this interpretive theme are: guilt feelings regarding visitor safety, anxiety experienced when things go wrong, tensions of sharing space, inability to resolve frustration resulting from sharing their home with strangers, frustration regarding people’s understanding of the nature of a B&B, fear of upsetting visitors leading to communication difficulties, fear of strangers, and concern for personal property.

Angela described her emotions after her dog had bitten a couple of children, one belonging to a guest. She said it was “frightening”, “an awful experience”, “everyone
was having hysterics” and “it was a terrible feeling of dread when you hear a child yell out and scream at the top of their voice the dog’s just bitten them”. Since then she is constantly worried about the dog, having to keep it tied up when children around, but not wanting to put the dog down. Another “worry” in relation to guest safety is the pool.

There were particular tensions around the issues of shared space and privacy in a bed and breakfast leading to frustration for the hosts. Betty was proud of learning to supply a very special breakfast “breakfast is the time we spoil our guests” She expressed frustration that people don’t really understand what is meant by bed and breakfast. There is an expectation that guests will go out for all other meals. As the kitchen is in the centre of the house next to the lounge made available to guests. Betty felt she couldn’t cook and eat in front of the guests, thus she felt obliged to go out for meals, which consequently cut into the profits of the business. This whole issue was a constant source of anxiety for Betty. “I can’t bring myself to cook a meal for us and eat when there are people there who are not eating. I feel that, as a host, I just can’t do that.” “We’ve got to pretend that we don’t eat at all.” It was only with people who had become special friends that they would sometimes share an evening but this was generally only after they had eaten elsewhere.

Betty also experienced frustration over conflicting values that prevented her from communicating fully with guests on other issues. She was unable to fully explain to a couple who used excessive amounts of toilet paper that there was a risk of blocking up the septic system. “I was trying to explain the principles of the septic system ... and she had no idea what I was talking about”. Her anxiety was due to her own sensitivity around discussing personal issues. In terms of personal safety and protection of property Betty felt quite threatened by a couple whom she described as “feral”, and this feeling was heightened since she was alone on the property at the time. Another emotion experienced by Betty was one of anger when children maltreated their valuable and much-loved alpacas, since “alpacas are very nervous creatures and you have to treat them very carefully and especially our pregnant females because there’s a lot of money involved”. Her anger was also directed at the parents. She said “when they [parents] go
on holiday they sometimes think, well somebody else is going to look after my children for me. I'm here to have a holiday".

**Synthesised Extended Description - Hosts**

At the final stage of explication, the phenomenological description is written based on the explicated meanings. This is the final stage of the eidetic reduction.

**THE EXPERIENCE OF HOSTING FARM TOURISM**

Hosting farm tourism is an occupation which provides considerable enjoyment to hosts. Personal satisfaction is derived from succeeding in a complex challenge involving a diverse range of strangers, and from knowing that people have enjoyed their holiday. Seeing city children interact with and learn about farm animals is particularly satisfying for the host. Hosts experience enjoyment in meeting new people, who are experienced as bringing variety and a connection to the world outside the farm. Where there are two hosts (co-hosts) their skills and interests complement each other, adding to the efficiency of the business and the satisfaction gained by each partner as each relates in a different way to the guests. Some hosts are more farm-oriented and others are more people-oriented, while some prefer to be with the children.

Hosting is an enriching experience for hosts' children, thus providing another source of satisfaction to the host, both in seeing them interact with new children, and in the knowledge that hosting is a family business and therefore very good for the unity of the family. Hosting is more rewarding where the guests have something in common with the hosts, such as age, background, and interests. Hosts frequently enjoy social interaction with guests and may develop lasting friendships with visitors who come back often to stay at the farm.

Hosting involves being adaptable, and being available to look after the needs of the guests. There are also sacrifices to be made such as having to stay on the property while guests are staying, and having to make lifestyle changes. This is particularly true in bed and breakfast where care is taken to maintain privacy in a shared living situation under the same roof as the hosts. Hosting farm tourism is a learning experience. As hosts gain more experience from having different types of people stay, they become
more adept in recognising people’s needs. This is a gradual process which sometimes has to be learned by trial and error. Some of the difficulties hosts have to overcome are nervousness, lack of confidence, and lack of knowledge about the best way to run the business. Each host develops their own rules and their guests often conform to the kinds of people the host relates well to. This is influenced by repeat business from guests who have related well to hosts and to the type of farmstay. For example, families with small children like to stay at farms providing access to a range of farm animals, and the farmstay where the hosts prefer older people does not accept children.

Some of the challenging aspects of running a farm tourism business are having to deal with people you don’t like, dealing with people’s different habits and different value systems. This involves tensions in decision-making, and anxiety over personal safety and that of animals and one’s property, causing feelings of anger in the host. The hosting situation in bed and breakfast is more difficult as hosts must contend with problems caused through sharing the same space.

Another challenge is cross-cultural communication and understanding of overseas visitors who may have a very different view of the farm holiday and very different expectations of what the host should be offering. The experience of confronting a new culture can be frustrating and confusing for hosts. Hosts experience stress when they are unable to fulfil the needs of visitors, and particularly so where incidents occur which harm or injure guests.
CHAPTER 5

EXPERIENCES OF GUESTS

Introduction

This chapter describes the experiences of three farm tourism guests. The chapter is organised under the following headings:

5.1 Introducing the guests
5.2 Summary of methodology for Stage 3 – Guests
5.3 Findings for Stage 3 (including the textural description for Guest 1 and the structural description for Guest 2)

5.1 Introducing the Guests

The three hosts participating in this stage of the research, and their partners, have been given fictitious names to ensure confidentiality. I have called Host 1 couple Angela (the co-researcher) and Alan, Host 2 couple Betty (the co-researcher) and Bob, and Host 3 couple Carol (the co-researcher) and Colin.

To ensure confidentiality I have renamed the three guests taking part in the research Debbie, Eddie and Fiona. All three guests had taken a recent farm holiday at one of the farm tourism establishments in the South West Tapestry Region, but none of them had stayed at the farms the hosts interviewed in this study. The intention was not to look at the farm tourism experience in relation to any particular location, rather to uncover the underlying motivations and expectations of each person in seeking this type of holiday through discovering the essence of experience of farm holidays for each person.

The guests were from different backgrounds from each other in terms of social demographics. The first guest was a young woman speaking about her experience of farm holidays as a wife and the mother of a young family. The second guest and his wife were a retired elderly couple, and the third were a middle aged business couple.
5.2 Summary of Methodology for Stage 2 – Guests

The research methodology used to investigate the experience of being a farm tourism guest is phenomenological analysis. The research process for guests is identical to that used for hosts. I have used a combination of models from phenomenology literature which have been developed by the well-known phenomenologists Amedeo Giorgi, Robert Schweitzer and Clarke Moustakas. I have also adopted a research key pioneered by Stuart Devenish and I have modelled my explication of interpretive themes on the work of Patricia Sherwood. Full details of these models are given in Chapter 2 – Methodology.

Guests were intentionally selected as having stayed at different types of farm tourism accommodation to see whether this would have any impact on the results. They were interviewed at their own homes a short time after their most recent farm holiday in the South West Tapestry Region. All of the guests were from the Perth metropolitan area, which the sociodemographic stage of the researched revealed was the most common source of visitors, with 95 per cent of farm tourism operators surveyed stating that the majority of their visitors were from this source.

The interviews were meticulously transcribed and subjected to a rigorous phenomenological explication of the data, in the following sequence:

**Ideographic stage**

1. Initial reading of the transcript to gain a sense of the data
2. Separation into discreet sections of text (Natural Meaning Units - NMUs)
3. Development of a research key with likely categories for sorting the NMUs
4. Sorting of the NMUs according to the research key categories
5. Transformation of categories to central themes by elimination of excess material
6. Construction of a textural description of the experience based on the central themes and illustrated by excerpts from the transcript
7. Composition of a structural description of the researcher’s understanding of the co-researcher’s experience using a process of imaginative variation
8. Derivation of individual interpretive themes from the textural descriptions using the original text as a referent

Nomothetic stage

9. Integration of all individual themes for hosts under major interpretive themes

10. Explication of major interpretive themes drawing on the lived experience of the co-researcher as experienced by the researcher

11. Synthesis of explicated themes to a single unified statement or synthesised extended description of the experience of hosting farm tourism

5.3 Findings

In order to illustrate the research process and to aid understanding of the phenomenological reduction, I have included below the textural description for Guest 1 and a structural description for Guest 2. These are followed by a list of the individual interpretive themes for each host presented in relation to self, to others and to the world, as is suggested by the underlying philosophical principles of phenomenological analysis, the study of a person's lifeworld.

Textural Description - Guest 1

The textural description is a summary of the central themes illustrated by drawing on the original dialogue from the transcript.

Guest 1

TEXTURAL DESCRIPTION OF DEBBIE’S EXPERIENCE AS A FARM TOURISM GUEST

In order to preserve confidentiality, the respondent is referred to by the fictitious name Debbie.

When Debbie and her husband chose a farm holiday, they were seeking a “country type of experience” which for them included farm activities for the children in a location that was “picturesque to stay in”.

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In Debbie's own words, part of the attraction was that of imagining herself as part of that environment—"that feeling of living in the countryside, I feel part of it, like I could imagine that was our home and this was our life". She loved the "scenic qualities" of farm holidays, "the beautiful view in the morning across the fields with the sun coming up", "feeling the water coming off the grass at night", and the "lovely quiet open spaces".

It was important for the children to be "entertained and happy" so that then the whole family would enjoy the holiday. Debbie and her husband could, "as parents", "relax and read" and "have a kind of veg out type time". For Debbie this was "the draw of it" "compared to our normal life" which involves her "running around, taking them (the children) from one place to another, working to schedules, and just trying to keep up with everything..."

The children's wellbeing and enjoyment of the holiday was very important. She defines farm activities as "feeding animals", "collecting eggs", "walking around with animals" and observing "farm things in action". It was also important that activities for the children be available on site so that Debbie and her husband wouldn't feel "compelled to get up and go and sightsee" If they (the children) aren't enjoying themselves and they're being dragged around from pillar to post, it's stressful and nobody enjoys themselves". In the relaxed environment of the farm tourism holiday, some of the things Debbie and her husband liked to do were "going for walks, reading, or playing games with the children".

Debbie compared farm tourism holidays with other types of holidays she had experienced and noted several advantages. Compared with camping, there was less work for her since bedding and cooking facilities were provided on the farm, and guests didn't need to bring much, only themselves and their clothes. Looking at hotel accommodation, Debbie saw this as "just somewhere to sleep ... while you go out and visit other things."

Debbie's farm tourism experience has been totally satisfactory for her. "There hasn't been anything at all" that she hasn't enjoyed about farm holidays. On reflection
she did mention lack of provision of tea and coffee on arrival as disappointing, and suggested that perhaps she would be better prepared in future.

Their latest farmstay holiday was totally self-catering. Although the hosts were “very friendly people”, she was quite happy to have “distance in the relationship” and she did not maintain any ongoing friendships. These hosts provided farm activities but there was no other social contact. As Debbie remarked, “I really prefer to be completely separate and be able to join in with activities rather than eating with people”. Debbie and her family had been on previous farmstay holidays that were either bed and breakfast or provided breakfast at the farmhouse. Debbie felt that “coming together with people that you don’t know” was “stressful” and she felt “an element of discomfort and stress”.

Another farmstay they had stayed at had no farm animals so activities were restricted to walking as far as the children were concerned. Debbie’s expectation of a farmstay was that there would be “domesticated animals, a few chickens – maybe a cow and some other things like goats, and a horse, that the children can pat at each venue, and collect eggs”. She favoured a holiday that, similar to the latest one, contained these elements. “I see a farm holiday as something where the holiday is right there, it’s all packaged, the kids like to explore around the safe confines of the farm .. and everyone’s happy”.

**Structural Description – Guest 2**

**STRUCTURAL DESCRIPTION OF EDDIE’S EXPERIENCE AS A FARM TOURISM GUEST**

In order to preserve confidentiality, the respondent is referred to by the fictitious name **Eddie**.

Eddie and his wife have only recently discovered the enjoyment of farm tourism holidays.

As an older couple they moved away from their usual holidays at a motel in **Busselton** to a quieter, inland location, in search of quietness and tranquillity.

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1 Busselton is a busy coastal resort town in the southwest of Western Australia
Eddie said they were not particularly looking for farming and animals although he observed animals while travelling and at the farmstay, and he believed that coming into contact with animals was very good for city children.

The main motivation was the search for peace and tranquillity. Eddie remembered his experiences as a boy and later as a young man where he spent his early childhood and some of his adolescent years on a farm. Even though his wife did not share these experiences, she did enjoy the farmstay and was also looking for peace and tranquillity.

Another aspect of the farm holiday that impressed Eddie was the friendliness not only of the host but also of the other guests and the people in the nearby small country town.

In spite of not particularly looking for the farming side of the holiday, Eddie found the activities to be very enjoyable, particularly the feeding of wild birds which was made into a social occasion by the host. He also became interested in the fruit farming business conducted at the farmstay where they stayed. He reflected on his own farming experience of his youth and described an incident where he had been able to use this farming knowledge to assist the host by carrying out some emergency repairs to a storm-damaged fence. In considering the general appeal of farm tourism holidays, Eddie also identified other interesting features in the neighbourhood which would appeal to visitors such as local restaurants, festivals and scenic drives.

Eddie also mentioned that he would like to retire to a country place but for lack of medical facilities which he felt as older people he and his wife should be close to. However, they certainly intended to save for another farm tourism holiday in the near future.

Addendum: In a post interview conversation with Eddie's wife, she indicated her preference for self-contained accommodation. Her view of bed and breakfast or eating with the host was that she would not enjoy this as she would feel obliged to help with the preparation and clearing up and would not be able to relax and enjoy herself.
Interpretive Themes

The interpretive themes derived from the ideographic stage of the explication of the experience of the three farm tourism guests are listed below. As with hosts, these have been grouped according to their relationship to self, others and the lifeworld to consistently reflect the phenomenological existential transcendental paradigm of being in the lifeworld. The individual interpretive themes represent the end of the ideographic stage of analysis.

GUEST 1

In relation to self

- Imagining living in the country
- Loving the scenic qualities of the farm in the country
- Farm tourism requires less personal effort on the part of a wife and mother
- Enjoyment of farm holidays
- Contrast between busy lifestyle and relaxation in country
- Need to recuperate from stress
- Enjoying leisurely activities like walks and reading

In relation to others

- When children are happy the family is happy
- Opportunities to play games with the children
- Seeking interactive farm activities for children
- Seeking to have expectations met regarding activities required
- Activities are necessary to keep children occupied so parents can relax
- Need for distance in relationship
- Desire to be left alone
- Stress of eating with strangers

In relation to the world

- Seeking a country experience
- Holiday is a package to suit guests’ needs
- Basic amenities will be supplied
1. hosts will keep their distance
2. holiday will relieve stress
3. holiday will be good for all the family

GUEST 2

In relation to self

- Discovering the enjoyment of the farm holiday
- Feeling good about past knowledge of farm life
- Finding the fruit packing side of the business very interesting
- Desire for privacy, quietness and tranquillity
- Valuing farm tourism as an enjoyable experience
- Animals are good for city children
- Reliving past experience on a farm when young
- Remembering the quietness and peacefulness of the country

In relation to others

- Enjoying peace and tranquillity with partner
- On rainy days enjoyed his wife’s company
- Appreciated friendliness of host
- Host explaining fruit packing business to him
- Feeling of happiness when he was able to help the host with some fencing repairs
- Preference for self-catering accommodation.
- Other guests were very friendly
- Loving the opportunity to sit and talk with other guests during wild bird feeding
- Country people were also very friendly

In relation to the world

- Access to other country attractions, festivals and drives
- Possible problems in provision of medical facilities
GUEST 3

In relation to self
- Enjoying the country atmosphere
- Finding somewhere nice and quiet
- Getting away from the city
- Seeing scenery and hills
- Being away from people
- Remembering childhood experiences
- Provides relief from pressure and pace of business

In relation to others
- Sharing love of country and country upbringing with partner who shares holiday
- Instant rapport with two sets of hosts
- Barriers to relationships
- Shared values and tastes as a prerequisite for friendship
- Friendliness of country people
- Welcoming attitude towards tourists

In relation to the world
- City people are introverted, country people are more outgoing
- Availability of services in the country is limited but surmountable

Nomothetic Stage

My phenomenological analysis of the experience of farm tourism guests now moves into the nomothetic mode. I have integrated all of the themes from each guest in the ideographic stage of analysis into the following eight major interpretive themes which will be the basis for the final stages of the eidetic reduction.

1. Guests experience the farm tourism holiday as both uplifting and peaceful.
2. Guests experience the farm tourism holiday as a panacea for the stresses of a busy lifestyle.
3. Guests experience seeing children learning from and enjoying farm activities
4. Guests experience a heightened sense of family togetherness on a farm tourism holiday.
5. Guests relive happy memories of past times spent on the farm and in the country.
6. Guests experience country people as friendly and welcoming towards visitors.
7. Guests enjoy meaningful and lasting friendships with hosts with whom they share common interests.
8. Guests experience anxiety and discomfort in socialising with people they don’t know.

**Explication of Interpretive Themes for Guests**

Meanings for each of the major interpretive themes are presented below. These represent provide a composite picture of the experience of being a farm tourism guest incorporating the lived experience of all of the co-researchers.

1. *Guests experience the countryside as both uplifting and peaceful.*

   This interpretive theme includes the themes of: imagining living in the country, loving the scenic qualities of the farm in the country, enjoying leisurely activities like walks and reading, discovering the enjoyment of the farm holiday, desire for privacy, quietness and tranquillity, valuing farm tourism as an enjoyable experience, enjoying attractions outside the farm, wanting to retire to the country but not feeling confident about medical services, enjoying the country atmosphere, finding somewhere nice and quiet, and seeing scenery and hills.

   The countryside is experienced as uplifting, having the power to recharge the batteries, give fresh clean air, peace and tranquillity. Debbie (Guest 1) is so inspired by the landscape that she imagines herself living in the country. Even the guest chalet she stayed in takes on this dimension as she can see herself in the “little house”... “because it’s pretty to look outside”. She describes her whole experience quite poetically: “I love the scenic qualities of the whole holidays and one of the most memorable things, just the beautiful view in the morning across the fields with the trees in the distance and the green fields, the sun coming up, and then at night feeling all the water coming off...
the grass and the misty feeling and just the lovely quiet open spaces I think. That’s what I really like and just being able to go for a walk, imagine just living on a farm, just get that feeling of living in the countryside. I feel part of it, like I could imagine this was our home and this was our life, just sort of role-playing."

Eddie (Guest 2) discovered the farm holiday quite by accident while searching for the peace and tranquillity he yearned for to fill his lifeworld. He and his wife loved the “peacefulness” and “quietness”, the “gorgeous drives” and the whole ambience. He also thought about retiring to the country and the only deterrent was his need to be close to medical services available in the city. Fiona (Guest 3) was also desiring a quiet haven where she could enjoy beautiful scenery and the hills she could relate to from her deep memory within herself of a child growing up in the country. “Both my husband and I were brought up in the mountain country in New South Wales and Queensland.”

2. **Guests experience the farm tourism holiday as a panacea for the stresses of a busy lifestyle.**

This interpretive theme includes the themes of: experiencing a need to recuperate from stress, appreciating the contrast between a busy lifestyle and relaxation in country, getting away from the city, being away from people, experiencing relief from pressure and pace of business, and experiencing farm tourism as a low effort holiday.

Busy lifestyle, noise, traffic congestion, pollution are part of life for most city dwellers. Guests experienced a complete contrast to these aspects of their world when they spent time in the country on a farm tourism holiday. For Debbie “that’s the draw of it, compared to our normal life” which is “running around ... just trying to keep up”. On a farm tourism holiday “no one has to go anywhere” and she just wants to have “a real veg out type time”. Fiona experienced the country as a place to “be away from people” where she and her partner can just get away from the “pressure and pace” of business and “recharge the batteries”. For Debbie, the farm tourism holiday gives her the chance to relax in more ways than one as she reflects that there is very little [domestic] work involved in the self-catering accommodation she favours in a farmstay. She wanted something that would be “restful and a bit lazy” with “no things to do”.

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3. **Guests experience seeing children learning from and enjoying farm activities.**

This interpretive theme includes the themes of seeking interactive activities for children, seeking to have expectations met regarding activities required, keeping children occupied with activities so parents can relax, and believing animals are good for city children.

Guests have expressed positive feelings regarding seeing children interacting with farm animals. They all felt that city children have little, if any, contact with farm animals, so that being on the farm is good for them. These sentiments are related to their own life experience as children when they may have enjoyed being with animals. Two of the participating guests, Eddie and Fiona, grew up in the country or on a farm.

Debbie knew exactly what kind of activities she wanted for her children and described them in an interactive manner "geese and chickens to feed, cows to feed and pat" as if she were the child drawing on her own experience. There were also elements of another type of satisfaction linked to the relief from having to worry about the children while they were on holiday. Debbie and her family had experienced several different types of farmstay accommodation, but the one she enjoyed most was the one where she could be sure that the children would be happily occupied with low-key, safe interaction with farm animals to suit her specifications. This meant that she wouldn't have to worry about their safety, would know they were enjoying themselves and would then be able to relax with her husband. This was a holiday where "everyone's happy, the kids like to explore around the safe confines of the farm. The hosts have activities ... so the kids can go off and do that and they can join in". The main attraction was to "just sit and relax and know the kids are having an enjoyable time."

4. **Guests experience a heightened sense of family togetherness on a farm tourism holiday.**

This interpretive theme includes the themes of feeling like a happy family when the children are happy, spending time playing games with the children, enjoying peace and tranquillity with partner, on rainy days enjoyed his wife's company, sharing love of country and country upbringing with partner on holiday.
Two of the guests spent the farm tourism holiday with their spouses and one was accompanied by her other immediate family members (spouse and two children). Eddie and his wife both experienced the peace and tranquility they were searching for. He said “she looks for quietness, peacefulness”, and “even the rainy day, ... we just stay inside ... just by ourselves, I loved that”. They loved the whole holiday and the “little town” so much that they felt they belonged. Eddie claimed “all of a sudden, we made it our spot”. For Debbie, the essence of her farm tourism experience was closeness of the family unit, being a happy family. This was the indisputable secret of an enjoyable holiday: “once you’ve got children with you the holiday is only a fun holiday if they’re happy”. The children’s enjoyment was linked directly to having all the activities in one place. Debbie recalled from her own knowledge of their behaviour “if they aren’t enjoying themselves and they’re being dragged around from pillar to post it’s stressful and nobody enjoys themselves”, and “if they’re entertained and happy, then we as parents can relax”. Fiona’s experience of life as shared with the researcher is one of companionship with her partner she grew up with in the country as they continually seek country experiences “regressions to our childhood” together.

5. **Guests relive happy memories of past times spent on the farm and in the country.**

This interpretive theme includes the themes of: feeling good about past knowledge of farm life, reliving past experience on a farm when young. remembering the quietness and peacefulness of the country, and feeling of happiness through helping the host with some fencing repairs.

One of the objects accessed in the lifeworld is memory of past experience. Two of the three guests relived experiences on the farm from long ago, experiences that had influenced their choice to take a farm holiday. Eddie said “I could give you some experiences that I’ve had on farms which probably made us want to go and stay there [at the farmstay]”. He recalls the good times: “I enjoyed specially the Christmas time. I’d even be on the tractor ... now all that comes back to me. It was great, and it was so quiet. Peaceful”. Eddie became enthusiastic as he began to think about the role of sheep on the farmstay, and to share his experience of mending some fences broken in a
sudden storm, speaking proudly of his ability to do something for the host who was “so friendly”. Fiona recalled her childhood in a country town in New South Wales, with her husband, and the other farm and country holidays they had taken in England, saying “we’re country people at heart”.

6. Guests experience country people as friendly and welcoming towards visitors.

This interpretive theme includes the themes of: finding country people very friendly, finding city people to be introverted, finding country people to be more outgoing, and finding other guests very friendly.

Country hospitality is one of the recurring themes of farm tourism literature (Lane, 1994; Moscardo, Morrison & Pearce, 1996; Pearce, 1990). Farm tourism guests participating in the study experienced country people as very friendly and helpful, especially to visitors. In Fiona’s experience, “country people are more outgoing” whereas she had experienced “city people to be introverted”. His experience out walking in the city was the opposite: “in the city . . . you talk to someone and they run away . . .” Debbie liked hosts to be “separate but friendly”. She described the hosts in her preferred farmstay as “very friendly people and they treated you like people that we’ve known for quite a while”. For Eddie the friendliness of the country included their host “she was marvellous” and the other guests. He says “everyone seems to acquire that lovely country air where everybody is a friend”, and “anywhere you go in those small towns . . . everybody talks to you”.

7. Guests enjoy meaningful and lasting friendships with hosts with whom they share common interests.

This interpretive theme includes the themes of: appreciating friendliness of host, loving the opportunity to sit and talk with other guests during wild bird feeding activities, experiencing instant rapport with two sets of hosts who share values and tastes, and involvement in learning from host about fruit packing business.

Guests have experienced instant bonding with hosts that mark the beginning of friendships that guests are keen to continue. Fiona experiences that special quality of attraction and bonding as “likemindedness”, a quality that transcends other similarities.
such as age. “It’s just nice to find somebody likeminded with similar sorts of tastes.” She experienced this not once but twice, with two different hosts, and this relationship is one of the most important reasons for their continuing enjoyment of their visits to their favourite farmstay. She described the later hosts as “fantastic” and “like family.” Of having a meal at the farmstay, she said when they go there “it’s like going down to a dinner party with friends.” In contrast, where they didn’t bond with the host they didn’t return to that establishment for a further holiday. While Debbie preferred to keep her distance from hosts, Eddie developed a special bond with their host, which drew them back to the same farmstay for a second visit. He said “she was marvellous and we made very good friends with her in just two visits”.

8. Guests experience anxiety and discomfort in socialising with people they don’t know.

This interpretive theme includes the themes of: experiencing lack of contact with host as a desirable aspect of host-guest relationship, finding eating with strangers a stressful experience, and partner’s discomfort regarding eating with hosts.

Debbie had visited several farm tourism establishments in the area and had experienced stress in eating with the hosts. She expressed this in the following way: “I feel that’s a bit stressful – people that I don’t know – actually joining a meal in their home, I just feel an element of stress .. discomfort.” She prefers to be “completely separate” from the host. Similarly, the wife of Guest 2 (Eddie) mentioned that she would feel very awkward eating with strangers as she would feel obliged to help with preparation of the meal and cleaning up, which she would rather not do when she was on holiday. This theme may be extended to include dislike of socialising with people with whom there is no common bond. This was Fiona’s experience when their first preferred farm tourism establishment changed hands and they didn’t like the new owners, leading them to search for another farmstay operated by people who held similar values to their own.
Synthesised Extended Description - Guests

At the final stage of explication, the phenomenological description is written based on the explicated meanings. This is the final stage of the eidetic reduction.

THE EXPERIENCE OF BEING A FARM TOURISM GUEST

The enjoyment of a farm tourism holiday is linked to the beauty, peace and tranquillity of the countryside. Guests experience a sense of renewal as they recover from the stresses of their busy lifestyle, whether it be coping with an active family, running a business or simply living in the city. They experience the country as a place of clean air, free from pollution and the noise of traffic.

Guests enjoy the scenic qualities of the country and can imagine living in the country. They relate to and, in a sense feel they own it, if only for a short time. For some, the country and farm lifestyle brings back memories of pleasant times spent in the country or on farms in their youth.

Guests experience farm tourism as being with and among friendly people. The friendly ethos of the country is seen to extend to everybody, from hosts to other guests and to other people living in the area. Once guests have met and relate well to a host there is often an ongoing relationship that encourages them to go back again and again to repeat the enjoyable experience. The bonds that bring guests and hosts together are those of sharing common interests and tastes that surpass the obvious commonalities such as age. Where guests have not liked the host, they have not returned to that farmstay. The closest relationship between guests and hosts was at a bed and breakfast type of farmstay. Guests staying in self-catering chalets valued their privacy and opportunity to be separate. Being a farm tourism guest in a situation where meals are shared with the family can be extremely enjoyable for some, yet stressful and intimidating for others, depending on the level of friendship achieved.

For the guest with a family of young children, farm activities are delightful, a learning experience for the children and a way of keeping them occupied and happy so that the family as a whole has an enjoyable holiday. Some guests don't like to feel
pressed about anything at all, they like leisurely activities such as walking or reading. Being on holiday on the farm is a space in the lifeworld where personal relationships flourish and family harmony is maintained.
CHAPTER 6

MOTIVATIONS OF HOSTS AND GUESTS

Introduction

In this chapter I present the key findings of my phenomenological investigation of the experience of farm tourism hosts and guests expressed as motivations for hosting tourism or for choosing a farm tourism holiday. I will compare my findings with two research studies (Fry, 1984 and Pearce, 1990) mentioned earlier in the thesis. I will apply selected motivation models from social science and tourism literature to my findings on guest motivation and I will discuss host-guest relationships in the context of tourism literature. Finally I will discuss the merits of phenomenology as action research in the context of my research. The chapter is presented under the following headings:

6.1 Motivations of hosts - Findings
6.2 Motivations of guests - Findings
6.3 Discussion of findings of this research in relation to other research
6.4 Motivations theories used in tourist studies and their relevance to the current research
6.5 Host-guest relations in the context of tourism literature and relevance to current research
6.6 Conclusion

6.1 Motivations of Hosts - Findings

Motivations for hosts are based on the content of the synthesised extended description explicated from their lived experience of hosting farm tourism, as discussed in Chapter 4 Experiences of Hosts. These will be presented in table form (Table 11) following the extended description of the experience of hosting farm tourism reproduced below.
Synthesised Extended Description of the Experience of Hosting Farm Tourism

Hosting farm tourism is an occupation which provides considerable enjoyment to hosts. Personal satisfaction is derived from succeeding in a complex challenge involving a diverse range of strangers, and from knowing that people have enjoyed their holiday. Seeing city children interact with and learn about farm animals is particularly satisfying for the host. Hosts experience enjoyment in meeting new people, who are experienced as bringing variety and a connection to the world outside the farm. Where there are two hosts (co-hosts) their skills and interests complement each other, adding to the efficiency of the business and the satisfaction gained by each partner as each relates in a different way to the guests. Some hosts are more farm-oriented and others are more people-oriented, while some prefer to be with the children.

Hosting is an enriching experience for hosts’ children, thus providing another source of satisfaction to the host, both in seeing them interact with new children, and in the knowledge that hosting is a family business and therefore very good for the unity of the family. Hosting is more rewarding where the guests have something in common with the hosts, such as age, background, and interests. Hosts frequently enjoy social interaction with guests and may develop lasting friendships with visitors who come back often to stay at the farm.

Hosting involves being adaptable, and being available to look after the needs of the guests. There are also sacrifices to be made such as having to stay on the property while guests are staying, and having to make lifestyle changes. This is particularly true in bed and breakfast where care is taken to maintain privacy in a shared living situation under the same roof as the hosts. Hosting farm tourism is a learning experience. As hosts gain more experience from having different types of people stay, they become more adept in recognising people’s needs. This is a gradual process, which sometimes has to be learned by trial and error. Some of the difficulties hosts have to overcome are nervousness, lack of confidence, and lack of knowledge about the best way to run the business. Each host develops their own rules and their guests often conform to the kinds of people the host relates well to. This is influenced by repeat business from guests who have related well to hosts and to the type of farmstay. For example, families...
with small children like to stay at farms providing access to a range of farm animals, and the farmstay where the hosts prefer older people does not accept children

Some of the challenging aspects of running a farm tourism business are having to deal with people you don’t like, dealing with people’s different habits and different value systems. This involves tensions in decision-making, and anxiety over personal safety and that of animals and one’s property, causing feelings of anger in the host. The hosting situation in bed and breakfast is more difficult as hosts must contend with problems caused through sharing the same space

Another challenge is cross-cultural communication and understanding of overseas visitors who may have a very different view of the farm holiday and very different expectations of what the host should be offering. The experience of confronting a new culture can be frustrating and confusing for hosts. Hosts experience stress when they are unable to fulfil the needs of visitors, and particularly so where incidents occur which harm or injure guests.

6.2 Motivations of guests - Findings

As with hosts, the extended description is presented below, followed by Table 12 which shows the motivations and expectations taken from the phenomenological description.

Synthesised Extended Description of the Experience of Being a Farm Tourism Guest

The enjoyment of a farm tourism holiday is linked to the beauty, peace and tranquillity of the countryside. Guests experience a sense of renewal as they recover from the stresses of their busy lifestyle, whether it be coping with an active family, running a business or simply living in the city. They experience the country as a place of clean air, free from pollution and the noise of traffic.

Guests enjoy the scenic qualities of the country and can imagine living in the country. They relate to and, in a sense feel they own it, if only for a short time. For
some, the country and farm lifestyle brings back memories of pleasant times spent in
the country or on farms in their youth.

Table 11 - Motivations of hosts

<table>
<thead>
<tr>
<th>Motivation</th>
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<tbody>
<tr>
<td>Being involved in an enjoyable occupation</td>
</tr>
<tr>
<td>Meeting complex challenges</td>
</tr>
<tr>
<td>Seeing people enjoy their holiday</td>
</tr>
<tr>
<td>Seeing children learn about farm animals</td>
</tr>
<tr>
<td>Meeting new people</td>
</tr>
<tr>
<td>Connecting to the world outside the farm</td>
</tr>
<tr>
<td>Working side by side with co-host in a successful partnership</td>
</tr>
<tr>
<td>Seeing their own children enjoy the hosting experience</td>
</tr>
<tr>
<td>Increasing family unity</td>
</tr>
<tr>
<td>Sharing common interests with guests</td>
</tr>
<tr>
<td>Social interaction with guests</td>
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<tr>
<td>Developing lasting friendships with guests</td>
</tr>
<tr>
<td>Learning to recognise people’s needs</td>
</tr>
<tr>
<td>Gaining confidence</td>
</tr>
<tr>
<td>Overcoming nervousness</td>
</tr>
<tr>
<td>Gaining business skills</td>
</tr>
</tbody>
</table>

Guests experience farm tourism as being with and among friendly people. The
friendly ethos of the country is seen to extend to everybody, from hosts to other guests
and to other people living in the area. Once guests have met and relate well to a host
there is often an ongoing relationship that encourages them to go back again and again
to repeat the enjoyable experience. The bonds that bring guests and hosts together are
those of sharing common interests and tastes that surpass the obvious commonalities
such as age. Where guests have not liked the host, they have not returned to that
farmstay. The closest relationship between guests and hosts was at a bed and breakfast
type of farmstay. Guests staying in self-catering chalets valued their privacy and
opportunity to be separate. Being a farm tourism guest in a situation where meals are shared with the family can be extremely enjoyable for some, yet stressful and intimidating for others, depending on the level of friendship achieved.

For the guest with a family of young children, farm activities are delightful, a learning experience for the children and a way of keeping them occupied and happy so that the family as a whole has an enjoyable holiday. Some guests don’t like to feel pressured about anything at all, they like leisurely activities such as walking or reading. Being on holiday on the farm is a space in the lifeworld where personal relationships flourish and family harmony is maintained.

**Table 12 - Motivations of guests**

- Seeing the beauty of the countryside
- Experiencing peace and tranquillity
- Experiencing a sense of renewal
- Recovering from the stress of their busy lifestyle
- Being able to relax
- Breathing the clean air in the country
- Being away free from the noise of traffic
- Imagining living in the country
- Remembering pleasant times spent in the country or on farms in their youth.
- Enjoying leisurely activities such as walking
- Providing meaningful farm activities for the children
- Being together as a family on an enjoyable holiday
- Experiencing friendly country hospitality
- Being in a friendly country environment
- Building relationships with people with common interests
- Renewing friendships with hosts from previous holidays
6.3 Discussion of Findings of This Research in Relation to Other Research Western Australia

Hosts

For the respondents in Fry's (1984) study of farm tourism in Western Australia, the main motivation was 'economic' (66 per cent), with 50 per cent of hosts naming 'meeting people' as an important reason for starting a farm tourism venture. In the current study, 'meeting people' has emerged as the most significant motive for operating a farm tourism business, contrasting with Fry's findings that while 50 per cent of his respondents desired to meet people, for two thirds of proprietors the main motivation was economic (Fry, 1984, pp 29-30).

Another important motivation in Fry's study was the emphasis on educating people about farming. In the SWTR hosts, were more concerned with seeing children interact with and learn from animals. While Fry's respondents considered the peace and quiet and the natural assets of the countryside to be the most enjoyable part of the farm holiday, hosts in the current study also spoke about social interaction with their guests as a strong motivation.

Fry has listed as personal rewards a number of motivations which are also expressed by SWTR hosts as strong motivations. These include meeting people, making friends, social contact, broadening knowledge and seeing people enjoying themselves.

Guests

For guests in Fry's study, the overwhelming motivation involved showing children farm activities. In contrast, in my research this is raised by only one of the three guests interviewed. In her case, the main motivation was that everyone in the family would be happy and this would be an opportunity for her and her husband to relax, knowing the children were safe. This same view was expressed by parents answering Fry's questionnaire. A smaller number of guests valued peace and quiet and getting away from the city yet these were the main motivations for guests in the current study.
It should be noted that while both studies took place in WA, Fry’s research covered a much larger areas (the whole of the State, took place more than 15 years ago, and used a different methodology).

The stronger desire of guests in the SWTR to get away from the city may be a consequence of increased stress caused by 15 years of increasing globalisation and the technological revolution which has affected so many working environments. The attitudes towards children is in part dictated by the needs, values and priorities of the respondents. The strong motivation in the SWTR to make friends with guests may be a function of the psychocentric nature of the target market since guests were generally within a two hour journey from the farmstay locations.

**Host-Guest Relationships**

Fry asked hosts to list the personal qualities needed to run their farm tourism establishments. His results are given in the Table 13.

**Table 13 - Personal qualities required for farm tourism (Fry, 1984)**

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequency of mention (N = 27)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outgoing, like people, interested in others, gregarious, friendly, get on with others, sociable</td>
<td>19</td>
</tr>
<tr>
<td>Patience, tolerance, can’t let things get you down</td>
<td>12</td>
</tr>
<tr>
<td>Organised, proficient, stable, businesslike, accurate in making bookings, good homemaker, adaptable</td>
<td>9</td>
</tr>
<tr>
<td>Good talker, good listener, communicator, speaker</td>
<td>7</td>
</tr>
<tr>
<td>Caring, concern, hospitality</td>
<td>4</td>
</tr>
<tr>
<td>Good knowledge of natural phenomena, good guide, travel background</td>
<td>4</td>
</tr>
<tr>
<td>Willingness to sacrifice personal, life, 24-hour day</td>
<td>3</td>
</tr>
</tbody>
</table>

*number of respondents

(Fry, 1984, p.31)
The responses indicated a number of qualities which can also be attributed to the hosts participating in the current research, particularly in terms of sociability, resilience and willingness to make personal sacrifices in the interest of satisfying the needs of guests.

Fry lists some tensions experienced by his respondents. These are:

- Tourism competing with farming for time
- Children wanting to be just with the family when other children visiting
- Not used to tourism, handling bookings and other organizational hassles
- Sometimes kept up talking until late
- Differences of opinion between husband and wife, or other members of a family partnership

(Fry, 1984, p.31)

None of these correspond with the tensions described in the experience of the SWTR hosts which were due to experiences involving clients with different social values from the host, difficulty in communicating with guests on issues of a personal nature, and cross-cultural lack of understanding.

**New Zealand**

The second study against which I compare my findings was conducted in New Zealand by Philip Pearce (1990). Pearce's research was based on a social situation analysis of host-guest experience against eight features of social situations developed by Argyle, Furnham and Graham (1981, cited by Pearce, 1990, p.345). These were 'cognitive structures', 'environmental setting', 'social rules', 'social roles', 'language and communication', and 'activities and behavioral sequences'.

Firstly, there is a great difference between the nature of farm tourism in New Zealand and the Australian product. In New Zealand, farm tourism is an all year round attraction priced at the upper end of the market and the majority of visitors from overseas (at least 80 per cent), including a high proportion (more than 20 per cent) from Japan. The majority of accommodation is in-house and includes meals. Farm tourism in Australia has a fast-growing proportion of self-catering accommodation with a potential for a more flexible kind of relationship between hosts and guests. Due to these differences it is not surprising that there were many contrasts between my findings and...
those of Pearce. In New Zealand, these involved tensions arising from cross-cultural
interaction. Problems arose as a result of conflicting social rules, eating behaviour and
communication styles including non-verbal behaviour and the need to share facilities in
an in-home type of accommodation. In my research there was only one example of
cultural misunderstanding with Asian visitors reported by Angela (Host 1) but this had
little impact on my overall finding since overseas visitors did not take part in the study.
The study was not broad enough to include the considerable amount of research
required to investigate international host-guest relations.

As in my findings, friendliness of hosts was an integral part of the experience.
In some instances this was elevated to the extreme by tourists who viewed the friendly
New Zealand farmer as the prototype of a New Zealander. Conversely, guests often felt
that there was pressure on them to return friendliness by sharing information about
themselves and their lifestyle, especially when other guests were cited up by farmers as
an example. This kind of pressure on guests may be an effect of living in close
proximity with strangers as it has also been raised as an issue in the context of bed and
breakfast establishments in Australia (McCabe, 2000, p.24), but was noted in the
SWTR.

Farm tourism guests were not motivated to take part in farm activities with the
exception of leisurely walking. Pearce's findings were similar, although hosts expected
visitors to be interested in farm activities. My findings show that hosts understood the
needs of their visitors better than New Zealand hosts with respect to activities.

In my findings the financial aspects of farm tourism were barely mentioned by
hosts. In contrast, in the New Zealand study, all farmers mentioned the importance of
receiving an income from tourism, although Pearce also identified a significant social
motive. In Pearce's study 25 per cent of hosts thought farming was good for young
children from different cultures, but there was no evidence of how hosts felt about
seeing people or children enjoying the holiday as is apparent in the SWTR study. The
mental contribution of visitors with professional expertise was mentioned by one host in
my study but in New Zealand, this was a much more important motivation for farm
tourism operators.
The main guest motivations in the current study are the desire to relax, recover from stress, enjoy the countryside and build friendships with hosts and country people. In New Zealand guest motivations included meeting New Zealanders, seeing scenery, avoiding conventional accommodation (hotel, motel), learning English (mainly stated by Japanese tourists), interest in farming, and convenience to a specific tourist attraction. Apart from seeing scenery, none of the other motives were expressed by farm tourism guests in my study.

6.4 Motivation Theories Used in Tourism Studies and their Relevance to the Current Research

The study of motivation is central to understanding the demand for tourism (Mathieson & Wall, 1996: Mill & Morrison, 1992), and there is a significant amount of academic writing on the subject including Graburn (1989), Plog (1987), Pearce (1993), MacCannell (1973) and Cohen (1988). I have selected the following three models from the literature as most relevant to my findings:

A. Maslow’s Hierarchy of Needs. (Maslow, 1958)
B. Grabum’s Model of the Sacred Journey (Grabum, 1989)
C. Plog’s Psychographic Typology (Plog, 1987)

The following models are of lesser relevance.

D. Mill and Morrison’s (1992) adaptation of Maslow’s model: Needs and motivations listed in travel literature
E. Mathieson and Wall’s categories of tourist motivation
F. Crompton’s socio-psychological motivators

A. Maslow’s Hierarchy of Needs

Maslow (1958) argues that humans have needs at ascending levels, each of which has to be met before a person can satisfy the ultimate need of self-actualisation.
In applying my findings to each of Maslow's categories it can be seen that farm tourism is a complete experience for the co-researchers in meeting the needs categorised by their motivations (see Table 14).

B. **Graburn's Concept of the Sacred Journey**

Graburn (1989) likens the alternating states of work and holiday (modes of existence) to the 'profane' and the 'sacred' so that the holiday becomes a 'sacred journey'. "Because the touristic journey lies in the non-ordinary sphere of existence, the goal is symbolically sacred and morally on a higher plane than the regards of the ordinary workaday world" (Graburn, 1989, p.36).

The motivations derived from the experience of farm tourism guests in my study which correspond with Graburn's state of the sacred are: beauty of the countryside, peace and tranquillity, renewal, recovery, relaxation, clean air, imagining living in the country, reliving pleasant memories of country life, providing meaningful activities for children, being together as a family on holiday, friendly country hospitality, and renewing once a year friendships with friendly hosts.

The motivations of farm tourism guests in my study which correspond with Graburn's state of the profane are: escape from stress of city lifestyle, pollution, traffic noise, children not experiencing country life, busy lifestyle does not encourage family unity, city generally less friendly to strangers.

C. **Plog's Psychographic Typology**

Plog (1987) developed a tourist typology based on motivation in which people are placed on a continuum ranging from *psychocentric* through *near psychocentric*, *midcentric*, *near allocentric* to *allocentric*. The psychocentric people are those who don't step too far from their comfort zone. They tend to travel short distances and seek friendships with people similar to themselves. Allocentrics are at the other extreme. They are always looking for adventure and excitement, and usually venture far from home. The majority of tourists are in the midcentric zone.
Table 14 - Motivations of farm tourism guests expressed according to Maslow’s Hierarchy of Needs

| Level 1 - Survival          | Recovering from stress of busy lifestyle |
|                            | Being able to relax                      |
|                            | Enjoying leisurely activities such as walking |
|                            | Breathing in the clean air in the country |

| Level 2 - Safety            | Providing a safe holiday environment for children |
|                            | Being free from noise of traffic |

| Level 3 - Belonging         | Being together as a family on an enjoyable holiday |
|                            | Providing meaningful activities for children |
|                            | Experiencing friendly country hospitality |
|                            | Being in a friendly country environment |
|                            | Renewing friendships with hosts from previous holidays |

| Level 4 - Esteem            | Building relationships with people with common interests |
|                            | Reliving pleasant times spent in the country or on farms |
|                            | (Applying skills successfully to new situations) |

| Level 5 - self-actualisation | Experiencing the beauty of the countryside |
|                             | Experiencing peace and tranquility |
|                             | Experiencing a sense of renewal |
|                             | Imagining living in the country |

(Adapted from Maslow, 1958)

When I apply this model to my findings on motivation, it can be seen that farm tourism guests range from mid-centric to psychocentric. The motivations which related most closely to the mid-centric type were ‘seeks sense of renewal’, and ‘seeks new experiences for children’. Motivations which that indicated people were similar to Plog’s psychocentric type were: ‘Seeks friendly relationships with like-minded people’ and ‘seeks relaxation’. This analysis is supported by Stage 1 of the research, sociodemographic profiles, which found that the overwhelming majority of guests are from the Perth metropolitan area, a journey of not more than two hours from home to fannstay.
D. Maslow’s Needs and Motivations Listed in Travel Literature (adapted by Mill & Morrison, 1992)

Mill and Morrison have adapted Maslow’s hierarchy of needs to cover an extensive range of motivations found in travel literature, making it a useful framework for content analysis. This model is less relevant to my findings with a compatibility rate of less than fifty per cent, as shown in Table 15. I have marked motivations reflecting my research findings with an asterisk (*).

E. Mathieson and Wall’s Categories of Tourist Motivation

Mathieson and Wall’s (1996, p.30) categories are physical, cultural, personal, and prestige and status. My findings relate to physical motivation in terms of:

- relaxation
- breathing clean air
- enjoying leisurely activities such as walking
- children participating in farm activities.

There is also a strong personal element in their desire for:

- Being together as a family on an enjoyable holiday
- Experiencing friendly country hospitality
- Being in a friendly country environment
- Building relationships with people with common interests
- Renewing friendships with hosts from previous holidays

The cultural category is not relevant to my findings except perhaps in terms of immersing oneself in country life (imagining living in the country). The prestige and status category is not relevant to my findings given that farm tourism, as a low-key, relatively-inexpensive holiday, has not been considered in these terms by the research participants. It should be noted that the literature encompasses a wide range of international tourism where these values are an integral part of the study of tourist motivation. In the SWTR this category would have been relevant to the experience of the smaller proportion of overseas visitors.
<table>
<thead>
<tr>
<th>Need</th>
<th>Motive</th>
<th>Tourism literature references</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physiological</td>
<td>Relaxation</td>
<td>Escape*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Relaxation*</td>
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<tr>
<td></td>
<td></td>
<td>Relief of tension*</td>
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<td></td>
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<td>Sunlust</td>
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<td></td>
<td></td>
<td>Physical</td>
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<td></td>
<td></td>
<td>Mental relaxation of tension*</td>
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<td>Safety</td>
<td>Security</td>
<td>Health</td>
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<td></td>
<td></td>
<td>Recreation*</td>
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<td></td>
<td></td>
<td>Keep oneself active and healthy for the future</td>
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<td></td>
<td></td>
<td>Family togetherness*</td>
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<td></td>
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<td>Enhancement of kinship relationships</td>
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<td></td>
<td></td>
<td>Companionship*</td>
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<td></td>
<td>Facilitation of social interaction*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintenance of personal ties*</td>
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<td></td>
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<td></td>
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<td>Ethnic</td>
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<td></td>
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<td>Show one's affection for family members*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain social contacts*</td>
</tr>
<tr>
<td>Belonging</td>
<td>Love</td>
<td>Convince oneself of one's achievements</td>
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<td></td>
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<td>Show one's importance to others</td>
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<td>Prestige</td>
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<td>Social recognition</td>
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<td>Ego-enhancement</td>
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<td></td>
<td></td>
<td>Personal development*</td>
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<td></td>
<td></td>
<td>Status and prestige</td>
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<td>Esteem</td>
<td>Achievement status</td>
<td>Exploration and evaluation of self*</td>
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<tr>
<td></td>
<td></td>
<td>Self-discovery*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Satisfaction of inner desires*</td>
</tr>
<tr>
<td>Self-actualization</td>
<td>Be true to one's own nature</td>
<td>Cultural</td>
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<tr>
<td>To know and understand</td>
<td>Knowledge</td>
<td>Education</td>
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<td></td>
<td>Wanderlust</td>
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<td>Interest in foreign areas</td>
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<td>Aesthetics</td>
<td>Appreciation of beauty</td>
<td>Environmental*</td>
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<td></td>
<td></td>
<td>Scenery*</td>
</tr>
</tbody>
</table>

(Mill & Morrison, 1992. p.20)
F. Crompton's Socio-Psychological Motivators

Crompton (1979) lists seven types of socio-psychological motivators to take a trip (cited by Craig-Smith and French (1995, p.7). There are many similarities between Crompton's motivators and the findings of my research. The only area that is not relevant is motivator 4 'prestige and peer respect'. I provide a comparative list in Table 16.

G. Ryan's Composite List based on Cohen and Taylor (1976), Crompton (1979) and Mathieson and Wall (1982).

Ryan's (1991, p.40) composite list based on the work of Cohen and Taylor (1976), Crompton (1979) and Mathieson and Wall (1982) is of similar relevance to the Crompton's socio-psychological motivators described above since all of Crompton's category appear in Ryan's list. Ryan has added four new categories, three of which are not relevant to my findings. These are sexual opportunity, wish fulfillment and shopping. There is one new category I can apply to my research and that is educational opportunity. Among farm tourism guests' motivations is 'providing meaningful farm activities for the children'.

Another way of looking at motivation is by considering whether the holiday decision is influenced by push factors or pull factors (Craig-Smith & French, 1995; Mathieson & Wall, 1996; Ryan, 1991), with push being the desire to leave the normal working and or living situation for a holiday, and pull being the particular appeal of the destination. Each of the motivations expressed by guests in the current study demonstrated both push and pull factors, so that making a distinction seemed unimportant. 'Seeing the beauty of the countryside', 'experiencing peace and tranquillity' and 'experiencing a sense of renewal' are as much a facet of wanting to get away as they are of being pulled by the thoughts of a beautiful peaceful location. Pleasant images recalled during the phenomenological interview have encouraged guests to speak positively about their experience but they reinforce a desire to escape from the noise and congestion of the city and a busy lifestyle, a strong push motive. My findings serve to reinforce Grahn's (1989, p.22) view of the "human need for recreation".
Craig-Smith and French (1995, p.7) suggest that people often seek opposites when on holiday. It was precisely this notion that was the experience of one of the guest co-researchers interviewed. Debbie was seeking the opposite of her normal busy lifestyle and was looking for a place where there would be "no things to do."

Table 16 - Crompton's socio-psychological motivators compared with farm tourism guests' motivations

<table>
<thead>
<tr>
<th>Crompton's categories</th>
<th>Farm tourism guests' motivations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. escape from a mundane environment</td>
<td>Seeing the beauty of the countryside</td>
</tr>
<tr>
<td></td>
<td>Breathing the clean air in the country</td>
</tr>
<tr>
<td></td>
<td>Being away, free from the noise of traffic</td>
</tr>
<tr>
<td>2. exploration and to find oneself</td>
<td>Experiencing peace and tranquility</td>
</tr>
<tr>
<td></td>
<td>Experiencing a sense of renewal</td>
</tr>
<tr>
<td></td>
<td>Imagining living in the country</td>
</tr>
<tr>
<td></td>
<td>Enjoying leisurely activities such as walking</td>
</tr>
<tr>
<td>3. relaxation from life's routine</td>
<td>Being able to relax</td>
</tr>
<tr>
<td>4. prestige and peer respect</td>
<td>(no relevant motivations)</td>
</tr>
<tr>
<td>5. regression - a lapse from normal behaviour</td>
<td>Remembering pleasant times spent in the country or on farms in their youth</td>
</tr>
<tr>
<td>6. enhancement of family and kinship relationships</td>
<td>Providing meaningful farm activities for the children</td>
</tr>
<tr>
<td></td>
<td>Being together as a family on an enjoyable holiday</td>
</tr>
<tr>
<td>7. facilitation of social interaction</td>
<td>Experiencing friendly country hospitality</td>
</tr>
<tr>
<td></td>
<td>Being in a friendly country environment</td>
</tr>
<tr>
<td></td>
<td>Building relationships with people with common interests</td>
</tr>
<tr>
<td></td>
<td>Renewing friendships with hosts from previous holidays</td>
</tr>
</tbody>
</table>

(Crompton, 1979)
6.5 Host-Guest Relations in the Context of Host-Tourism Literature

Findings

A comparison of motivations of hosts and guests in my research shows a significant compatibility between the expectations of the users and the providers of the service. Guests expect to enjoy peace, tranquillity and relaxation in a beautiful setting. Hosts love the countryside and are highly motivated for their guests to enjoy these qualities and have a sense of pride in being able to meet guests’ expectations. Guests want to spend their time as they choose, with relaxation being the key to their enjoyment. Hosts are eager to please and adapt to the needs of visitors.

Models and Concepts

The greater part of literature on host-guest relationships in tourism concentrates on social impacts on residents of the destination, often associated with mass tourism and often involving interaction between Western visitors and hosts of a different culture (Brunt & Courtney, 1999; Doxey, 1976; Mathieson & Wall, 1996; Mill & Morrison, 1992; Shaw & Williams, 1997 and Smith, 1978). There is little evidence of research showing effects at an individual level. In spite of this it is still possible to make some judgements about host-guest relationships in the study in the SWTR by applying the more general concepts found in the literature.

Valene Smith, an anthropologist who has written widely on the topic of hosts and guests, has argued “dependent upon the type of tourism, the expectations of the tourists, and the host’s ability to provide appropriate facilities and destination activities, the effects of tourism can be assessed along a continuum from a highly positive relationship that benefits all, to a highly disruptive, negative interaction fraught with conflict.” (Smith, 1978, p.4). My findings show that in my research of hosts and guests in farm tourism, the effects of tourism are highly positive and beneficial to both parties.

Mathieson and Wall (1996) propose tourist-host relationships to be: transitory (and of short duration); characterized by temporal and spatial constraints which influence the duration and intensity of contact; they lack spontaneity (acts of once
spontaneous hospitality [turned into] commercial transactions), and they tend to be unequal and unbalanced in character. I have considered each of their points in relation to my findings and find them to be only marginally applicable, as shown in Table 17.

Table 17 - Comparison of findings with Mathieson and Wall's (1996) characteristics of tourist-host relationships

<table>
<thead>
<tr>
<th>Proposition 1: Host-guest relationships are 'transitory and of short duration'.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farm tourism holidays are often of short duration but hosts and guests are very motivated to revive and maintain friendships through repeat business.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Proposition 2: Host-guest relationships are subject to temporal and spatial constraints that influence the duration and intensity of contact.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationships can be intensified because of the short duration - for example, the friendliness and hospitality expressed by hosts meets needs of guests and reinforces hosts success in meeting guests expectations. Efforts are concentrated by hosts because of the shortness of stay, and guests want to waste no time in establishing friendly contacts knowing that the holiday is of a certain duration.</td>
</tr>
</tbody>
</table>

| Spatial constraints are more evident in the bed and breakfast situation as guests have recognised the need to adjust their lifestyle in 'learning to recognise people's needs'. |

<table>
<thead>
<tr>
<th>Proposition 3: Host-guest relationships lack spontaneity (acts of once spontaneous hospitality [turned into] commercial transactions);</th>
</tr>
</thead>
<tbody>
<tr>
<td>I found the opposite of this proposition to be revealed in my findings. Betty (Host 2) felt awkward in taking payment from people who had become friends, and Fiona (Guest 3) found it hard to remember to pay after they left their accommodation, because of the friendship formed with the hosts.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Proposition 4: Host-guest relationships tend to be unequal and unbalanced in character.</th>
</tr>
</thead>
<tbody>
<tr>
<td>This category also was not relevant to my findings.</td>
</tr>
</tbody>
</table>
Compatibility in Host-Guest Relationships

My findings of a high degree of host-guest compatibility contrast with the position of Krippendorf (1987, cited by Brunt & Courtney, 1999, p.496) who argues that real understanding and communication is seldom produced by tourist-host interaction, and McKercher (1993, cited in Brunt & Courtney, 1999) who suggests that there is always likely to be a certain degree of conflict due to incompatible demands of tourists and hosts. My findings support the view of Ryan (1991, p.27) who links the success of a holiday with the creation of a group of like-minded people with a common interest all sharing an experience”. As the positive motivations experienced by hosts and guests in the current research, and the positive responses recorded by Fry (1984) indicate, the specialist niche market of farm tourism is built on successful relationships.

The notion of intimate relationships built on shared interests and understanding between guests wanting to experience the farm and hosts wanting to show guests the farm can be further explored by applying MacCannell’s (1976) concept of authenticity. MacCannell has proposed that the search for authenticity is manifest in our society and is “an expression of the fascination for the real life of others” (MacCannell, 1976, p.91).

“Since ... modern man is alienated from his own inauthentic and shallow world, he seeks authenticity elsewhere in other times and other places (MacCannell, 1976, p.5). According to MacCannell’s worldview, social space consists of the ‘front’ and the ‘back’. The ‘front’ is the place where hosts and guests first meet and the back is the space where they relax and enter each other’s worlds. In farm tourism, guests enter the worldspace of their hosts, see how they live in a very different environment and, encouraged by the friendly hospitality they receive, feel they are part of the hosts lives. As MacCannell would say, they have entered the ‘backroom’ of the host’s social space. This is also true for hosts. Betty (Host 2) commented about some of her guests “They’re part of the family now”.

My discussion of my findings to this point has dealt with the host-guest relationships as expressed by my co-researchers who are all from the same cultural group. While all hosts reported a predominance of domestic visitors from the Perth metropolitan region, Angela (Host 1) spoke of difficulty in communicating with her
Asian guests and in understanding their behaviour. The difficulty of cross-cultural encounters in tourism is a common problem addressed in the literature (Shaw & Williams, 1994; Smith, 1978). Smith (1978, p.7) argues this is due to a "mutual failure to understand social roles within respective cultures". Another element leading to frustration is the need to adapt to a new culture in a short time (Reisinger, 1997). While the focus in the literature is on international tourism, the quality of interaction between tourist providers in Australia and our overseas visitors is critical for the continuing success of inbound tourism.

6.6 Conclusion

This chapter has described the motivations and expectations of farm tourism hosts and guests in the SWTR derived from the phenomenological analysis of their lived experience. I have reviewed the literature on tourist motivation and host-guest relations, and related models and frameworks to the findings of the current study. I have compared them with other research in the field and examined the role of phenomenology as intervention. The motivations expressed by guests emphasised their attraction to the rural lifestyle as they relived their holidays as a positive experience. However, the strongest underlying motivation was one of escaping from stress of a busy city lifestyle. Hosts’ strongest motivations were meeting people, especially those with whom they shared a common interest. The desire of hosts to adapt to people’s needs and to provide an enjoyable holiday including a learning experience for children provides a positive match with the expectations of guests, and augurs well for the future of the farm tourism sector in the region.
CHAPTER 7
CONCLUSION

This chapter brings to a conclusion my farm tourism research in the South West Tapestry Region. I have attempted to fill a research gap and to provide information which will benefit the local tourism industry and contribute to the national knowledge on farm tourism.

The sociodemographic profiles are a starting point for more comprehensive gathering of information by planners and marketing professionals. They served their purpose in terms of the current study by identifying the range of farmstay establishments in the region so that a selection of hosts and guests from different accommodation types was possible, thus removing any bias towards any particular accommodation type, and adding a degree of generalisability to the findings (for those empirically-minded readers). As the first and only dedicated study of farm tourism in the SWTR, the sociodemographic profiles provided useful information to the local tourism industry. New knowledge was obtained in terms of regional distribution of farmstay operations, accommodation type, visitor sources, demand pattern and economic viability. The information has been sent to the office of the Cooperative Research Centre (CRC) for Sustainable Tourism to be included in the South West WA Tapestry Tourism Futures project which will develop a systems model for forecasting sustainable tourism development in the region. The CRC project which is now in its second year is a joint partnership between the tertiary sector (ECU and Murdoch University), government agencies, and the local tourism industry. A trend towards a higher proportion of self-contained accommodation and lower proportion of bed and breakfast accommodation over the 15 year period since research was conducted in the state, was an important finding since it has implications for the management of future expansion. The identification of visitor demand patterns and visitor sources is also important new knowledge which will be very useful to agencies concerned with marketing rural tourism attractions, which will in tum support farm tourism operators. It was revealed that more and more operators are marketing their product on the internet as well as using a range of other promotional techniques. In terms of host-guest
relationships, it was found that time spent with guests was a more important indicator of the host-guest interaction than accommodation type as had been found by previous research on the topic in the Eastern States of Australia.

The challenge of Stages 2 and 3 of the research was in applying phenomenological analysis in an area that has typically been researched either by quantitative surveys, content analysis or ethnographically. The experience has been rewarding and I am grateful to my co-researchers for allowing me to share in the world of their lived experience and to become part of their lifeworld. Motivations and expectations of hosts and guests have been derived from the essences of meaning of the experience of hosting farm tourism and the experience of being a farm tourism. This has been an authentic return to "the things themselves" and a solid indicator of the future direction of farm tourism in the region. The motivations of hosts show a dedicated approach to providing an enjoyable holiday on the farm offering peace and tranquility in a beautiful setting, meaningful activities for children, and above all, an opportunity for visitors to relax and revitalise themselves. They have confirmed the assumption of friendly country hospitality embodied in the farm tourism concept. Guests have desired the sorts of experience that hosts have been offering and many friendships have developed. The farm tourism sector in the SWTR is a commendable product which is still underutilised as shown by seasonal demand patterns found in Stage 1 of the research. It was one of the aims of this research to identify any areas in which the farm tourism sector could improve its performance and therefore its successful future in the region. The findings are useful in that no major overhauls are necessary although some cross-cultural training would be a useful addition for those establishments which are not accustomed to hosting overseas visitors.

My analysis of motivations of guests found them to be consistent with the psychocentric type of tourists according to Plog's (1989) psychographic profiles. This information will assist the industry to target markets most likely to generate the kinds of visitors hosts are most comfortable with.

There are a number of other issues arising from my research which would benefit from further investigation. These include, effectiveness of promotion of the
sector, overseas visitors’ attitudes towards farm tourism, social profiles of guests in the region, experiences of overseas visitors in farm tourism settings, reasons for lack of indigenous cultural attractions reported by operators, effects of building design on host-guest relationships in bed and breakfast accommodation, and marketing and the internet in the SWTR.

The tensions surrounding the issues of shared space in a bed and breakfast situation are deserving of further investigation. A research project focusing on host-guest relationships in bed and breakfast accommodation and using phenomenology is highly recommended.

Finally, my role as a researcher would not be complete without finding the proper context for my research in the global domain. Pearce (1990, p.350) has claimed that the development of farm tourism reflects ‘‘wider issues and forces at work in world tourism’’. He has identified a growing trend for visitors to avoid large hotel accommodation and a trend towards ‘‘experiencing a holiday, not just participating’’. Everything we do today is affected by the forces of globalisation. Social theorists have proclaimed that ‘‘distant actions are felt at the local level’’ (Wiseman, 1998, p.14). In the area farm tourism, the effects of globalisation are clearly seen as multinational corporations control prices of commodities such as beef, and force deregulation of the market. This has had devastating effects on farmers who have had to sell off parts of their land or diversify into other income sources such as farm tourism in order to survive. As globalisation leads to uncertainty and a deteriorating world economy, and the threat of international terrorism discourages people from travelling far from home, the low-key, quiet, back-to-nature, unspoiled kind of holiday offered in farmstays will become more and more important. As the stresses of living and working in cities increase, the farm holiday will become an increasingly sought after destination, which will in turn compromise the sector’s ability to cope with demand, both physically and socially. The challenge for tourism research will be to keep pace with these changing dynamics.
Recommendations

I make the following recommendations:

1. That regional and tourism agencies such as the West Australian Tourism Commission or the South West Development Commission monitor the increase in visitor beds in farm tourism on an annual basis to inform future planning efforts in the region.

2. That information provided in this research be made available to tourism agencies interested in promoting farm tourism in other parts of Australia.

3. That Tourism South West, the key marketing agency in the region, take up the challenge of addressing gaps in demand in the farm tourism sector in the SWTR.

4. That ECU and Murdoch Universities, through the CRC for Sustainable Tourism encourage and support further tourism research in the region.

5. That the SWTR Committee and other interested organisations investigate whether operators would be interested in participating in cross-cultural training to help them to better understand their overseas visitors, and who might fund the training.
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APPENDIX A

QUESTIONNAIRES FOR SOCIODEMOGRAPHIC PROFILES
Farm Tourism in the South West Tapestry Region, Western Australia.
Experiences of hosts and guests.

FARM TOURISM QUESTIONNAIRE: Date

SITE CHARACTERISTICS

Name of farm tourism operation .................................................................

Name of operator(s) ......................................................................................

Name of respondent ......................................................................................

Location ........................................................................................................

Postal Address ..............................................................................................

Distance from Perth by road ...... kms

1. Shire of
   a. Capel                                d. Donnybrook/Balingup
   b. Collie                               e. Harvey
   c. Dardanup                             ...

2. Nearest town, ...................... at ......kms.
   a. Balingup                             e. Collie
   b. Boyanup                              f. Donnybrook
   c. Bunbury                              g. Harvey
   d. Capel

3. What is the size of your property?
   a. less than 5 acres                  d. 26 - 50 acres
   b. 5 - 10 acres                       e. 51 - 100 acres
   c. 11 - 25 acres                      f. more than 100 acres
OPERATIONS

4. Do you operate a working farm, farm tourism your main business, or do you have another main business?
   a. working farm  b. farm tourism business  c. other

5. How long have you been operating your tourism business?
   a. less than 1 year  b. 1 - 2 years  c. 2 - 5 years  d. 5 - 10 years  e. more than 10 years

6. How many guests have you had over the past 12 months?

7. To your knowledge, where do your visitors come from?
   a. Perth  b. other WA  c. interstate  d. overseas

8. Which is the main source of your visitors?
   a. Perth  b. other WA  c. interstate  d. overseas

9. Which are your busiest months?

10. In what ways do you promote your business?
    a. repeat business  b. word of mouth  c. brochures  d. associations  e. publications  f. newspaper advertising  g. trade shows  h. yellow pages  i. internet  j. highway signage

other ......................................................................................................................
RESIDENTIAL FACILITIES

12. What accommodation is offered? (number of beds in each category)
   a. single rooms in main house
   b. double rooms in main house
   c. cottages, chalets and cabins
   d. caravans
   other

13. Which of the following are available for guests?
   a. breakfast
   b. midday meal
   c. evening meal
   d. tea and coffee
   e. cooking facilities
   f. farm produce
   other

ACTIVITIES AND ATTRACTIONS

14. Which of the following activities are available on your property?
   a. farm tours
   b. observing animals
   c. petting young animals
   d. observing or learning about farming
   e. picking farm produce
   f. collecting eggs
   g. mushrooming
   h. yabbying/marroning
   i. horse riding
   j. bushwalking
   k. bird watching
   l. swimming
   m. canoeing
   n. boating
   o. fishing
   p. conferences
   q. educational workshops
   other

15. Do you provide any non-residential day activities, for example?
   a. school visits
   b. non-residential tours
   other
16. Which of the following local attractions or activities do you recommend to guests?

a. bush walking  h. visit historical buildings/sites
b. scenic drives  i. visit craft centres
c. fruit picking  j. visit local museums
d. fishing  k. local festivals
e. boating  l. Aboriginal cultural activities
f. canoeing  m. sporting events
g. horse riding  n. wineries

other .....................................................................................................................

17. Is there anything significant about the local history of the area?

..................................................................................................................................
..................................................................................................................................
..................................................................................................................................
..................................................................................................................................

18. Is there any feature of your business that I have not covered that you would like to mention?

..................................................................................................................................

THANK YOU FOR YOUR TIME
APPENDIX B

EXAMPLE OF EXPLICATION OF HOST EXPERIENCE

HOST 2

Original transcript

Natural Meaning Units

Natural Meaning Units Categorised by Research Key

Central Themes

Textural Description

Structural Description

Interpretive Themes
Can you describe the experiences of the kinds of people who stay at your farm?

Oh that's really wide-ranging. By and large the visitors we have here are the older age group, probably from the mid fifties upwards and they're people who are coming to the area because they have family here or they're passing through the area on their way generally to Margaret River of course. So they're people who are staying briefly and are moving on again the next day.

So, do you relate well to these types of visitors?

Absolutely. They're our favourite, in a sense that they're in our own age group. We generally can get on very well with them. They usually go out to dinner and then come in fairly early and we sit around the table here and chat as a rule and they just seem to click quite well. We've had some really lovely people stay. People that you would invite into your home, you almost feel embarrassed taking money from them the next morning.

So what kinds of things do you chat about?

We can chat about almost anything. I remember one couple came when there was a football match on. One of them was not barracking for the team that the rest of us were barracking for, and we got really quite loud I think. But we had a lot of fun. Then we have another couple who come down regularly and the husband always sits and drinks port here with Bob [respondent's husband] in the evening and the wife and I usually sit and chat up there, about what they've done with their day and so forth. While Bob and his friend sit down and sup on their port, the wife and I talk about various issues. Oh, we really get on very well with them. They're part of the family now.

How do you feel about taking people around the farm? How do you think they feel about you showing them the farm?
Well, it depends a lot on the people and how much time they have available. If they're younger people they generally are interested in walking an alpaca or just coming in and handling them, or taking photographs - lots of people really want to take photographs of them. A number of people would like to go for a walk and we suggest various walks around. They can actually go up into the hills around here where the tree farm is, there's some wonderful views from up the top of the hill so if they're fairly fit people they go for quite a long walk. Others will just mosey around down the alleyways between the animals' pens and look at the animals. Very few venture fairly far afield, they'll walk around the farm area, but they seem to be rather nervous of the gates and we have electric fencing out past the immediate house area which we always warn them about. They somehow think that that's going to be incredibly dangerous, so they get a bit nervous about it.

We explain to them that everything's fine so long as you use gates, don't try climbing over fences which we wouldn't want them to do anyway because that's the best way to damage fences. So they will tend to be a little nervous and they'll go as far as the beginning of the electric fence then look a little frightened as if it's going to jump out and bite them and others, of course, are quite happy with farms and used to them and we'll often walk around with them. We really tailor it to the sorts of people that come. There are some people that you know want to be on their own, so you just tell them what's available, you know, and just let them go and do it by themselves.

**How do you know?**

You can really sense it. I suppose the way they relate to you. When they first arrive and we give them a cup of tea or coffee and we sit them down, generally outside, on the patio, and they sit there and relax. Now the ones who want to be involved with us will come find us because we're usually just in the vicinity, and always within view, so they'll come over and talk to us but others will scuttle back inside and shut themselves in their rooms rather than sit in the lounge room here or be accessible to us. so you can easily glean the needs of the customer.

**So how do you feel about whether or not people are approachable or not approachable?**

Oh, it doesn't trouble us at all. I mean we really try to give them what they're wanting, so we've got to pick up on these cues that come from the people themselves. Now if they want to be alone, we make sure they are. For example, we can say to them, that if you want to sit in the lounge please sit down, you can watch the television, and we'll go up into our rooms where we've got our own television and we will stay away from them so that they have the privacy that they require. It took us a while to learn that. Of course, it's not the sort of thing you understand instantly, but now that we've experienced different types of needs of people, we are I think more in tune with their needs and we try to adjust our life to fit in with our customers' needs.
You said before that some people like you to go with to see the alpacas and so on. How do you feel about that? Do you like to go with them?

Bob in particular loves that. He really is a people person and so he will just take them wherever he goes and tell them all about the animals and he will just spend so much time with them if they want that sort of thing. And he just loves to do it. And I do it to a lesser degree I suppose.

How do you feel about people being with the animals?

Oh, I think it’s wonderful. That’s what we really want them to do. We prefer, I suppose we prefer those people, we get on better with those people, because they are more like us. whereas the people who are just here to hide in their room, what they’re really looking for I think is just a chalet or a motel room. They aren’t part of the farm or the ongoing activities on the farm. Not everybody knows what to expect when they come to a bed and breakfast, especially the younger ones. We’ve had some very young ones here from time to time and I can remember two young couples came to stay, and they were staying for three days. The first day you could tell they were nervous. They didn’t know what to do with themselves, they didn’t know how to talk to us and we tried to make them relax and in the end I took one of the girls aside and I told her where the tea and coffee is and I told her to just treat this as their own home, they were here to have a good time, to come and go as they saw fit and I said, “If we’re around, OK you talk to us if you want to, and if you don’t want to, ignore us, we will just keep out of your way.” And we chatted a bit and after a while she said to me “I was really nervous at first because it was just like being back at home with my parents, because you’re here and you’re my parents’ age group, and I didn’t know how to relax.” Anyway, finally they all settled down and started to have a really good time. They went out during the day and they saw the different things in the area and, and they just seemed to enjoy themselves a lot more as the time went on. Then the last morning, at breakfast time, this girl that I’d spoken to in the first place was sitting at the table with her head in her hands while the others were packing and going, getting ready packing their car, and I said to her “What’s the matter?” And she said, “I don’t want to leave.” I thought that was just gorgeous, because she had been so nervous at first and so unsure of how to, how to react in this very, very odd situation of a bed and breakfast within the home where people her parents’ age are perhaps playing that dominant role that her parents played with her when she lived at home. She did say “I’ve only just left home and here I … it’s like coming back home again and I’m not ready for it.”

And how did you feel when you saw that she was upset that she was leaving?

It made me feel marvellous, I thought it was just gorgeous. What a nice young lady she was too. Yes, so I’ll never forget them. That was two or three years ago and they are imprinted in my mind because of the way that they changed in such a short period of time. But I mean it hasn’t always been success stories. We had one young couple who came and they’d obviously been having a fight in the car when they arrived and they came in and they used the shower, got themselves ready to go out again, went out.
and then about an hour later, the man came back again and packed all his stuff and said "We're leaving" and I said "Why? What's the trouble? What's the matter?" and he said, "We expected privacy." I didn't think that we had invaded their privacy, but that he didn't understand that it was within a home, I guess. He was expecting a motel.

[pauses to reflect] So that was one of the bad experiences.

**How did you feel about that?**

Well I felt terrible. dreadful. I felt upset because we hadn't been able to fulfill their needs, because we didn't understand them. We didn't know and he was unable to tell us what it was he wanted. He just wanted to walk away. But they had paid for one night in advance. so I was rather pleased about that.

That's our very worst experience. in fact, it's probably the only really bad experience. That was the worst experience. then there was one other experience when I had a couple here who stayed also three nights, and they used a roll of toilet paper every night, and I heard that toilet flush. I wouldn't like to tell you how many times in the night that the toilet was flushing, because our bathroom backs onto the guest bathroom, so you can hear the water going through the pipes, and every morning there was a whole roll of toilet paper used up. Not taken away because the inside tube was always there, so I knew they'd actually been using it up. in fact after day two I was talking to the lady and trying to indicate to her that because they were English people and they were obviously used to sewers, I was trying to explain the principles of the septic system and how you don't jam a whole lot of stuff down there, or you might end up blocking up the system. And she had no idea what I was talking about and she agreed with everything I was saying. "Oh yes it must be dreadful, it would be awful if you blocked up the ..." And the next night the same thing happened, another roll of toilet paper got used up in the night. They were perfectly healthy and they ate their breakfast the next morning so I don't think they were suffering from any disease. But, where all this paper went, I have no idea, but it didn't block up the system. They nearly used up a whole tank of rainwater flushing the toilet.

Oh we have some good experiences. We had another experience. Actually, we used to be much lower priced than we are now. When we first started, we started off at quite a low price level for accommodation and we found that people would come and, and they would think that they were being Undercharged. and so when they left, a number of them would leave us gifts, which was really rather sweet and totally unnecessary of course, but almost invariably it had been people that I had felt uneasy with and thought I didn't get on with them, you're not hitting it off, and so I would stand back and not endeavour to get too close to them. But I felt a bit nervous, it was in the early days. you know, we hadn't really been going all that long and I wasn't that confident with it and a number of occasions when I had felt that these people and I do not get on, there's something wrong, they don't like me and I don't particularly like them. But it was almost always these people who would leave a gift when they left.
Why do you think this was?

I have no idea. But since we increased our prices, that doesn't happen any more. They obviously realise that you know they're paying for what they've got. I don't know whether we increased it too much but we did it at the request of other bed and breakfast providers in the district who said, "Look. It's not right that you're price is so much lower than what we're charging." So we thought well that's fair enough, because what we don't want to do is try and go for some sort of advantage over other providers. So we increased the price and now we don't get any gifts. But that suits me just fine. I must admit I don't think that one needs to be given a gift by people that are staying at a bed and breakfast.

Can I go back to the toilet roll story?

Oh yes by all means. It's one of my favourite stories.

So, the next morning when you found the paper had disappeared again, did you say anything to the lady?

No, I didn't because I realised that there wasn't any point and she was leaving that day anyway. There was only one couple and two people to use up a roll of toilet paper a night seems just utterly incredible. They would go out all day, and I would check the toilet paper. The last day I checked the toilet paper when they went out, put the new toilet roll in, checked it when I cleaned the bathroom, checked it again in the evening. I think while they went out to dinner so they'd been in for a few hours and they'd used almost nothing, the toilet roll was still practically brand new but then all night the toilet would be flushing, flushing, flushing, and the toilet roll would be empty by morning. Amazing. They can't have got any sleep.

They were people who were here from England on holiday were they?

They lived in Perth. But they were English people. They are on sewerage in Perth but they probably knew about septic systems. I just felt that I had to try, in an oblique way, explain that you don't jam too much paper down there. But it was a bit difficult to say.

How did they react when you told them?

I didn't say that it was their toilet paper, I just talked in general terms. Trying to pretend it was previous people, hoping they would catch on which they didn't.

Would you like to tell me anything more about best experiences?

Yes. There was a family who came down. They were actually recommended by my daughter in Perth because she's a general practitioner and the woman was a patient of hers and she was looking for somewhere to go for a holiday and they had a nine year old, ten year old son, and Barbara suggested here and I said to Barbara, "But you know
we don't take children here”, and Barbara said “But it’s all right. I told her that and she assures me that her son is housebroken”, which was fine so we took them, once again with trepidation. Now these people, they were three day stayers as well. They wanted to be involved in the farm activities, or the boy did, and his mother was interested in it as well. But the father stood back and took the photographs and he didn’t want to touch alpacas and he didn’t want to get involved. He was very reticent. But we walked alpacas and we did various things with them. Then on the second day, we needed to bring some sheep in and do drenching and clipping toenails and all that kind of thing with the sheep and so we said to them “Would you be interested in watching this and getting involved?” “Oh yes”, they thought that would be a good idea and father said “Yes, I’ll take the photographs.” So, we brought them in and we got the sheep in, they all took part in bringing the sheep in into the yards and then we gave the little boy the spray marker paint. While I was inoculating and drenching, he would spray the marker paint onto the animal’s backside, which you do so you know, in a mob of sheep, which ones have been worked on and which ones haven’t. He was all organised, and very good with that spray bottle too, and his mother had the clipboard with all the sheep records and as we called out details about the sheep, she would record that on the sheep records. So she was very useful and father who, after a while realized that Bob needed help catching the sheep and wrestling them to the ground for the toenail clipping decided “Ah well, put the camera down for five minutes and I’ll give you a hand.” Before we knew it, he was the best sheep catcher of them all. He would get a sheep from anywhere and he’d have it down on the ground in no time at all and he was just brilliant. And he started to smile for the first time for that holiday and, by the end of the day, he had a smile fixed from ear to ear, and he was just having the time of his life. He really enjoyed it, I think.

So you felt happy about that?

Oh yes. Really we did. I mean we’d started off with a family and we’d thought “Oh heavens, a child, this is not going to work too well”, and it turned out that they were just lovely, lovely people and they had a really, really nice holiday. So that was one of the good experiences. You said you felt trepidation when you heard a child was coming, you don’t normally have children. What have been your experiences with children?

Well, when we first started here we were a tourist farm, and we used to have a lot of children, of course, come to the farm and I can tell you here and now that children are not all well behaved. We’ve had some really bad experiences with them maltreating animals, chasing birds, chasing animals, going into the alpaca pens and trying to scare them, running at them. Alpacas are very nervous creatures and you have to treat them very carefully and especially our pregnant females because there’s a lot of money involved here and you handle them gently. But we’ve had children who have been absolutely obnoxious and their parents just let them go. And so we said then, for bed and breakfast I think we will avoid having children because we just don’t want that sort of experience for our animals. I can’t stand for that. And, unfortunately, we’d heard
some rather horrendous tales from nearby accommodation providers, particularly one
where the mother just decided to go and have a sleep and let her sons go, well, they just
went out into the shed and set a fire in the farmer's shed and luckily the farmer came
home early that day from his work and saw the smoke and was able to put the fire out.
but it could have, could have done a great deal of damage. So those people are no
longer in the accommodation providing business. Well-behaved children are just
delightful. Children whose parents are prepared to keep an eye on them. But
unfortunately when they go on holiday they sometimes think, well somebody else is
going to look after my children for me. I'm here to have a holiday. So the experiences
haven't been good. However, the ones that we have had on the odd occasion here have
been really quite delightful. And we've had no problems with them. But we haven't
had many I must admit.

Just speaking generally about being in the farm tourism business, what is the least
desirable aspect of farm tourism?

It's very hard to think of anything. Oh, I know we've got the sheets on the line at the
moment. People who put grease all over their bodies before they go to bed. It's almost
impossible to get it out of the sheets, and it's a very costly exercise. But that's the only
bad thing that I can think of.

How do you feel about sharing your home?

I have no problems with it at all. When we were very much cheaper we did have a
number of people from time to time who we would have preferred not to have in our
home. But since the price has gone up... now this might sound a bit awful... but it's
quite true. Since we've put the price up, we no longer attract that sort of person. I don't
know whether money's the only thing to do with it, but it seems to me when we were
very cheap we got people who were looking for budget accommodation and they
weren't... they were mostly wonderful people but you had the occasional one that you
could really have done without and would prefer not to have in your home.

So what were your concerns...?

Well, not from stealing or anything like that, just that we had nothing in common with
them, and when you're sharing your home it's nice to share it with people that you do
have something in common with. I mean, I don't mind if they go into their room and
they want privacy, that's fine. But you still want them to be the sorts of people you
can talk to when they come out, not people that you wouldn't have as friends, so you
wouldn't want them in your home. That sounds a bit awful, doesn't it? It's a bit hard to
explain really. But there have been very few of them, it's just that there have been
some that we would have preferred not to have here. And recently there was a fine
example. A couple turned up in a leral vehicle and...
What do you mean by feral?

A vehicle with humper bars falling off, that sort of thing, a feral vehicle; very old. And when they got out of the car they were strange people. Feral. All right. How do you explain feral. It's a very common term down this way because there's quite a few people who don't conform in any way to normal society. They don't work, for example, they don't look like normal people, they don't bath, they don't dress well. Look at me now [she's neatly, casually dressed] But these people well obviously pretty scruffy, put it that way. And now. I'm talking about people coming into my home. I don't want that sort of person. This is our home. This is where we live. And so. people who come here to our bed and breakfast, we want them to be people that you would invite into your home. Whereas this couple when they turned up the woman looked just fine, she seemed quite pleasant. but the man was a belligerent sort of fellow and he said “We want accommodation”, and I said “Well. I'm sorry. we don't have any accommodation available at the moment.” And I said that mainly because I didn't want him there and Bob was away and I was here on my own and I simply didn't want him in my home. Particularly with Bob being away. So I said. “We don't have any accommodation available.” Anyway, he said “But you had a sign down at the road that said 'Vacancy' and I said “Oh, I'm sorry. I need to change that. I'm sorry. that's my fault. It shouldn't have been there”. He said “But you had that sign there so it must be OK for us to stay”. And I said “Well look I'm sorry. but I don't have any accommodation available”. And I noticed then that they had a child with them. a very young child, and I said “In any case. I'm sorry but we don't have young children.” He said, “Where does it say that you don't have young children?” and “Why don't you have young children?”. He was becoming very aggressive and really almost frightening me, almost, but I had dogs with me.

And how did you feel?

I didn't feel frightened but I felt, you know. this is just convincing me more and more that I don't want you staying here.

Did you feel stressed?

Oh, yes I felt threatened. Yes, I did. Anyway I said, “Look, I'm sorry, I just simply can't help you”. And so he turned round and drove off. And the next day when I was going to work I noticed that he'd picked up our sign from down at the road and thrown it over on its side. So those are the sorts of people I wouldn't have in. As Bob said later. “What you should have done was tell him the price of the room. and he would have not wanted to stay anyway”. But I wasn't really prepared to take that risk. That was my worst experience. But they weren't guests of course.

That's only one had experience and we've been in the business for about four, four and a half years, so you only have one like that. By and large they've been just lovely people, lovely people.
Do you enjoy being with people?

Absolutely. I used to get quite nervous about getting the breakfast ready on time, and that sort of thing but now I’m much more comfortable with it. I suppose the things that I don’t care for are the people who don’t want to go out to dinner. For example, they say they had a big lunch and they’re just going to sit around the house. Well then, you see, we can’t cook, and have our meal because our kitchen is in the middle of the house and I can’t bring myself to cook a meal for us and eat when there are people there who are not eating. I feel that, as a host, I just can’t do that. So we always say to them then “Well I’m sorry but, you know, you can sit down and watch television, do whatever you want but we have to go out”, and then we go out into town and have a meal in the town. So that slices the income by quite a large margin.

You don’t provide meals for people on request?

If they request them, but I prefer not to because there are not many accommodation providers in Donnybrook, we really do our best to give the business to the cafes in town that are set up for it, they have the facilities. For us, they’d have to book in advance. We certainly have done it, from time to time, though not as much recently as we used to. People are getting more of the idea of bed and breakfast is bed and breakfast, it’s not bed and breakfast and all other meals, so I think there’s a greater understanding of what bed and breakfast is these days. But sometimes, if you have an elderly couple for example and they say, “Could you do a meal?” then yes I will always do that, because sometimes they don’t want to drive into town, they’re nervous about driving at night and all that sort of thing. But we prefer it if they go in. It gives us time to get our meal cooked and eaten and out of the way and this is the biggest drawback of having bed and breakfast within the house itself, because we can’t separate ourselves from the clients.

How do you feel about that?

A bit miffed I suppose, because we’ve got to go out, and we don’t really feel like going out, and that cuts the income quite considerably, and we really are trying to make a living out of this. It’s something we prefer not to happen. But it’s difficult because even if they’re going to have a small meal and sit outside on the patio, some people say “Oh we’ve brought our fruit,” or “We just want to have fruit”, but we still don’t feel that we can cook and eat while they’re having just a piece of fruit. I just feel that that’s rude to eat in front of them, so I can’t bring myself to do it. Maybe with time and experience I might be able to be more blasé but I just don’t feel that it’s right to to eat in front of your guests. We’ve got to pretend that we don’t eat at all, you know, like breakfast, we serve them their breakfast at the table. We’ll have a piece of toast or something in the kitchen while they’re eating. It’s a funny thing, eating, isn’t it? It’s a social thing.
You don’t eat with them?

No, never. Breakfast is the time we spoil our guests. We have very special breakfasts here. And they are waited on hand and foot for their breakfast. Ah, they do seem to enjoy it.

I was going to tell you one other experience, because this was something of a highlight as a matter of fact. We had a friend staying, a friend of Bob’s who was just staying the one night and it was summertime and we were making spaghetti, just something simple to have for dinner and Bob and his friend were chatting out on the patio there. They’d been to university together so they’d been friends many, many years and this chappie was over from South Australia, and a knock came on the door, and a man was there. He’d sold some products to the various orchardists in the area and he was looking for accommodation for the night and it was about half past six at night. And we said, “Right, OK, yes. we do have a room, if you’d like to stay,” and we explained the situation, invited him in and told him we were just having a simple evening meal, if he was interested in sharing it with us. We was welcome, and he said, “Yes that would be just great.” So he and Bob’s friend sat out the back and they got to know one another really well and they were having a fine time, and then we all sat down together, and we all chatted and we all got on really, really well, and during this time my daughter-in-law who was visiting over in Melbourne with my son and his family, she became desperately ill, and was taken to hospital and it was a very, very traumatic time. We thought we were going to lose her. It was really, really bad. And this man got involved in all of this carry on with poor Brenda being so ill. Anyway, that all solved itself, and he left the next day. But, from then on, whenever he’s in the area, he drops in and has a cuppa with us. He’s phoned to see how Brenda was getting on. He phoned two or three times in the week following, from Perth, to check how her condition was and he’s basically become quite a friend. He even brought his girlfriend with him the last time he visited. And that’s just from staying one night. There are some lovely people, people that you really do enjoy to have in your home.

That makes it all worthwhile?

Oh, absolutely, absolutely. I really don’t see that there’s anything I dislike about having bed and breakfast guests, I really don’t
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS – HOST 2. INTERVIEW 2.

NATURAL MEANING UNITS

In order to preserve confidentiality, the respondent is referred to by the fictitious name Betty and her partner is referred to by the name Bob. The daughter-in-law is renamed Barbara.

By and large the visitors we have here are the older age group, probably from the mid fifties upwards.
They're people who are coming to the area because they have family here or they're staying briefly and are moving on again the next day.
They're our favourite types of visitors, in a sense that they're in our own age group, we generally can get on very well with them.
They usually go out to dinner and then come in fairly early and we sit around the table here and chat
We’ve had some really lovely people stay.
People that you would invite into your home, you almost feel embarrassed taking money from them the next morning.
We can chat about almost anything
I remember two couples came when there was a football match on. One of them was not barracking for the team that the rest of us were barracking for, and we got really quite loud and we had a lot of fun.
Then we have another couple who come down regularly and the husband always sits and drinks port here with Bob in the evening, and the wife and I usually sit and chat about what they’ve done with their day. We really get on very well with them. They’re part of the family now.
We show people the farm but it depends a lot on the people and how much time they have available.
A number of people would like to go for a walk and we suggest various walks around.
If they’re fairly fit people they go for quite a long walk.
Others will just mosey around down the alleyways between the animal pens and look at the animals.
Very few venture fairly far afield.
They’ll walk around the farm area, but they seem to be rather nervous of the gates and we have electric fencing out past the immediate house area which we always warn them about.
They somehow think that that’s going to be incredibly dangerous, so they get a bit nervous about it. We explain to them that everything’s fine so long as you use gates.
don’t try climbing over fences,
We wouldn’t want them to try climbing over fences do anyway because that’s the best way to damage them
Others are quite happy with forms and use them and we'll often walk around with them.
We really tailor it to the sorts of people that come.
There are some people that you know want to be on their own.
So you just tell them what's available and just let them go and do it by themselves.
You can really sense what people want, I suppose, by the way they relate to you.
The ones who want to be involved with us will come find us because we're usually just in the vicinity, and always within view, so they'll come over and talk to us.
Others will scuttle back inside and shut themselves in their rooms rather than sit in the lounge room here or be accessible to us.
You can easily glean the needs of the customer.
It doesn't trouble us at all (what their needs are), we really try to give them what they're wanting.
We've got to pick up on these cues that come from the people themselves.
Now if they want to be alone. we make sure they are.
For example, we can say to them, that if you want to sit in the lounge please sit down, you can watch the television, and we'll go up into our rooms where we've got our own television and we will stay away from them so that they have the privacy that they require.
It took us a while to learn that.
It's not the sort of thing you understand instantly.
Now that we've experienced different types of needs of people, we are I think more in tune with their needs.
We try to adjust our life to fit in with our customers' needs.
Martin in particular loves to show people the alpacas.
He really is a people person.
He will just take them wherever he goes and tell them all about the animals.
He will just spend so much time with them if they want that sort of thing.
He just loves to do it, and I do it to a lesser degree.
I think it's wonderful for people to be with the animals.
That's what we really want them to do.
We prefer those people, we get on better with those people, because they are more like us.
The people who are just here to hide in their room, what they're really looking for I think is just a chalet or a motel room.
They aren't part of the farm or the ongoing activities on the farm.
Not everybody knows what to expect when they come to a bed and breakfast, especially the younger ones.
We've had some very young ones here from time to time and I can remember two young couples came to stay, they were staying for three days. The first day you could tell they were nervous. They didn't know what to do with themselves.
They didn't know how to talk to us.
We tried to make them relax.
In the end I took one of the girls aside and I told her to just treat this as their own home, they were here to have a good time, to come and go as they saw fit and I said, 'If we are
around, OK you talk to us if you want to, and if you don’t want to, ignore us, we will just keep out of your way.

We chatted a bit and after a while she said to me ‘I was really nervous at first because it was just like being back at home with my parents because you’re here and you’re my parents’ age group, and I didn’t know how to relax’.

Finally they all settled down and started to have a really good time.

They went out during the day and they saw the different things in the area and, and they just seemed to enjoy themselves a lot more as the time went on.

Then the last morning, at breakfast time, this girl was sitting at the table with her head in her hands and I said to her ‘What’s the matter?’ and she said ‘I don’t want to leave’.

I thought that was just gorgeous, because she had been so nervous at first and so unsure of how to, how to react in this very, very odd situation of a bed and breakfast within the home where people her parents’ age are perhaps playing that dominant role that her parents played with her when she lived at home. She did say ‘I’ve only just left home and here I - it’s like coming back home again and I’m not ready for it.’

Her being upset made me feel marvellous

I thought it was just gorgeous.

What a nice young lady she was too.

I’ll never forget them.

They are imprinted in my mind because of the way that they changed in such a short period of time.

But I mean it hasn’t always been success stories.

We had one young couple who came and they’d obviously been having a fight in the car when they arrived and they came in and they used the shower, got themselves ready to go out again, went out, and then about an hour later, the man came back again and packed all his stuff and said ‘We’re leaving’ and I said ‘Why? What’s the trouble?’

‘What’s the matter?’ and he said ‘We expected privacy.’

I didn’t think that we had invaded their privacy.

I thought that he didn’t understand that it was within a home so he was expecting a motel.

So that was one of the bad experiences.

I felt terrible, dreadful about it.

I didn’t feel angry.

I felt upset because we hadn’t been able to fulfil their needs, because we didn’t understand them.

He was unable to tell us what it was he wanted.

He just wanted to walk away.

But they had paid for one night in advance, so I was rather pleased about that.

That’s our very worst experience, probably the only really bad experience.

There was one rather risque experience when I had a couple here who stayed three nights, and they used a roll of toilet paper every night, and I heard that toilet flush. I wouldn’t like to tell you how many times in the night that the toilet was flushing, because our bathroom backs onto the guest bathroom, so you can hear the water going through the pipes, and every morning there was a whole roll of toilet paper used up.

Not taken away because the inside tube was always there, so I knew they’d actually been using it up. Aller day two I was talking to the lady and because they were English
people and obviously used to sewers, I was trying to explain the principles of the septic system and how you don’t jam a whole lot of stuff down there, or you might end up blocking up the system.
And she had no idea what I was talking about. She agreed with everything I was saying, and the next night the same thing happened, another roll of toilet paper got used up in the night.
They were perfectly healthy and they ate their breakfast the next morning so I don’t think they were suffering from any disease.
But, where all this paper went. I have no idea, but it didn’t block up the system.
They nearly used up a whole tank of rainwater flushing the toilet
Oh we have some good experiences.
We had another experience.
When we first started, we started off at quite a low price level for accommodation and we found that people would come and they would think that they were being undercharged.
When they left, a number of them would leave us gifts, which was really rather sweet, and totally unnecessary of course.
Almost invariably it had been people that I had felt uneasy with.
I didn’t get on with them
Some people you just feel as though you’re not hitting it off.
And so I would stand back and not endeavour to get too close to them.
But I felt a bit nervous.
It was in the early days, we hadn’t really been going all that long and I wasn’t that confident with it.
And there were a number of occasions when I had felt that these people and I do not get on.
There’s something wrong
They don’t like me.
And I don’t particularly like them.
But it was almost always those people who would leave a gift when they left.
I have no idea why this was, but since we increased our prices, that don’t happen any more.
They obviously realise that they’re paying for what they’ve got.
I don’t know whether we increased it too much but we did it at the request of other bed and breakfast providers in the district who said ‘Look. It’s not right that you’re price is so much lower than what we’re charging.’ So we thought well that’s fair enough, because what we don’t want to do is try and go for some sort of advantage over other providers.
So we increased the price and now we don’t get any gifts, but those suits me just fine.
I don’t think that one needs to be given a gift by people that are staying at a bed and breakfast.
The toilet roll story is one of my favourite stories.
Next morning when the paper had disappeared again, I didn’t say anything more to the lady.
Because I realised that there wasn’t any point and she was leaving that day anyway.
There was only one couple and two people to use up a roll of toilet paper a night seems just utterly incredible.

They would go out all day, and I would check the toilet paper.
The last day I checked the toilet paper when they went out. put the new toilet roll in.
checked it when I cleaned the bathroom, checked it again in the evening while they went out to dinner so they’d been in for a few hours and the toilet roll was still practically brand new but then all night the toilet would be flushing, and the toilet roll would be empty by morning. Amazing.
They can’t have got any sleep.
They were English people but they lived in Perth - they are on sewerage in Perth.
They probably knew about septic systems, but I just just that I had to try, in an oblique way. explain that you don’t jam too much paper down there but it was a bit difficult to say.
I didn’t say that it was their toilet paper.
I just talked in general terms. trying to pretend it was previous people. hoping they would catch on which they didn’t.

One of our best experiences was with a family who came down. (They were actually recommended by my daughter in Perth because she’s a general practitioner and the woman was a patient of hers and she was looking for somewhere to go for a holiday) and they had a nine or ten year old son, and she suggested here.
And I said to her ‘But you know we don’t take children here’
And she said ‘But it’s all right. I told her that and she assures me that her son is house broken, so we took them. with trepidation.
The boy and his mother wanted to be involved in the farm activities.
But the father stood back and took the photographs and he didn’t want to touch alpacas and he didn’t want to get involved.
He was very reticent.
But we walked alpacas and we did various things with them.
Then on the second day, we needed to bring some sheep in and do drenching and clipping toenails and we said to them ‘Would you be interested in watching this and getting involved?’
‘Oh yes’, they thought that would be a good idea and father said ‘Yes, I’ll take the photographs. So, we brought them in and they all took part in bringing the sheep into the yards and then we gave the little boy the spray marker paint. While I was inoculating and drenching he would spray the marker paint onto the animal’s backside. which you do so you know. in a mob of sheep. which ones have been worked on and which ones haven’t.
He was all organised, and very good with that spray bottle too. and his mother had the clipboard with all the sheep records and as we called out details about the sheep. she would record that on the sheep records.
So she was very useful and father who, after a while realised that Martin needed help catching the sheep and wrestling them to the ground for the toenail clipping decided ‘Ah well, put the camera down for five minutes and I’ll give you a hand’.
Before we knew it, he was the best sheep catcher of them all.
He would get a sheep from anywhere and he’d have it down on the ground in no time at all and he was just brilliant.
And he started to smile for the first time for that holiday and, by the end of the day, he
had a smile fixed from ear to ear. he was just having the time of his life.
He really enjoyed it, I think.
We really felt happy about that. We’d started off with a family and we’d thought ‘Oh
heavens, a child, this is not going to work too well and it turned out that they were just
lovely, lovely people and they had a really, really nice holiday.
So that was one of the good experiences.
We have had some bad experiences with children.
When we first started here we were a tourist farm, and we used to have a lot of children
come to the farm and I can tell you here and now that children are not all well behaved.
We’ve had some really bad experiences with them maltreating animals, chasing birds,
chasing animals, going into the alpaca pens and trying to scare them, and running at
them.
Alpacas are very nervous creatures and you have to treat them very carefully and
especially our pregnant females because there’s a lot of money involved here and you
handle them gently.
We’ve had children who have been absolutely obnoxious and their parents just let them
go.
So we said then for bed and breakfast I think we will avoid having children.
We just don’t want that sort of experience for our animals.
I can’t stand for that.
Unfortunately, we’d heard some rather horrendous tales from nearby accommodation
providers, particularly one where the mother just decided to go and have a sleep and let
her sons go.
They just went out into the shed and set a fire in the farmer’s shed andluckily the farmer
came home early that day from his work and saw the smoke and was able to put the fire
out, but it could have done a great deal of damage.
So those people are not longer in the accommodation providing business.
Well-behaved children are just delightful, children whose parents are prepared to keep
an eye on them.
But unfortunately when they go on holiday they sometimes think somebody else is
going to look after my children for me, I’m here to have a holiday.
So the experiences with children haven’t been good.
However, the ones that we have had on the odd occasion here have been really quite
delightful and we’ve had no problems with them. But we haven’t had many I must
admit.
It’s very hard to think of any undesirable aspects, but there are some.
People who put grease all over their bodies before they go to bed.
It’s almost impossible to get it out of the sheets. and it’s a very costly exercise.
That’s the only bad thing that I can think of.
I have no problems at all with sharing our home.
When we were very much cheaper we did have a number of people from time to time
who we would have preferred not to have in our home.
This might sound a bit awful but since we’ve put the price up, we no longer attract that
sort of person.
I don’t know whether money’s the only thing to do with it, but it seems to me when we were very cheap we got people who were looking for budget accommodation. They were mostly wonderful people but you had the occasional one that you could really have done without and would prefer not to have in your home. We were not concerned about stealing or anything like that, just that we had nothing in common with them.

When you’re sharing your home it’s nice to share it with people that you do have something in common with.

I don’t mind if they go into their room and they want privacy. That’s fine. OK.

But you still want them to be the sorts of people you can talk to when they come out.

Not people that you really wouldn’t have as friends.

So you wouldn’t want them in your home.

That sounds a bit awful, doesn’t it?

It’s a bit hard to explain really.

But there have been very few of them.

It’s just that there have been some that we would have preferred not to have here.

And recently, a fine example. A couple turned up in a leral vehicle, very old, the kind with bumper bars falling off.

When they got out of the car they were strange people, people who don’t conform in any way to normal society.

They don’t work, for example. They don’t look like normal people.

They don’t bathe, they don’t dress well. I don’t dress well. Look at me now [she’s neatly, casually dressed]. But these people were obviously pretty scruffy, put it that way.

I’m talking about people coming into my home.

I don’t want that sort of person.

I’m talking about our standards. This is our home. This is where we live.

We want people who come here to our bed and breakfast to be people that you would invite into your home.

Whereas this couple when they turned up the woman looked just fine.

She seemed quite pleasant but the man was a belligerent sort of fellow and he said ‘We want accommodation’.

And I said ‘Well, I’m sorry, we don’t have any accommodation available at the moment.’

I said that mainly because I didn’t want him there.

Martin was away and I was here on my own and I simply didn’t want him in my home. Particularly with Martin being away.

So I said we don’t have any accommodation available. Anyway, he said ‘But you had a sign down at the road that said ‘Vacancy’ and I said ‘Oh, I’m sorry. I need to change that. I’m sorry, that’s my fault. It shouldn’t have been there’.

He said ‘But you had that sign there so it must be OK for us to stay’.

And I said ‘Well look I’m sorry, but I don’t have any accommodation available’.

And I noticed then that they had a child with them, a very young child and I said ‘In any case, I’m sorry but we don’t have young children.’

He said, where does it say that you don’t have young children, and why don’t you have young children?

He was becoming very aggressive and almost frightening me, but I had dogs with me.
I didn’t feel frightened but I felt this is just convincing me more and more that I don’t want you staying here.
I felt threatened. Yes, I did.
Anyway I said ‘Look, I’m sorry’ you know ‘ I just simply can’t help you’.
And so, he turned round and drove off. And the next day when I was going to work I noticed that he’d picked up our sign from down at the road and thrown it over on its side.
So those are the sorts of people I wouldn’t have in.
As Martin said later, ‘What you should have done was tell him the price of the room.
and he would have not wanted to stay anyway, but I wasn’t really prepared to take that risk.
That was my worst experience.
But I mean that’s only one bad experience and we’ve been in the business for about four and a half years.
By and large they’ve been just lovely people, lovely people.
I enjoy being with people.
I used to get quite nervous about getting the breakfast ready on time.
Now I’m much more comfortable with it.
The things that I don’t care for are the people who don’t want to go out to dinner.
For example, they say they had a big lunch and they’re just going to sit around the house.
Well then, you see, we can’t cook, and have our meal because our kitchen is in the middle of the house and I can’t bring myself to cook a meal for us and eat when there are people there who are not eating.
I feel that, as a host, I just can’t do that.
So we always say to them then you can sit down and watch television. do whatever you want but I’m sorry, we have to go out.
And then we go out into town and have a meal in the town.
So that slices the income by quite a large margin.
I do provide meals if people request them, but I prefer not to because there are so few accommodation providers in Donnybrook. we really do our best to give the business to the cafes in town.
They are set up for it, they have the facilities.
For us, they’d have to book in advance.
We certainly have done it, from time to time, though not as much recently as we used to.
People are getting more of the idea of bed and breakfast is bed and breakfast, it’s not bed and breakfast and all other meals, so I think there’s a greater understanding of what bed and breakfast is these days.
But sometimes, if you have an elderly couple for example and they say ‘Could you do a meal?’ then yes I will always do that. because sometimes they don’t want to drive into town, they’re nervous about driving at night and all that sort of thing.
But we prefer it if they go in.
It gives us time to get our meal cooked and eaten and out of the way.
This is the biggest drawback of having bed and breakfast within the house itself because we can’t separate ourselves from the clients.
I feel a bit miffed if we have to go out and we don’t really feel like going out and that cuts the income quite considerably.
We really are trying to make a living out of this.
We prefer clients to go out to eat.
If they don’t, it’s difficult because even if they’re going to have a small meal and sit outside on the patio, some people say, ‘oh we’ve brought our fruit’, or ‘we just want to have fruit’, but we still don’t feel that we can cook and eat while they’re having just a piece of fruit.
I just feel that that’s rude, you know, to eat in front of them so I can’t bring myself to do it.
Maybe with time and experience I might be able to be more blase but I just don’t feel that it’s right to, to eat in front of your guests.
We’ve got to pretend that we don’t eat at all.
Like breakfast, we serve them their breakfast at the table. We’ll have a piece of toast or something in the kitchen while they’re eating.
It’s a funny thing, eating, isn’t it? It’s a social thing.
We never eat with them.
Breakfast is the time we spoil our guests.
We have very special breakfasts here.
They are waited on hand and foot for their breakfast.
They do seem to enjoy it.
I was going to tell you one other experience because this was something of a highlight.
We had a friend staying, a friend of Bob’s who was just staying the one night and it was summertime and we were making something simple to have for dinner and Bob and his friend were chatting out on the patio there and a knock came on the door, and a man was there.
He’d been working in the area, he’d sold some products to the various orchardists in the area and he was looking for accommodation for the night and it was about half past six at night.
We said yes, we do have a room, if you’d like to stay, fine.
We explained the situation, invited him in and told him we were just having a simple evening meal, if he was interested in sharing it with us. he was welcome.
And he said, yes that would be just great.
So he and Bob’s friend sat out the back and they got to know one another really well and they were having a fine time and then we all sat down together, and we all chatted and we all got on really, really well.
And during this time my daughter-in-law who was visiting over in Melbourne with my son and his family became desperately ill, and was taken to hospital, and it was, it was a very, very traumatic time.
We thought we were going to lose her. It was really, really bad.
And this man got involved in all of this carry on with poor Brenda being so ill.
Anyway, that all solved itself, and he left the next day. But, from then on, whenever he’s in the area, he drops in and has a cuppa with us.
He’s phoned to see how Brenda was getting on, he phoned two or three times in the week following, from Perth, to check how her condition was and he’s basically become quite a friend.
He even brought his girlfriend with him the last time he visited. And that's just from staying one night.

There are some lovely people, people that you really do enjoy to have in your home. That makes it all worthwhile?

I really don't see that there's anything I dislike about having bed and breakfast guests.
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS – HOST 2. INTERVIEW 2.

NATURAL MEANING UNITS CATEGORISED BY RESEARCH KEY

In order to preserve confidentiality, the respondent is referred to by the fictitious name Betty and her partner is referred to by the name Bob. The daughter-in-law is renamed Barbara.

Part 1 -- numbered NMUs

By and large the visitors we have here are the older age group, probably from the mid fifties upwards. 4.1 They’re people who are coming to the area because they have family here or they’re staying briefly and are moving on again the next day. 4.1 They’re our favourite types of visitors, in a sense that they’re in our own age group, we generally can get on very well with them. 3.1 They usually go out to dinner and then come in fairly early and we sit around the table here and chat. 3.5 We’ve had some really lovely people stay. 1.5 People that you would invite into your home, you almost feel embarrassed taking money from them the next morning. 3.5 We can chat about almost anything. 3.2 I remember two couples came when there was a football match on. One of them was not barracking for the team that the rest of us were barracking for, and we got really quite loud and we had a lot of fun. 3.5 Then we have another couple who come down regularly and the husband always sits and drinks port here with Bob in the evening, and the wife and I usually sit and chat about what they’ve done with their day. We really get on very well with them. They’re part of the family now. 3.5 We show people the farm but it depends a lot on the people and how much time they have available. 2.1 A number of people would like to go for a walk and we suggest various walks around. 2.1 If they’re fairly fit people they go for quite a long walk. 2.1 Others will just mosey around down the alleyways between the animal pens and look at the animals. 2.1 Very few venture fairly far afield. 2.1 They’ll walk around the farm area, but they seem to be rather nervous of the gates and we have electric fencing out past the immediate house area which we always warn them about. 2.2 They somehow think that that’s going to be incredibly dangerous, so they get a bit nervous about it. We explain to them that everything’s fine so long as you use gates, don’t try climbing over fences. 2.2
We wouldn’t want them to try climbing over fences do anyway because that’s the best way to damage them. 2.2
Others are quite happy with farms and used to them and we’ll often walk around with them. 4.2
We really tailor it to the sorts of people that come. 4.2
There are some people that you know want to be on their own. 4.2
So you just tell them what’s available and just let them go and do it by themselves. 4.2
You can really sense what people want, I suppose, by the way they relate to you. 4.2
The ones who want to be involved with us will come find us because we’re usually just in the vicinity, and always within view, so they’ll come over and talk to us. 4.2
Others will scuffle back inside and shut themselves in their rooms rather than sit in the lounge room here or be accessible to us. 4.2
You can easily glean the needs of the customer. 4.2
It doesn’t trouble us at all (what their needs are), we really try to give them what they’re wanting. 4.2
We’ve got to pick up on these cues that come from the people themselves. 4.2
Now if they want to be alone, we make sure they are. 4.2
For example, we can say to them, that if you want to sit in the lounge please sit down, you can watch the television, and we’ll go up into our rooms where we’ve got our own television and we will stay away from them so that they have the privacy that they require. 4.2
It took us a while to learn that. 4.2
It’s not the sort of thing you understand instantly. 4.2
Now that we’ve experienced different types of needs of people, we are I think more in tune with their needs. 4.2
We try to adjust our life to fit in with our customers’ needs. 4.2
Bob in particular loves to show people the alpacas. 2.1
He really is a people person. 2.1
He will just take them wherever he goes and tell them all about the animals. 3.2
He will just spend so much time with them if they want that sort of thing. 3.2
He just loves to do it, and I do it to a lesser degree. 1.5
I think it’s wonderful for people to be with the animals. 1.5
That’s what we really want them to do. 1.5
We prefer those people, we get on better with those people, because they are more like us. 3.1
The people who are just here to hide in their room, what they’re really looking for I think is just a chalet or a motel room. 3.1
They aren’t part of the farm or the ongoing activities on the farm. 3.1
Not everybody knows what to expect when they come to a bed and breakfast, especially the younger ones. 3.4
We’ve had some very young ones here from time to time and I can remember two young couples came to stay, they were staying for three days. The first day you could tell they were nervous, They didn’t know what to do with themselves. 3.4
They didn’t know how to talk to us. 3.4
We tried to make them relax. 3.4
In the end I took one of the girls aside and I told her to just treat this as their own home. They were here to have a good time, to come and go as they saw fit and I said, 'If we are around, OK you talk to us if you want to, and if you don't want to, ignore us, we will just keep out of your way.'

We chatted a bit and after a while she said to me: 'I was really nervous at first because it was just like being back at home with my parents because you're here and you're my parents' age group, and I didn't know how to relax.'

Finally they all settled down and started to have a really good time. They went out during the day and they saw the different things in the area and, and they just seemed to enjoy themselves a lot more as the time went on.

Then the last morning, at breakfast time, this girl was sitting at the table with her head in her hands and I said to her, 'What's the matter?' and she said, 'I don't want to leave.'

I thought that was just gorgeous, because she had been so nervous at first and so unsure of how to react in this very, very odd situation of a bed and breakfast within the home where people her parents' age are perhaps playing that dominant role that her parents played with her when she lived at home. She did say, 'I've only just left home and here I - it's like coming back home again and I'm not ready for it.'

Her being upset made me feel marvellous. I thought it was just gorgeous. What a nice young lady she was too. I'll never forget them.

They are imprinted in my mind because of the way that they changed in such a short period of time.

But I mean it hasn't always been success stories. We had one young couple who came and they'd obviously been having a fight in the car when they arrived and they came in and they used the shower, got themselves ready to go out again, went out, and then about an hour later, the man came back again and packed all his stuff and said, 'We're leaving' and I said, 'Why? What's the trouble?'

I didn't think that we had invaded their privacy. So that was one of the bad experiences. I felt terrible, dreadful about it. I didn't feel angry. I felt upset because we hadn't been able to fulfil their needs, because we didn't understand them. He was unable to tell us what it was he wanted. He just wanted to walk away.

But they had paid for one night in advance, so I was rather pleased about that. That's our very worst experience, probably the only really bad experience. There was one rather risque experience when I had a couple here who stayed three nights, and they used a roll of toilet paper every night, and I heard that toilet flush, I wouldn't like to tell you how many times in the night that the toilet was flushing, because our bathroom backs onto the guest bathroom, so you can hear the water going
through the pipes, and every morning there was a whole roll of toilet paper used up.

Not taken away because the inside tube was always there, so I knew they'd actually been using it up. After day two I was talking to the lady and because they were English people and obviously used to sewers, I was trying to explain the principles of the septic system and how you don't jam a whole lot of stuff down there, or you might end up blocking up the system. 1.4

And she had no idea what I was talking about. She agreed with everything I was saying, and the next night the same thing happened, another roll of toilet paper got used up in the night. 1.4

They were perfectly healthy and they ate their breakfast the next morning so I don't think they were suffering from any disease. 1.4

But, where all this paper went, I have no idea, but it didn't block up the system. 1.4

They nearly used up a whole tank of rainwater flushing the toilet. 1.4

Oh we have some good experiences. 1.2

We had another experience. 1.2

When we first started, we started off at quite a low price level for accommodation and we found that people would come and they would think that they were being undercharged. 1.2

When they left, a number of them would leave us gifts, which was really rather sweet, and totally unnecessary of course. 1.2

Almost invariably it had been people that I had felt uneasy with. 1.2

I didn't get on with them. 1.2

Some people you just feel as though you're not hitting it off. 1.2

And so I would stand back and not endeavour to get too close to them. 1.2

But I felt a bit nervous. 1.2

It was in the early days, we hadn't really been going all that long and I wasn't that confident with it. 1.2

And there were a number of occasions when I had felt that these people and I do not get on. 1.2

There's something wrong. 1.2

They don't like me. 1.2

And I don't particularly like them. 1.2

But it was almost always those people who would leave a gift when they left. 1.2

I have no idea why this was, but since we increased our prices, that don't happen any more. 1.2

They obviously realise that they're paying for what they've got. 1.2

I don't know whether we increased it too much but we did it at the request of other bed and breakfast providers in the district who said 'Look. It's not right that you're price is so much lower than what we're charging.' So we thought well that's fair enough. because what we don't want to do is try and go for some sort of advantage over other providers. 1.2

So we increased the price and now we don't get any gifts, but those suits me just fine. 1.2

I don't think that one needs to be given a gift by people that are staying at a bed and breakfast. 1.2

The toilet roll story is one of my favourite stories. 1.4
Next morning when the paper had disappeared again, I didn’t say anything more to the lady.

Because I realised that there wasn’t any point and she was leaving that day anyway.

There was only one couple and two people to use up a roll of toilet paper a night seems just utterly incredible.

They would go out all day, and I would check the toilet paper.

The last day I checked the toilet paper when they went out. put the new toilet roll in.

checked it when I cleaned the bathroom, checked it again in the evening while they went out to dinner so they’d been in for a few hours and the toilet roll was still practically brand new but then all night the toilet would be flushing, and the toilet roll would be empty by morning.

Amazing.

They can’t have got any sleep.

They were English people but they lived in Perth - they are on sewerage in Perth.

They probably knew about septic systems, but I just felt that I had to try, in an oblique way, explain that you don’t jam too much paper down there but it was a bit difficult to say.

I didn’t say that it was their toilet paper.

I just talked in general terms, trying to pretend it was previous people, hoping they would catch on which they didn’t.

One of our best experiences was with a family who came down. (They were actually recommended by my daughter in Perth because she’s a general practitioner and the woman was a patient of hers and she was looking for somewhere to go for a holiday) and they had a nine or ten year old son, and Barbara suggested here.

And I said to Barbara ‘But you know we don’t take children here’.

And Barbara said ‘But it’s all right. I told her that and she assures me that her son is house broken, so we took them. with trepidation.

The boy and his mother wanted to be involved in the farm activities.

But the father stood back and took the photographs and he didn’t want to touch alpacas and he didn’t want to get involved.

He was very reticent.

But we walked alpacas and we did various things with them.

Then on the second day, we needed to bring some sheep in and do drenching and clipping toenails and we said to them ‘Would you be interested in watching this and getting involved?’

‘Oh yes’, they thought that would be a good idea and father said ‘Yes, I’ll take the photographs. So, we brought them in and they all took part in bringing the sheep into the yards and then we gave the little boy the spray marker paint.

While I was inoculating and drenching he would spray the marker paint onto the animal’s backside. which you do so you know, in a mob of sheep, which ones have been worked on and which ones haven’t.

He was all organised, and very good with that spray bottle too, and his mother had the clipboard with all the sheep records and as we called out details about the sheep, she would record that on the sheep records.

So she was very useful and father who, after a while realised that Martin needed help catching the sheep and wrestling them to the ground for the toenail clipping decided ‘Ah well, put the camera down for five minutes and I’ll give you a hand’.
Before we knew it, he was the best sheep catcher of them all. He would get a sheep from anywhere and he’d have it down on the ground in no time at all and he was just brilliant. And he started to smile for the first time for that holiday and, by the end of the day, he had a smile fixed from ear to ear. He was just having the time of his life. He really enjoyed it, I think.

We really felt happy about that. We’d started off with a family and we’d thought ‘Oh heavens, a child. This is not going to work too well and it turned out that they were just lovely, lovely people and they had a really really nice holiday. So that was one of the good experiences.

We have had some bad experiences with children. When we first started here we were a tourist farm and we used to have a lot of children come to the farm and I can tell you here and now that children are not all well behaved. We’ve had some really bad experiences with them maltreating animals, chasing birds, chasing animals, going into the alpaca pens and trying to scare them and running at them. Alpacas are very nervous creatures and you have to treat them very carefully and especially our pregnant females because there’s a lot of money involved here and you handle them gently.

We’ve had children who have been absolutely obnoxious and their parents just let them go. So we said then for bed and breakfast I think we will avoid having children. We just don’t want that sort of experience for our animals. I can’t stand for that. Unfortunately, we’d heard some rather horrendous tales from nearby accommodation providers, particularly one where the mother just decided to go and have a sleep and let her sons go. They just went out into the shed and set a fire in the farmer’s shed and luckily the farmer came home early that day from his work and saw the smoke and was able to put the fire out, but it could have done a great deal of damage.

So those people are not longer in the accommodation providing business. Well-behaved children are just delightful, children whose parents are prepared to keep an eye on them. But unfortunately when they go on holiday they sometimes think somebody else is going to look after my children for me. I’m here to have a holiday. So the experiences with children haven’t been good.

However, the ones that we have had on the odd occasion here have been really quite delightful and we’ve had no problems with them. But we haven’t had many I must admit. It’s very hard to think of any undesirable aspects, but there are some. People who put grease all over their bodies before they go to bed. It’s almost impossible to get it out of the sheets, and it’s a very costly exercise. That’s the only bad thing that I can think of. I have no problems at all with sharing our home.
When we were very much cheaper we did have a number of people from time to time who we would have preferred not to have in our home. 3.4
This might sound a bit awful but since we've put the price up, we no longer attract that sort of person. 1.1
I don't know whether money's the only thing to do with it, but it seems to me when we were very cheap we got people who were looking for budget accommodation. 1.1
They were mostly wonderful people but you had the occasional one that you could really have done without and would prefer not to have in your home. 1.1
We were not concerned about stealing or anything like that, just that we had nothing in common with them. 1.1
When you're sharing your home it's nice to share it with people that you do have something in common with. 3.4
I don't mind if they go into their room and they want privacy, that's fine, OK. 3.4
But you still want them to be the sorts of people you can talk to when they come out. 3.1
Not people that you really wouldn't have as friends. 3.1
So you wouldn't want them in your home. 3.1
That sounds a bit awful, doesn't it? 3.1
It's a bit hard to explain really. 3.1
But there have been very few of them. 3.1
It's just that there have been some that we would have preferred not to have here. 3.1
And recently, a fine example, a couple turned up in a feral vehicle, very old, the kind with bumper bars falling off. 3.1
When they got out of the car they were strange people, people who don't conform in any way to normal society. 3.1
They don't work, for example, they don't look like normal people. 3.1
They don't bathe, they don't dress well. I don't dress well. Look at me now [she's neatly, casually dressed]. But these people were obviously pretty scruffy, put it that way. 3.1
I'm talking about people coming into my home. 3.1
I don't want that sort of person. 3.1
I'm talking about our standards. This is our home. This is where we live. 3.1
We want people who come here to our bed and breakfast to be people that you would invite into your home. 3.1
Whereas this couple when they turned up the woman looked just fine. 3.1
She seemed quite pleasant but the man was a belligerent sort of fellow and he said 'We want accommodation'. 3.1
And I said 'Well, I'm sorry, we don't have any accommodation available at the moment. 3.1
I said that mainly because I didn't want him there. 3.1
Bob was away and I was here on my own and I simply didn't want him in my home. 3.1
Particularly with Bob being away. 3.1
So I said we don't have any accommodation available. Anyway, he said 'But you had a sign down at the road that said 'Vacancy' and I said 'Oh, I'm sorry, I need to change that. I'm sorry, that's my fault. It shouldn't have been there'. 3.1
He said, ‘But you had that sign there so it must be OK for us to stay’ 3.1
And I said, ‘Well look I’m sorry, but I don’t have any accommodation available’ 3.1
And I noticed then that they had a child with them, a very young child and I said, ‘In any case, I’m sorry but we don’t have young children.’ 3.1
He said, where does it say that you don’t have young children, and why don’t you have young children? 3.1
He was becoming very aggressive and almost frightening me, but I had dogs with me. 3.1
I didn’t feel frightened but I felt this is just convincing me more and more that I don’t want you staying here. 3.1
I felt threatened. Yes. I did. 3.1
Anyway I said, ‘Look, I’m sorry you know, I just simply can’t help you.’ 3.1
And so, he turned round and drove off. And the next day when I was going to work I noticed that he’d picked up our sign from down at the road and thrown it over on its side. 3.1
So those are the sorts of people I wouldn’t have in. 3.1
As Bob said later, ‘What you should have done was tell him the price of the room and he would have not wanted to stay anyway, but I wasn’t really prepared to take that risk.’ 3.1
That was my worst experience. 3.1
But I mean that’s only one bad experience and we’ve been in the business for about four and a half years. 3.1
By and large they’ve been just lovely people, lovely people. 3.1
I enjoy being with people. 3.1
I used to get quite nervous about getting the breakfast ready on time. 3.4
Now I’m much more comfortable with it. 3.4
The things that I don’t care for are the people who don’t want to go out to dinner. 3.4
For example, they say they had a big lunch and they’re just going to sit around the house. 3.4
Well then, you see, we can’t cook and have our meal because our kitchen is in the middle of the house and I can’t bring myself to cook a meal for us and eat when there are people there who are not eating. 3.4
I feel that, as a host, I just can’t do that. 3.4
So we always say to them then you can sit down and watch television, do whatever you want but I’m sorry, we have to go out. 3.4
And then we go out into town and have a meal in the town. 3.4
So that slices the income by quite a large margin. 3.4
I do provide meals if people request them, but I prefer not to because there are so few accommodation providers in Donnybrook. We really do our best to give the business to the cafes in town. 3.4
They are set up for it, they have the facilities. 3.4
For us, they’d have to book in advance. 3.4
We certainly have done it, from time to time, though not as much recently as we used to. 3.4
People are getting more of the idea of bed and breakfast is bed and breakfast, it's not bed and breakfast and all other meals, so I think there's a greater understanding of what bed and breakfast is these days. 3.4
But sometimes, if you have an elderly couple for example and they say 'Could you do a meal?' then yes I will always do that, because sometimes they don't want to drive into town, they're nervous about driving at night and all that sort of thing. 3.4
But we prefer it if they go in. 3.4
It gives us time to get our meal cooked and eaten and out of the way. 3.4
This is the biggest drawback of having bed and breakfast within the house itself because we can't separate ourselves from the clients. 3.4
I feel a bit miffed if we have to go out and we don't really feel like going out and that cuts the income quite considerably. 3.4
We really are trying to make a living out of this. 3.4
We prefer clients to go out to eat. 3.4
If they don't, it's difficult because even if they're going to have a small meal and sit outside on the patio, some people say, 'oh we've brought our fruit', or 'we just want to have fruit', but we still don't feel that we can cook and eat while they're having just a piece of fruit. 3.4
I just feel that that's rude, you know, to eat in front of them so I can't bring myself to do it. 3.4
Maybe with time and experience I might be able to be more blase but I just don't feel that it's right to eat in front of your guests. 3.4
We've got to pretend that we don't eat at all. 3.4
Like breakfast, we serve them their breakfast at the table. We'll have a piece of toast or something in the kitchen while they're eating. 3.4
It's a funny thing, eating, isn't it? It's a social thing. 3.4
We never eat with them. 3.4
Breakfast is the time we spoil our guests. 3.4
We have very special breakfasts here. 3.4
They are waited on hand and foot for their breakfast. 3.4
They do seem to enjoy it. 3.4
I was going to tell you one other experience because this was something of a highlight. 3.5
We had a friend staying, a friend of Bob's who was just staying the one night and it was summertime and we were making something simple to have for dinner and Bob and his friend were chatting out on the patio there and a knock came on the door, and a man was there. 3.5
He'd been working in the area, he'd sold some products to the various orchardists in the area and he was looking for accommodation for the night and it was about half past six at night. 3.5
We said yes, we do have a room, if you'd like to stay. 3.5
We explained the situation, invited him in and told him we were just having a simple evening meal, if he was interested in sharing it with us, he was welcome. 3.5
And he said, yes that would be just great. 3.5
So he and Bob's friend sat out the back and they got to know one another really well.
and they were having a fine time and then we all sat down together, and we all chatted and we all got on really, really well 3.5
And during this time my daughter-in-law who was visiting over in Melbourne with my son and his family became desperately ill, and was taken to hospital, and it was, it was a very, very traumatic time. 3.5
We thought we were going to lose her. It was really, really bad. 3.5
And this man got involved in all of this carry on with poor Brenda being so ill. 3.5
Anyway, that all solved itself, and he left the next day. But, from then on, whenever he's in the area, he drops in and has a cuppa with us. 3.5
He's phoned to see how Brenda was getting on. he phoned two or three times in the week following, from Perth, to check how her condition was and he's basically become quite a friend.
He even brought his girlfriend with him the last time he visited. 3.5
And that's just from staying one night. 3.5
There are some lovely people, people that you really do enjoy to have in your home. 1.5
That makes it all worthwhile? 1.5
I really don't see that there's anything I dislike about having bed and breakfast guests. 1.5
SECTION I - BUSINESS ISSUES

1.1 Profitability

since we’ve put the price up, we no longer attract that sort of person.

when we were very cheap we got people who were looking for budget accommodation. They were mostly wonderful people but you had the occasional one that you could really have done without and would prefer not to have in your home.

We were not concerned about stealing or anything like that, just that we had nothing in common with them.

we started off at quite a low price level for accommodation and we found that people would leave us gifts, which was totally unnecessary

Almost invariably it had been people that I had felt uneasy with and I didn’t get on with. I felt a bit nervous.

It was in the early days and I wasn’t that confident

And there were a number of occasions when I had felt that these people and I do not get on. There’s something wrong. They don’t like me and I don’t particularly like them.

But it was almost always those people who would leave a gift when they left. I have no idea why this was, but since we increased our prices, that doesn’t happen any more. They obviously realise that they’re paying for what they’ve got.

I don’t know whether we increased it too much but we did it at the request of other bed and breakfast providers in the district who said, “Look. It’s not right that you’re price is so much lower than what we’re charging.” So we thought well that’s fair enough. because what we don’t want to do is try and go for some sort of advantage over other providers. So we increased the price and now we don’t get any gifts, but those suits me just fine. I don’t think that one needs to be given a gift by people that are staying at a bed and breakfast.
1.2 Protection of property

We wouldn't want them [visitors] to try climbing over fences anyway because that's the best way to damage them.

1.3 Negative aspects

But I mean it hasn't always been success stories.

We had one young couple who came and they'd obviously been having a fight in the car when they arrived and they came in and they used the shower, got themselves ready to go out again, went out, and then about an hour later, the man came back again and packed all his stuff and said "We're leaving" and I said "Why?" "What's the trouble?" "What's the matter?" and he said "We expected privacy.

I didn't think that we had invaded their privacy. I thought that he didn't understand that it was within a home so he was expecting a motel. So that was one of the bad experiences. I felt terrible, dreadful about it. I didn't feel angry. I felt upset because we hadn't been able to fulfil their needs because we didn't understand them. He was unable to tell us what it was he wanted. He just wanted to walk away. But they had paid for one night in advance, so I was rather pleased about that.

That's our very worst experience, probably the only really bad experience.

We have had some bad experiences with children. When we first started here we were a tourist farm, and we used to have a lot of children come to the farm and I can tell you here and now that children are not all well behaved. We've had some really bad experiences with them maltreating animals, chasing birds, chasing animals, going into the alpaca pens and trying to scare them, and running at them. Alpacas are very nervous creatures and you have to treat them very carefully and especially our pregnant females because there's a lot of money involved here and you handle them gently. We've had children who have been absolutely obnoxious and their parents just let them go. So we said then for bed and breakfast I think we will avoid having children. We just don't want that sort of experience for our animals. I can't stand for that.
Unfortunately, we’d heard some rather horrendous tales from nearby accommodation providers, particularly one where the mother just decided to go and have a sleep and let her sons go. They just went out into the shed and set a fire in the farmer’s shed and luckily the farmer came home early that day from his work and saw the smoke and was able to put the fire out, but it could have done a great deal of damage. So those people are not longer in the accommodation providing business.

Well-behaved children are just delightful. Children whose parents are prepared to keep an eye on them. But unfortunately when they go on holiday they sometimes think somebody else is going to look after my children for me. I’m here to have a holiday. So the experiences with children haven’t been good. However, the ones that we have had on the odd occasion here have been really quite delightful and we’ve had no problems with them. But we haven’t had many I must admit.

It’s very hard to think of any undesirable aspects, but there are some. People who put grease all over their bodies before they go to bed. It’s almost impossible to get it out of the sheets, and it’s a very costly exercise. That’s the only bad thing that I can think of.

1.5 Job satisfaction

We’ve had some really lovely people stay.

I thought that was just gorgeous (girl not wanting to leave at end of holiday), because she had been so nervous at first and so unsure of how to, how to react in this very, very odd situation of a bed and breakfast within the home where people her parents’ age are perhaps playing that dominant role that her parents played with her when she lived at home. She did say ‘I’ve only just left home and here I - it’s like coming back home again and I’m not ready for it.’ Her being upset made me feel marvellous. What a nice young lady she was too. I’ll never forget them. They are imprinted in my mind because of the way that they changed in such a short period of time.

We really felt happy about that [disinterested man converted to enthusiast of farm work]. We’d started off with a family and we’d thought “Oh heavens, a child, this is not going to work too well”, and it turned out that they were just lovely, lovely people and they had a really, really nice holiday. So that was one of the good experiences.

There are some lovely people, people that you really do enjoy to have in your home.
I really don’t see that there’s anything I dislike about having bed and breakfast guests.

SECTION 2 – ROLES AND RESPONSIBILITIES OF HOSTS

2.1 Hospitality

We show people the farm but it depends a lot on the people and how much time they have available.

He [Bob] just loves to do it [take people to see the animals], and I do it to a lesser degree.
I think it’s wonderful for people to be with the animals.
That’s what we really want them to do.

A number of people would like to go for a walk and we suggest various walks around.
If they’re fairly fit people they go for quite a long walk.
Others will just mosey around down the alleyways between the animal pens and look at the animals.
Very few venture fairly far afield.

Bob in particular loves to show people the alpacas.
He really is a people person

2.2 Duty of care

They’ll walk around the farm area, but they seem to be rather nervous of the gates and we have electric fencing out past the immediate house area which we always warn them about.
They somehow think that that’s going to be incredibly dangerous, so they get a bit nervous about it. We explain to them that everything’s fine so long as you use gates, don’t try climbing over fences,

SECTION 3 – RELATIONSHIPS WITH GUESTS

3.1 Preferred / non-preferred guests

[Older people] are our favourite types of visitors, in a sense that they’re in our own age group, we generally can get on very well with them.

We prefer those people [people who like animals], we get on better with those people, because they are more like us.

[We’ve had] People that you would invite into your home, you almost feel embarrassed taking money from them the next morning.
The people who are just here to hide in their room, what they're really looking for I think is just a chalet or a motel room. They aren't part of the farm or the ongoing activities on the farm. But you still want them to be the sorts of people you can talk to when they come out. Not people that you really wouldn't have as friends. So you wouldn't want them in your home. It's a bit hard to explain really. But there have been very few of them. It's just that there have been some that we would have preferred not to have here.

And recently, a fine example, a couple turned up in a feral vehicle, very old, the kind with bumper bars falling off. When they got out of the car they were strange people. People who don't conform in any way to normal society. They don't work, for example, they don't look like normal people. They don't bath, they don't dress well. I don't dress well. Look at me now [she's neatly, casually dressed]. But these people were obviously pretty scrutiny, put it that way. I'm talking about people coming into my home. I don't want that sort of person. I'm talking about our standards. This is our home. This is where we live. We want people who come here to our bed and breakfast to be people that you would invite into your home. Whereas this couple when they turned up the woman looked just fine. She seemed quite pleasant but the man was a beligerent sort of fellow and he said 'We want accommodation'. And I said 'Well, I'm sorry, we don't have any accommodation available at the moment. I said that mainly because I didn't want him there. Bob was away and I was here on my own and I simply didn't want him in my home. Particularly with Bob being away.

So I said we don't have any accommodation available. Anyway, he said 'But you had a sign down at the road that said 'Vacancy' and I said 'Oh, I'm sorry. I need to change that. I'm sorry, that's my fault. It shouldn't have been there'. He said 'But you had that sign there so it must be OK for us to stay'. And I said 'Well look I'm sorry, but I don't have any accommodation available'. And I noticed then that they had a child with them, a very young child and I said 'In any case, I'm sorry but we don't have young children'. He said, where does it say that that you don't have young children, and why don't you have young children? He was becoming very aggressive and almost frightening me, but I had dogs with me. I didn't feel frightened but I felt this is just convincing me more and more that I don't want you staying here. I felt threatened. Yes, I did.

Anyway I said 'Look, I'm sorry' you know 'I just simply can't help you'.
And so, he turned round and drove off. And the next day when I was going to work I noticed that he'd picked up our sign from down at the road and thrown it over on its side.
So those are the sorts of people I wouldn't have in.

As Bob said later, 'What you should have done was tell him the price of the room, and he would have not wanted to stay anyway, but I wasn't really prepared to take that risk.

That was my worst experience.
But I mean that's only one bad experience and we've been in the business for about four and a half years.

By and large they've been just lovely people, lovely people.
I enjoy being with people.

3.2 Communication

We can chat about almost anything. [with people we like]

He [Bob] will just take them wherever he goes and tell them all about the animals. He will just spend so much time with them if they want that sort of thing.

Not everybody knows what to expect when they come to a bed and breakfast, especially the younger ones.

We've had some very young ones here from time to time and I can remember two young couples came to stay, they were staying for three days. The first day you could tell they were nervous, They didn't know what to do with themselves.
They didn't know how to talk to us.
We tried to make them relax.
In the end I took one of the girls aside and I told her to just treat this as their own home. They were here to have a good time, to come and go as they saw fit and I said, 'If we are around, OK you talk to us if you want to, and if you don't want to, ignore us, we will just keep out of your way'.
We chatted a bit and after a while she said to me 'I was really nervous at first because it was just like being back at home with my parents because you're here and you're my parents' age group, and I didn't know how to relax'.
Finally they all settled down and started to have a really good time.
They went out during the day and they saw the different things in the area and, and they just seemed to enjoy themselves a lot more as the time went on.
Then the last morning, at breakfast time, this girl was sitting at the table with her head in her hands and I said to her 'What's the matter?' and she said 'I don't want to leave'.

There was one rather risqué experience when I had a couple here who stayed three nights, and they used a roll of toilet paper every night, and I heard that toilet flush, I wouldn't like to tell you how many times in the night that the toilet was flushing.
because our bathroom backs onto the guest bathroom, so you can hear the water going through the pipes, and every morning there was a whole roll of toilet paper used up. Not taken away because the inside tube was always there, so I knew they’d actually been using it up. After day two I was talking to the lady and because they were English people and obviously used to sewers, I was trying to explain the principles of the septic system and how you don’t jam a whole lot of stuff down there, or you might end up blocking up the system.

And she had no idea what I was talking about. She agreed with everything I was saying, and the next night the same thing happened, another roll of toilet paper got used up in the night.

They were perfectly healthy and they ate their breakfast the next morning so I don’t think they were suffering from any disease.

But, where all this paper went, I have no idea, but it didn’t block up the system.

They nearly used up a whole tank of rainwater flushing the toilet.

Oh we have some good experiences.

The toilet roll story is one of my favourite stories.

Next morning when the paper had disappeared again, I didn’t say anything more to the lady.

Because I realised that there wasn’t any point and she was leaving that day anyway.

There was only one couple and two people to use up a roll of toilet paper a night seems just utterly incredible.

They would go out all day, and I would check the toilet paper.

The last day I checked the toilet paper when they went out, put the new toilet roll in, checked it when I cleaned the bathroom, checked it again in the evening while they went out to dinner so they’d been in for a few hours and the toilet roll was still practically brand new but then all night the toilet would be flushing, and the toilet roll would be empty by morning. Amazing.

They can’t have got any sleep.

They were English people but they lived in Perth - they are on sewerage in Perth.

They probably knew about septic systems, but I just felt that I had to try, in an oblique way, explain that you don’t jam too much paper down there but it was a bit difficult to say.

I didn’t say that it was their toilet paper.

I just talked in general terms, trying to pretend it was previous people, hoping they would catch on which they didn’t.

3.4 Shared space

I have no problems at all with sharing our home.

When you’re sharing your home it’s nice to share it with people that you do have something in common with.

I don’t mind if they go into their room and they want privacy, that’s line, OK.

I used to get quite nervous about getting the breakfast ready on time.

Now I’m much more comfortable with it.
The things that I don’t care for are the people who don’t want to go out to dinner. For example, they say they had a big lunch and they’re just going to sit around the house.

Well then, you see, we can’t cook, and have our meal because our kitchen is in the middle of the house and I can’t bring myself to cook a meal for us and eat when there are people there who are not eating.

I feel that, as a host, I just can’t do that.

So we always say to them then you can sit down and watch television, do whatever you want but I’m sorry we have to go out.

And then we go out into town and have a meal in the town.

So that slices the income by quite a large margin.

I do provide meals if people request them, but I prefer not to because there are so few accommodation providers in Donnybrook, we really do our best to give the business to the cafes in town.

They are set up for it, they have the facilities.

For us, they’d have to book in advance.

We certainly have done it, from time to time, though not as much recently as we used to.

People are getting more of the idea of bed and breakfast is bed and breakfast, it’s not bed and breakfast and all other meals. so I think there’s a greater understanding of what bed and breakfast is these days.

But sometimes, if you have an elderly couple for example and they say ‘Could you do a meal?’ then yes I will always do that, because sometimes they don’t want to drive into town, they’re nervous about driving at night and all that sort of thing.

But we prefer it if they go in.

It gives us time to get our meal cooked and eaten and out of the way.

This is the biggest drawback of having bed and breakfast within the house itself because we can’t separate ourselves from the clients.

I feel a bit miffed if we have to go out and we don’t really feel like going out and that cuts the income quite considerably.

We really are trying to make a living out of this.

We prefer clients to go out to eat.

If they don’t, it’s difficult because even if they’re going to have a small meal and sit outside on the patio, some people say, “Oh we’ve brought our fruit”, or “We just want to have fruit”, but we still don’t feel that we can cook and eat while they’re having just a piece of fruit.

I just feel that that’s rude, you know, to eat in front of them so I can’t bring myself to do it.

Maybe with time and experience I might be able to be more blase but I just don’t feel that it’s right to, to eat in front of your guests.

We’ve got to pretend that we don’t eat at all.
Like breakfast, we serve them their breakfast at the table. We'll have a piece of toast or something in the kitchen while they're eating.

It's a funny thing, eating, isn't it? It's a social thing.

We never eat with them.

Breakfast is the time we spoil our guests. We have very special breakfasts here. They are waited on hand and foot for their breakfast. They do seem to enjoy it.

3.5 Social contacts

They usually go out to dinner and then come in fairly early and we sit around the table here and chat.

I remember two couples came when there was a football match on. One of them was not barracking for the team that the rest of us were barracking for, and we got really quite loud and we had a lot of fun.

Then we have another couple who come down regularly and the husband always sits and drinks port here with Bob in the evening, and the wife and I usually sit and chat about what they've done with their day. We really get on very well with them. They're part of the family now.

One of our best experiences was with a family who came down. (They were actually recommended by my daughter in Perth because she's a general practitioner and the woman was a patient of hers and she was looking for somewhere to go for a holiday) and they had a nine or ten year old son, and she suggested here.

And I said to her 'But you know we don't take children here'

And she said 'But it's all right. I told her that and she assures me that her son is house broken, so we took them, with trepidation.

The boy and his mother wanted to be involved in the farm activities. But the father stood back and took the photographs and he didn't want to touch alpacas and he didn't want to get involved.

He was very reticent.

But we walked alpacas and we did various things with them.

Then on the second day, we needed to bring some sheep in and do drenching and clipping toenails and we said to them 'Would you be interested in watching this and getting involved?'

'Oh yes', they thought that would be a good idea and father said 'Yes, I'll take the photographs.' So, we brought them in and they all took part in bringing the sheep into the yards and then we gave the little boy the spray marker paint.
While I was inoculating and drenching he would spray the marker paint onto the animal’s backside, which you do so you know, in a mob of sheep, which ones have been worked on and which ones haven’t.

He was all organised, and very good with that spray bottle too, and his mother had the clipboard with all the sheep records and as we called out details about the sheep, she would record that on the sheep records.

So she was very useful and father who, after a while realised that Bob needed help catching the sheep and wrestling them to the ground for the toenail clipping decided ‘Ah well, put the camera down for five minutes and I’ll give you a hand’.

Before we knew it, he was the best sheep catcher of them all.

He would get a sheep from anywhere and he’d have it down on the ground in no time at all and he was just brilliant.

And he started to smile for the first time for that holiday and, by the end of the day, he had a smile fixed from ear to ear. He was just having the time of his life.

He really enjoyed it, I think.

I was going to tell you one other experience because this was something of a highlight.

We had a friend staying, a friend of Bob’s who was just staying the one night and it was summertime and we were making something simple to have for dinner and Bob and his friend were chatting out on the patio there and a knock came on the door, and a man was there.

He’d been working in the area, he’d sold some products to the various orchardists in the area and he was looking for accommodation for the night and it was about half past six at night.

We said yes, we do have a room, if you’d like to stay, fine.

We explained the situation, invited him in and told him we were just having a simple evening meal, if he was interested in sharing it with us, he was welcome.

And he said, yes that would be just great.

So he and Bob’s friend sat out the back and they got to know one another really well and they were having a fine time and then we all sat down together, and we all chatted and we all got on really, really well.

And during this time my daughter-in-law who was visiting over in Melbourne with my son and his family became desperately ill and was taken to hospital and it was, it was a very, very traumatic time.

We thought we were going to lose her. It was really, really bad.

And this man got involved in all of this carry on with poor Brenda being so ill.

Anyway, that all solved itself, and he left the next day. But, from then on, whenever he’s in the area, he drops in and has a cuppa with us.

He’s phoned to see how Brenda was getting on, he phoned two or three times in the week following, from Perth, to check how her condition was and he’s basically become quite a friend.

He even brought his girlfriend with him the last time he visited.

And that’s just from staying one night.
SECTION 4 – GUESTS’ PROFILES

4.1 Sociodemographic characteristics

By and large the visitors we have here are the older age group, probably from the mid fifties upwards.

They’re people who are coming to the area because they have family here or they’re staying briefly and are moving on again the next day.

4.2 Motivations and preferences of guests as perceived by host

Some people are quite happy with farms and used to them and we’ll often walk around with them.

We really tailor it to the sorts of people that come.

There are some people that you know want to be on their own.

So you just tell them what’s available and just let them go and do it by themselves.

You can really sense what people want, I suppose, by the way they relate to you.

The ones who want to be involved with us will come find us because we’re usually just in the vicinity, and always within view, so they’ll come over and talk to us.

Others will scuffle back inside and shut themselves in their rooms rather than sit in the lounge room here or be accessible to us.

You can easily glean the needs of the customer.

It doesn’t trouble us at all (what their needs are), we really try to give them what they’re wanting.

We’ve got to pick up on these cues that come from the people themselves.

Now if they want to be alone, we make sure they are.

For example, we can say to them, that if you want to sit in the lounge please sit down, you can watch the television, and we’ll go up into our rooms where we’ve got our own television and we will stay away from them so that they have the privacy that they require.

It took us a while to learn that
It’s not the sort of thing you understand instantly
Now that we've experienced different types of needs of people, we are I think more in tune with their needs.

We try to adjust our life to fit in with our customers' needs.
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS – HOST 2. INTERVIEW 2

CENTRAL THEMES

In order to preserve confidentiality, the respondent is referred to by the fictitious name Betty and her partner is referred to by the name Bob. The daughter is renamed Barbara and the daughter-in-law is renamed Brenda.

SECTION 1 – BUSINESS ISSUES

1.1 Profitability

When we were very cheap we got people who were looking for budget accommodation. Some were people you would prefer not to have in your home. we had nothing in common with them.

I felt uneasy with them and I didn’t get on with them. I felt a bit nervous. It was in the early days and I wasn’t that confident.

I felt that these people don’t like me and I don’t particularly like them. Since we’ve put the price up, we no longer attract that sort of person.

They would leave us gifts, which was totally unnecessary. I have no idea why this was, but since we increased our prices, that doesn’t happen anymore.

They obviously realise that they’re paying for what they’ve got.

We increased our prices at the request of other bed and breakfast providers in the district as our prices were much lower than theirs and we don’t want to go for some sort of advantage over other providers.

1.2 Protection of property

We wouldn’t want them [visitors] to try climbing over fences anyway because that’s the best way to damage them.

1.3 Negative aspects

We had one young couple who came and about an hour later, the man came back again and said ‘We’re leaving. We expected privacy.’

I didn’t think that we had invaded their privacy. He didn’t understand that it was within a home.
I felt dreadful about it because we hadn't been able to fulfil their needs. We didn't understand them and he was unable to tell us what he wanted. He just wanted to walk away.

When we first started here we were a tourist farm, and we used to have a lot of children. We've had some really bad experiences with them maltreating animals, and trying to scare the alpacas, running at them. You have to treat them very carefully and especially our pregnant females because there's a lot of money involved here.

We've had children who have been absolutely obnoxious. Their parents just let them go. When they go on holiday some parents think somebody else is going to look after the children.

We'd heard some rather horrendous tales from nearby accommodation providers, particularly one where the mother just decided to go and have a sleep and let her sons go and they just went out into the shed and set a fire in the farmer's shed. Luckily the farmer was able to put the fire out but those people are not longer in the accommodation business.

So we said then for bed and breakfast I think we will avoid having children.

However, the ones that we have had on the odd occasion here have been really quite delightful and we've had no problems with them. But we haven't had many I must admit.

Another undesirable aspect is people who put grease all over their bodies before they go to bed. It's almost impossible to get it out of the sheets, and it's a very costly exercise.

**1.5 Job satisfaction**

We've had some really lovely people stay, people that you really do enjoy to have in your home. I really don't see that there's anything I dislike about having bed and breakfast guests.

I thought that was just gorgeous (girl not wanting to leave at end of holiday), because she had been so nervous at first and so unsure of how to react in this very odd situation of a bed and breakfast within the home where people her parents' age are perhaps playing that dominant role that her parents played with her when she lived at home. They are imprinted in my mind because of the way that they changed in such a short period of time.
We really felt happy about that [disinterested man converted to enthusiast of farm work]. We’d thought "Oh heavens, a child, this is not going to work too well", and it turned out that they had a really nice holiday.

SECTION 2 – ROLES AND RESPONSIBILITIES OF HOSTS

2.1 Hospitality

We show people the farm but it depends a lot on the people and how much time they have available. Bob in particular loves to show people the alpacas. He really is a people person.
I do it to a lesser degree.

we really want people to be with the animals.

A number of people would like to go for a walk and we suggest various walks around. If they’re fairly fit people they go for quite a long walk.

2.2 Duty of care

We always warn them people about the electric fencing. They get a bit nervous about it but we explain to them that everything’s fine so long as you use gates. don’t try climbing over.

SECTION 3 – RELATIONSHIPS WITH GUESTS

3.1 Preferred / non-preferred guests

[Older people] are our favourite types of visitors. They’re in our own age group. we generally can get on very well with them.

We get on with people [who like animals] because they are more like us.

[We’ve had] People that you would invite into your home, you almost feel embarrassed taking money from them the next morning.

people who just hide in their room are looking for just a chalet or a motel room. They aren’t part of the farm or the ongoing activities on the farm.

But you still want them to be the sorts of people you can talk to when they come out. Not people that you really wouldn’t have as friends.

there have been some that we would have preferred not to have here.
recently, for example, a couple turned up in a very old vehicle, they were strange people, people who don’t conform in any way to normal society. They don’t work, for example, they don’t look like normal people. They don’t bath, they don’t dress well.

I don’t want that sort of person. This is our home. We want people who come here to be people that you would invite into your home.

the woman seemed quite pleasant but the man was a belligerent sort of fellow.

Bob was away and I was here on my own and I simply didn’t want him in my home.

So I said we don’t have any accommodation available and he argued with me.

Anyway, he said “But you had a sign down at the road that said ‘Vacancy’ and I said ‘Oh, I’m sorry, I need to change that. I’m sorry, that’s my fault. It shouldn’t have been there’.

He said ‘But you had that sign there so it must be OK for us to stay’.

And I said ‘Well look I’m sorry, but I don’t have any accommodation available’.

And I noticed then that they had a very young child and I said ‘I’m sorry but we don’t have young children.’ [He argued again.] He was becoming very aggressive and almost frightening me. I felt this is just convincing me more and more that I don’t want you staying here.

I felt threatened. I said ‘I’m sorry, I just simply can’t help you’.

He drove off and the next day I noticed that he’d picked up our sign from down at the road and thrown it over on its side.

3.2 Communication

We can chat about almost anything. [with people we like]

He [Bob] will just take them wherever he goes and tell them all about the animals.

Not everybody knows what to expect when they come to a bed and breakfast, especially the younger ones. I can remember two young couples who came to stay for three days. The first day you could tell they were nervous. They didn’t know what to do with themselves, they didn’t know how to talk to us.

We tried to make them relax. I took one of the girls aside and I told her to just treat this as their own home, they were here to have a good time. to come and go as they saw fit. “Talk to us if you want to, and if you don’t want to, ignore us, we will just keep out of your way”. They just seemed to enjoy themselves a lot more as the time went on, and on the last morning this girl was sitting at the table with her head in her hands and I said to her “What’s the matter?” and she said “I don’t want to leave”.

There was one rather risqué experience when a couple who stayed three nights used a roll of toilet paper every night. I heard that toilet flush because our bathroom backs
onto the guest bathroom. I was trying to explain the principles of the septic system and how you don't jam a whole lot of stuff down there, or you might end up blocking up the system. I just talked in general terms, hoping they would catch on which they didn't. They probably knew about septic systems, but I just felt that I had to try, in an oblique way, explain that you don't jam too much paper down there but it was a bit difficult to say.

3.4 Shared space

I have no problems at all with sharing our home.

When you're sharing your home it's nice to share it with people that you do have something in common with.

I don't mind if they go into their room and they want privacy, that's fine, OK.

I used to get quite nervous about getting the breakfast ready on time.
Now I'm much more comfortable with it.

The things that I don't care for are the people who don't want to go out to dinner.

They just sit around the house.

We can't cook because our kitchen is in the middle of the house and I can't bring myself to cook a meal for us and eat when there are people there who are not eating.

We always say to them we have to go out. And then we go out into town and have a meal in the town. So that slices the income by quite a large margin.

I do provide meals if people request them, but I prefer not to.

People are getting more of the idea of bed and breakfast is bed and breakfast, it's not bed and breakfast and all other meals.

If you have an elderly couple want a meal I will always do that. Because sometimes they don't want to drive into town, they're nervous about driving at night and all that sort of thing.

This is the biggest drawback of having bed and breakfast within the house itself because we can't separate ourselves from the clients.

Like breakfast, we serve them their breakfast at the table. We'll have a piece of toast or something in the kitchen while they're eating.

We never eat with them.

Breakfast is the time we spoil our guests. They do seem to enjoy it.
3.5 Social contacts

They usually go out to dinner and then come in fairly early and we sit around the table here and chat.

I remember two couples came when there was a football match on. One of them was not barracking for the team that the rest of us were barracking for, and we got really quite loud and we had a lot of fun.

Then we have another couple who come down regularly. We really get on very well with them. They're part of the family now.

One of our best experiences was with a family (recommended by my daughter) who had a nine or ten year old son. we don't take children here but we took them. with trepidation.

The boy and his mother wanted to be involved in the farm activities. But the father stood back and didn’t want to get involved. On the second day, they all took part in bringing the sheep into the yards and then we gave the little boy the spray marker paint to mark the sheep. He was all organised, and very good and his mother was very useful and father, after a while, realised that Bob needed help catching the sheep and before we knew it, he was the best sheep catcher of them all. And he started to smile for the first time for that holiday and, by the end of the day, he had a smile fixed from ear to ear.

One other experience was something of a highlight.
We had a friend of Bob’s staying the one night and it was summertime and we were making something simple to have for dinner and Bob and his friend were chatting out on the patio there and a knock came on the door, and a man was there.
He’d been working in the area and he was looking for accommodation for the night. We said we do have a room, we invited him invited him to share our simple evening meal, and we all got on really well during this time my daughter-in-law became desperately ill, and was taken to hospital. We thought we were going to lose her. It was really, really bad. And this man got involved and from then on, whenever he’s in the area, he drops in and has a cuppa with us. he’s basically become quite a friend.

SECTION 4 -- GUESTS’ PROFILES

4.1 Sociodemographic characteristics

By and large the visitors we have here are the older age group, probably from the mid fifties upwards.
They're people who are coming to the area briefly

4.2 Motivations and preferences of guests as perceived by host

Some people are quite happy with forms and used to them and we'll often walk around with them.

You can really sense what people want by the way they relate to you.

The ones who want to be involved with us will come find us because we're usually just in the vicinity, and always within view, so they'll come over and talk to us.

Others will scuffle back inside and shut themselves in their rooms rather than sit in the lounge room here or be accessible to us.

Now if they want to be alone, we make sure they are. we'll go up into our rooms where we've got our own television and we will stay away from them so that they have the privacy that they require.

It took us a while to learn that.

We try to adjust our life to fit in with our customers' needs.
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS – HOST 2. INTERVIEW 2

TEXTURAL DESCRIPTION OF BETTY’S EXPERIENCE AS A FARM TOURISM HOST

In order to preserve confidentiality, the respondent is referred to by the fictitious name Betty and her partner is referred to by the name Bob.

Betty and Bob run a bed and breakfast business on their farm property. When they first started the business their prices were much lower than other accommodation providers in the district and they attracted the less affluent budget accommodation seekers. It was in the early days and Betty didn’t feel confident then, and didn’t relate well to these visitors. She felt they had nothing in common — “I felt that these people don’t like me and I don’t particularly like them.” Now that they have increased their prices, she remarks “we no longer attract that kind of person”. These people used to leave gifts which Betty thought was “totally unnecessary” and it didn’t happen after they put their prices up. The reason they put prices up was at the request of other providers in the area, as Betty and Bob’s prices were too low and they did not want to undercut the other providers.

They used to have a lot of children among the visitors in the early days but their parents just used to “let them go”. Betty describes badly behaved children as “absolutely obnoxious”. She claims “when they go on holiday some parents think somebody else is going to look after the children.” Their behaviour included scaring their very delicate and expensive alpacas, particularly the pregnant females. They now no longer accept children except in special circumstances, and only when the parents are prepared to supervise them. They made the decision when one of their neighbours stopped providing accommodation after an unsupervised boy set a fire in the farmer’s shed. They now refer families with children to another farmstay where children are catered for.

Betty also recalled an incident when a couple with a “feral vehicle” and a small child came looking for accommodation. Betty didn’t like the appearance of the couple. They were “strange people, people who don’t conform... to normal society ... they don’t work ... don’t bath, don’t dress well ...” She didn’t want them in her home especially as Bob was away, and refused accommodation. The man became “belligerent, “aggressive” and she felt “threatened”. The next day she noticed he’d picked up their sign at the road and thrown it over on its side.

In spite of these examples Betty has said that they have also had some “lovely people” stay. Her favourite guests are older people. This is because she and Bob are in the same age group and so have more in common and get on very well with each other. They also prefer people who share their love of animals.
Betty makes a clear distinction between “people that you would invite into your home” and “people that you really wouldn’t have as friends”. People who don’t want to socialise just “hide in their room ... aren’t part of the farm or the ongoing activities of on the farm”, and may really be happier in a chalet or motel room. Betty believes that many people don’t understand what is meant by bed and breakfast, although that is changing. There was one example where a couple stayed only one hour and left because they wanted privacy and “didn’t understand that it [the accommodation] was within a home”. Betty “felt dreadful about it because we hadn’t been able to fulfil their needs. We didn’t understand them and he was unable to tell us what it was he wanted”.

Betty described instances where she is less than happy with her guests. One is when people “put grease all over their bodies before they go to bed”. For Betty it is “a very costly exercise” to “get it out of the sheets”. Another issue is in connection with the preparation of meals for bed and breakfast guests. Breakfast is a special meal and Betty loves to “spoil” her guests. However, as breakfast is the only meal that is provided, there is an expectation that guests will go into town for their other meals. When guests don’t want to go out for an evening meal, and sit instead in the open lounge area next to the kitchen, this makes things awkward for Betty as the kitchen is situated in the centre of the house and Betty feels unable to cook for herself and Bob if guests are in. This means that they feel compelled to go out themselves to eat and so spend the majority of their profit margin. Betty says “this is the biggest drawback of having bed and breakfast within the house itself because we can’t separate ourselves from the clients.”

Some relationships with guests have been more successful than others. Betty gives the example of a group of young people including a girl away from her parents’ home for the first time. Betty remembers the girl “was so nervous at first and so unsure of how to react in this very odd situation of a bed and breakfast within the home where people her parents’ age are perhaps playing that dominant role that her parents played with her when she lived at home”. When it was time to leave the girl was upset and told Betty it was like “coming back home again”. Betty says she will never forget these young people because of the way they changed in such a short period. They will remain “imprinted” on Betty’s mind.

Another success story that Betty relates is of a couple with a son (recommended by Betty’s daughter) where the father was reluctant to get involved in the farm activities although the mother and son were taking part. When it came to drenching sheep and clipping sheep’s toenails his help was needed and once he started wrestling sheep he began to enjoy the taste of farm life. Betty says “he was the best sheep catcher of all ... he had a smile fixed from ear to ear ... he was having the time of his life”. For Betty this was one of her best experiences as a host.

Betty realise that, in providing bed and breakfast accommodation, they have had to adapt to the change it brings. In terms of activities around the farm, people are generally interested in walking an alpaca or handling them or taking photographs.
There are also various walks that they suggest, depending on the guest’s level of fitness. Some were "a little frightened" about the electric fences but others were "quite happy with farms and used to them." Betty says she and Bob "tailor it to the sorts of people that come. There are some people that you know want to be on their own, so you just tell them what’s available and just let them go and do it by themselves." She admits it took them a while to learn to stay away from people who obviously want privacy. She says "you can sense what people want by the way they relate to you." "You’ve got to pick up on those cues from the people themselves". This was all part of the learning experience. Betty says "It took us a while to learn that, of course, it’s not the sort of thing you understand instantly, but now that we’ve experienced different types of needs of people, we are I think more in tune with their needs and we try to adjust our life to fit in with our customers’ needs."

Even so, communication with strangers can sometimes be difficult. She tells the story of a couple who used a whole toilet roll every night with no obvious explanation. Betty felt unable to speak directly to them about it, for fear of offending them as she considered this a delicate issue. Instead she spoke in very general terms around the problem, hoping the guests would offer an explanation. This didn’t happen which was frustrating for Betty.

They have more social contact with guests they get on well with. These people sit around chatting with Bob and Betty in the evenings. Families and individual visitors have become “friends” or “part of the family.” Betty says, “When you’re sharing your home, it’s nice to share it with people that you do have something in common with.” She recalls one fun evening when there was a football match on television and there was friendly competition between ‘supporters’ of opposite teams. There is another couple Betty mentioned who come down regularly where she particularly enjoys the lady’s company while her husband and the male of the couple sit and support. Another highlight for Betty was when a casual stranger dropped by looking for bed and breakfast at the time when there was a serious illness in Betty’s family. He became involved emotionally with them, continued to visit and enquire about the sick, relative, and has now become a firm friend.

These shared experiences and the rapport which she and Bob have established with “lovely people that you really enjoy to have in your home” have made their farm tourism venture a worthwhile experience and Betty concludes the interview by saying “I really don’t see that there’s anything I dislike about having bed and breakfast guests. I really don’t.”
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS - HOST 2. INTERVIEW 2

STRUCTURAL DESCRIPTION OF BETTY'S EXPERIENCE AS A FARM TOURISM HOST

In order to preserve confidentiality, the respondent is referred to by the fictitious name Betty and her partner is referred to by the name Bob.

When Bob and Betty decided to start a bed and breakfast business on their farm property, inexperience led them to set their prices too low and they suffered as a result as they attracted people who were looking for budget accommodation. Betty felt she had nothing in common with these people and could not relate well to them. Also, she lacked confidence to deal with visitors since they were new to the business. They raised their prices to bring them into line with prices charged by other providers in the district. This was at the request of the other providers. Betty and Bob evidently made an error in their early pricing as they were new to the business and certainly did not want to gain any market advantage by charging lower prices.

In the early days of their business they also experienced some problems in relation to ways people with children behaved whilst on holiday, in particular where children were not supervised by their parents. They noted an expectation in some parents that their children would be looked after because the parents were on holiday. The experience of children was of them maltreating their animals, especially their valuable alpacas. After the son of some visitors at a neighbouring farm tourism establishment set fire to the farmer's shed, causing that operator to go out of business, Betty decided that as a general rule, they would no longer take children at their bed and breakfast, except in special circumstances. Families with children are now referred to another farmstay where children are catered for.

There had also been an incident involving a family with a small child looking for accommodation. These people did not conform to Betty's views of what she considers normal in that she didn't approve of their appearance, clothing or their very old car. In her view, they were strange people who don't work and don't conform to society. When she refused them accommodation they became aggressive and finally left, demonstrating their anger by knocking over their bed and breakfast sign on the highway. The tensions were heightened by the fact that Betty's partner was away at the time.

Dislikes of certain kinds of people are also clearly articulated - people who "hide in their room" and don't want to socialise, people of lower economic status, unsupervised children who can be obnoxious, people who don't look or behave in the way in which Betty expects. She believes that people who don't want to socialise and take part in the activities offered on the farm would probably be better off in accommodation such as a self-catering chalet or a motel room as they don't appreciate what is meant by a bed and
breakfast, although she feels that people’s acceptance of this is changing. An important issue is privacy. One couple arrived expecting privacy were obviously not familiar with the bed and breakfast situation where guests stay in the home of the provider. These people stayed only a few hours and left, causing Betty to feel guilty because she was unable to provide the service that they were looking for.

Betty and Bob have a strong preference for older guests. The hosts are in this same age group and feel they can relate more easily to older visitors as they have more in common. They also prefer people who share their love of animals. They have more social contact with the guests they get on well with. They often sit around chatting in the evenings and many couples, families and individuals have become friends and are considered as part of the family. The most important element in achieving friendship is sharing their home and their time with people who have common interests. This extends to social occasions. The preferred guests are the majority and make the experience of hosting a farm tourism bed and breakfast worthwhile. The main criterion for approval is that they be people you would invite into your home, or people you would like to have as friends.

There have also been some ups and downs in their experience of the business. On the negative side there are guests who leave the sheets greasy and costly to clean. There are others who stay around the house during other mealtimes especially the evening meal. Betty feels she can’t cook an eat in front of them as the kitchen is in the centre of the house overlooking the main lounge area, so the hosts feel forced to go out for dinner, thereby cutting into their profit margin. This is part of what Betty means by guests not conforming to the expectation inherent in the nature of bed and breakfast by going out for other meals.

Communication with strangers can sometimes be difficult. She tells the story of a couple who used a whole toilet roll every night with no obvious explanation. Betty felt unable to speak directly to them about it, for fear of offending them as she considered this a delicate issue. Instead she spoke in very general terms around the problem, hoping the guests would offer an explanation. This didn’t happen which was frustrating for Betty.

Some positive experiences that have stood out for Betty include that of a young girl who was with a group of young people and was away from her parents home for the first time. The girl had been very nervous and Betty felt that this may have been because of the strangeness of the bed and breakfast situation sharing a home with people who may have been her parents’ age. The fact that the girl was upset at leaving and said it reminded her of home left a lasting impression on Betty.

There was also the very satisfying involvement of one of their guests in farm activities where the father of a family initially wanted nothing to do with hands-on farm activities but over the holiday he participated in sheep drenching and toe-nail clipping where his help was needed and appreciated. This brought about a change in the man who from that point on thoroughly enjoyed his involvement in the activities and the holiday.
Betty recognises and accepts a need to adapt to the changes providing bed and breakfast accommodation has brought to their lives. It has been a learning experience in which they have tried to respond to the needs of guests. This is in the provision of activities and in terms of personal and shared space. If people would like to be shown the animals the hosts show them what they are interested in such as walking or handling the alpacas. All attractions of the farm and district are pointed out to the guests so that they can make their own choices. The privacy aspect, Betty admits, took a while to learn but she feels that it is something that you pick up from the cues that people give you. The experience of many different types of people in their bed and breakfasts guests has enabled them to be more sensitive to people and to adjust their life to fit in with their guests’ needs.

In terms of overall satisfaction of the host the problem of shared space and the hosts not being able to separate themselves from the guests, may only be a minor inconvenience given that Betty states quite emphatically that there isn’t anything that she dislikes about having bed and breakfast guests. The majority of guests are those whom she would enjoy inviting into her home and having as friends. This has been the most rewarding and satisfying part of her farm hosting experience.
APPENDIX C

EXAMPLE OF EXPLICATION OF GUEST EXPERIENCE

GUEST 1

Original transcript

Natural Meaning Units

Natural Meaning Units Categorised by Research Key

Central Themes

Textural Description

Structural Description

Interpretive Themes
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS – GUEST 1. TAPE 1 - transcript 1

Interview with a young woman. Caucasian. mother of two children aged eight and five in a nuclear family who had taken a recent farm holiday at one of the establishments in the study area which participated in Stage 1 of the study.

Interview recorded on site at the respondent's home in Perth.

Date of interview: 14 May 2001. Length of interview: 25 mins

ORIGINAL TRANSCRIPT

In order to preserve confidentiality, the respondent is referred to by the fictitious name Debbie.

Why have you chosen a farm holiday?

We chose a farm holiday because we wanted somewhere to go where the children would have some activities. things to do on site, and somewhere they could experience farm sort of life, sort of a country type of experience really and somewhere that was picturesque to stay in.

What kind of country experience are you talking about?

Well. be able to feed some animals and cows. join in with the routine of farm life. collect eggs. go for a walk around animals. walk over pastures and see some farm things in action.

And what do you understand by farm?

Well, I guess I assume it to have animals on, but we have been to a farmstay as such in fact where there weren't any animals but that limited the activities they could do apart from walk but I sort of think that having a few chickens and a few sort of quality things, domesticated animals maybe a cow and some other things like goats, and horse, that sort of thing, that the children can pat at each venue and collect eggs. just those sort of things really.

Why did you choose a farm holiday in preference to any other type of holiday?

Well, on this particular occasion we decided that we wanted something that would be a restful and a bit lazy. We wouldn't have to get up and go to sites or places or activities. Activities and fun and the whole holiday was there in one spot if we wanted it to be for the children. Plenty of things to do. We wanted no things to do. just to relax and it was, compared to say a camping holiday, it was relaxing because all the things were there, the bedding was there and the cooking facilities were there. We didn’t have to bring much at all, only ourselves and the clothes and things like that. And compared to
say a hotel somewhere, in a city where we might visit other things. Well that’s really just somewhere to sleep, it’s not the holiday, it’s just somewhere to stay while you go out and visit other things, and there’s a lot of rushing around and sightseeing and that sort of thing when you do something like that. I see a farm holiday as something where the holiday is right there. It’s all packaged, you go to the little place and everyone’s happy. The kids like to explore around the safe confines of the farm. The hosts of the farm have activities usually so the kids can go off and do that and they can join in. It’s nice to just be in the little house or the little unit or whatever because it’s pretty to look outside. There’s the fields and the lovely view. You can go for a walk or just sit in and read a book or play a game with the children, or something like that. You don’t feel compelled to get up and go and sightsee. Just sit and relax and know the kids are having an enjoyable time somewhere where they’re getting the benefit of sort of fresh air and walks and they can see some farm life and have a country sort of experience.

Would you like to tell me something about the different experiences of farm tourism you have had?

We’ve been to a couple. I’d say two or three farm type stays but really only one with real activities and real animals that you can be involved with. The other two, there were animals sort of about but you couldn’t really do a lot with them. They were sort of a little bit less accessible, like cows in a field at some distance but the farm was … you’re on a property, a large property but not what I would see as farmstay. And one had animals and geese and chickens to feed, cows to feed and pat, an emu and the odd extra animal, so that’s been our experience.

What about your own personal experiences? How do you relate to farm tourism?

Well usually, I think once you’ve got children with you a holiday is only a fun holiday if they’re happy. If they aren’t enjoying themselves and they’re being dragged around from pillar to post it’s stressful and nobody enjoys themselves so I think that first and foremost, if they’re happy and in happy surroundings and as parents basically you’d want to have a kind of a real veg out type time. If they’re entertained and happy then we as parents can relax and read do all those things that at home, it’s almost the opposite. Your life’s running around, taking them from one place to another, working to schedules and just trying to keep up with everything and to just turn that around so everyone’s happy and no one has to go anywhere. I think that’s the draw of it, compared to our normal life.

And what have you enjoyed the most about farm tourism holidays?

I love the scenic qualities of the whole holidays and one of the most memorable things, just the beautiful view in the morning across the fields with the trees in the distance and the green fields, the sun coming up, and then at night feeling all the water coming off the grass and the misty feeling and just the lovely quiet open spaces I think. That’s what I really like and just being able to go for a walk. Imagine just living on a farm, just
get that feeling of living in the countryside. I feel part of it, like I could imagine this was our home and this was our life, just sort of role-playing.

**What have you enjoyed least about farm holidays?**

Well, there hasn't even been anything at all. I couldn't even say being woken up early by a rooster because even that you know is quite nice. No, nothing at all. Oh, I suppose. I just thought, that one disadvantage is that you have to actually bring your own food to these places and being last in a hotel room where you get milk and tea and coffee and that that's there when you get there, and you can just get there and have a cup of tea or something. Well there's absolutely no provisions in the little units usually so unless you bring things with you. On one particular occasion the shop was quite a distance so we got .

**What has been your experience of your relationships with farm hosts?**

I suppose it's been at different sort of levels. One farmstay we did stay in there weren't many animals there, it was just like staying at a country property really and there, it was more like a bed and breakfast I'm thinking so perhaps it wasn't so much a farm stay but we ate with the hosts and that created quite an intimate relationship really with people that you didn't know.

And at another we had breakfast with them, and another farmstay I remember, we ate somewhere else for dinner but we had breakfast with them. We'd go into the house and join in a country sort of breakfast and then in our more recent farmstay it was a completely separate sort of arrangement but the farm activities were conducted by the hosts and you could join in with them. We knew when they were going to be off on their farm duties and so I could I don't know, there was some sort of hell you know you could tell that they were going off, and children and people from various cabins would come out and follow them round so that was three different levels or two different levels. I really prefer to be sort of. I really prefer to be completely separate and be able to join in with activities rather than sort of eating with people. I feel that's a bit stressful - people that I don't know - actually joining in a meal, in their home. I just feel an element of stress . discomfort. I don't know I prefer to actually be completely separate and join in with the activities that the hosts provide if we want to, or be completely separate but friendly, sort of. I mean the hosts in the later description, they were very friendly people and they treated you like people that we've known for quite a while and they said hello and how are you going etc but there was no pressure or expectation to eat with them because they didn't provide anything so I was quite happy to have more distance in the relationship. We haven't kept in touch with them since. We have received a flyer which I assume all the people who stayed there get a flyer as a form of advertising about coming at reduced rates for winter or something, but apart from that I haven't kept up with it at all.
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS – GUEST 1. TAPE 1 - transcript 1

NATURAL MEANING UNITS

In order to preserve confidentiality, the respondent is referred to by the fictitious name Debbie.

We chose a farm holiday because we wanted somewhere to go where the children would have some activities, things to do on site. Somewhere they could experience farm sort of life, sort of a country type of experience really. And somewhere that was picturesque to stay in.

[By country experience, I mean] be able to feed some animals and cows, join in with the routine of farm life, collect eggs, go for a walk around animals, walk over pastures and see some farm things in action.

I assume [a farm] to have animals on.
But we have been to a farmstay as such in fact where there weren’t any animals. That limited the activities they [the children] could do apart from walk. I think that having a few chickens and a few quality things, domesticated animals - maybe a cow and some other things like goats and horse. that sort of thing. that the children can pat at each venue and collect eggs. just those sort of things really.

On this particular occasion [we chose a farm holiday because] we decided that we wanted something that would be a restful and a bit lazy.
We wouldn’t have to get up and go to sites or places or activities. Activities and fun and the whole holiday was there in one spot if we wanted it to be for the children. Plenty of things [for the children] to do.
We wanted no things to do. just to relax.
Compared to say a camping holiday, it was relaxing because all the things were there. the bedding was there and the cooking facilities were there. We didn’t have to bring much at all, only ourselves and the clothes and things like that. And compared to say a hotel somewhere in a city where we might visit other things, well that’s really just somewhere to sleep, it’s not the holiday, it’s just somewhere to stay while you go out and visit other things, and there’s a lot of rushing around and sightseeing and that sort of thing when you do something like that.
I see a farm holiday as something where the holiday is right there. it’s all packaged. You go to the little place and everyone’s happy.
The kids like to explore around the safe confines of the farm.
The hosts of the farm have activities usually so the kids can go off and do that and they can join in.

It’s nice to just be in the little house or the little unit or whatever because it’s pretty to look outside.

There’s the fields and the lovely view.

You can go for a walk.

Or just sit and read a book.

Or play a game with the children or something like that.

You don’t feel compelled to get up and go and sightsee.

Just sit and relax and know the kids are having an enjoyable time somewhere where they’re getting the benefit of fresh air and walks.

And they can see some farm life.

And have a country experience.

We’ve been to a couple. I’d say two or three farmstays but really only one with real activities and real animals that you can be involved with.

The other two, there were animals sort of about but you couldn’t really do a lot with them. They were sort of a little bit less accessible, like cows in a field at some distance but the farm was... you’re on a property, a large property but not what I would see as farmstay.

And one had animals and geese and chickens to feed. Cows to feed and pat, an emu and the odd extra animal. So that’s been our experience.

[Personally] I usually think once you’ve got children with you a holiday is only a fun holiday if they’re happy.

If they aren’t enjoying themselves and they’re being dragged around from pillar to post it’s stressful and nobody enjoys themselves.

So I think that first and foremost, if they’re happy and in happy surroundings.

And as parents basically you’d want to have a kind of a real veg out type time.

If they’re entertained and happy, then we as parents can relax and do all those things that at home, it’s almost the opposite.

Your life’s running around taking them from one place to another, working to schedules and just trying to keep up with everything and to just turn that around so everyone’s happy and no one has to go anywhere.

I think that’s the draw of it, compared to our normal life.

[What I have enjoyed most about farmstays is] I love the scenic qualities of the whole holidays and one of the most memorable things, just the beautiful view in the morning, across the fields with the trees in the distance and the green fields, the sun coming up and then at night feeling all the water coming off the grass and the misty feeling and just the lovely quiet open spaces I think. That’s what I really like.

And just being able to go for a walk, imagine just living on a farm, just get that feeling of living in the countryside.

I feel part of it, like I could imagine this was our home and this was our life. Just sort of role-playing.

What have you enjoyed least about farm holidays?
There hasn't even been anything at all [that I haven't enjoyed about farm holidays]
I couldn't even say being woken up early by a rooster because even that you know is quite nice. No. nothing at all
Oh. I suppose. I just thought. that one disadvantage is. that you have to actually bring your own food to these places and being last in a hotel room where you get milk and tea and coffee and that that's where when you get there. and you can just get there and have a cup of tea or something. Well there's absolutely no provisions in the little units usually so unless you bring things with you. On one particular occasion the shop was quite a distance so we got in. dying for a cup of tea and of course there was nothing there and the shop was like a 40 minute trip away and that's a long time if you want a cup of today. So I guess that's a disadvantage. something I'd change. well I don't know how I'd change it. I'd probably know in future and bring some provisions

[In terms of our relationships with farm hosts]. I suppose it's been at different sort of levels.
One farmstay we did stay there weren't many animals there. it was just like staying at a country property really and it was more like a bed and breakfast I'm thinking but we ate with the hosts and that created quite an intimate relationship really with people that you didn't know.
And at another we had breakfast with them. and another farmstay I remember. we ate somewhere else for dinner but we had breakfast with them. We'd go into the house and join in a country sort of breakfast.
And then in our more recent farmstay it was a completely separate sort of arrangement. But the farm activities were conducted by the hosts and you could join in with them. We knew when they were going to be off on their farm duties then was some sort of bell - you could tell that they were going off and children and people from various cabins would come out and follow them round,
So that was two different levels
I really prefer to be completely separate and be able to join in with activities rather than eating with people.
I feel that's a bit stressful - people that I don't know.
Actually joining in a meal. in their home. I just feel an element of stress . discomfort.
I don't know I prefer to actually he completely separate and join in with the activities that the hosts provide if we want to.
Or be completely separate but friendly. sort of.
The hosts in the later description. they were very friendly people and they treated you like people that we've known for quite a while and they said hello and how are you going etc But there was no pressure or expectation to eat with them because they didn't provide anything.
So I was quite happy to have more distance in the relationship.
We haven't kept in touch with them since. We have received a flyer which I assume all the people who stayed there get a flyer as a form of advertising about coming at reduced rates for winter or something. but apart from that I haven't kept up with it at all.
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS – GUEST 1. TAPE 1 - transcript 1

NATURAL MEANING UNITS

Part 1 numbered NMUs

In order to preserve confidentiality, the respondent is referred to by the fictitious name Debbie.

We chose a farm holiday because we wanted somewhere to go where the children would have some activities, things to do on site 1.4
Somewhere they could experience farm sort of life, sort of a country type of experience really 1.1
And somewhere that was picturesque to stay in. 1.2

[By country experience, I mean] he able to feed some animals and cows, join in with the routine of farm life, collect eggs, go for a walk around animals, walk over pastures and see some farm things in action. 1.3

I assume [a farm] to have animals on 4.3
But we have been to a farmstay as such in fact where there weren’t any animals
That limited the activities they [the children] could do apart from walk 4.2
I think that having a few chickens and a few quality things, domesticated animals – maybe a cow and some other things like goats, and horse, that sort of thing, that the children can pat at each venue and collect eggs, just those sort of things really 4.2

On this particular occasion [we chose a farm holiday because] we decided that we wanted something that would be a restful and a bit lazy. 4.2
We wouldn’t have to get up and go to sites or places or activities 4.2
Activities and fun and the whole holiday was there in one spot if we wanted it to be for the children. 4.2
Plenty of things [for the children] to do. 4.2
We wanted no things to do, just to relax. 4.2
Compared to say a camping holiday, it was relaxing because all the things were there, the bedding was there and the cooking facilities were there. 2.1
We didn’t have to bring much at all, only ourselves and the clothes and things like that 2.1
And compared to say a hotel somewhere, in a city where we might visit other things, well that’s really just somewhere to sleep, it’s not the holiday, it’s just somewhere to stay while you go out and visit other things, and there’s a lot of rushing around and sightseeing and that sort of thing when you do something like that. 2.1
I see a farm holiday as something where the holiday is right there, it’s all packaged. 4.3
You go to the little place and everyone’s happy 4.3

7
The kids like to explore around the sale conlirues of the farm. 4.3
The hosts of the farm have activities usually so the kids can go and do that and they

It’s nice to just be in the little house or the little unit or whatever because it’s pretty to

There’s the fields and the lovely view 1.2

You can go for a walk 1.5

Or just sit in and read a book 1.5

Or play a game with the children or something like that 1.5

You don’t feel compelled to get up and go and sightsee. 1.3

Just sit and relax and know the kids are having an enjoyable time somewhere where

And they can see some farm life 1.4

And have a country experience. 1.4

We’ve been to a couple. I’d say two or three farmstays but really only one with real

activities and real animals that you can be involved with. 4.3

The other two, there were animals sort of about but you couldn’t really do a lot with

them. they were sort of a little bit less accessible. like cows in a field at some distance

but the farm was ... you’re on a property, a large property but not what I would see as

farmstay. 4.3

And one had animals and geese and chickens to feed. cows to feed and pat. an emu and

the odd extra animal . so that’s been our experience. 4.3

[Personally; I usually think once you’ve got children with you a holiday is only a fun

holiday if they’re happy. 1.4

If they aren’t enjoying themselves and they’re being dragged around from pillar to post

it’s stressful and nobody enjoys themselves 1.4

So I think that first and foremost. if they’re happy and in happy surroundings ..1.4

And as parents basically you’d want to have a kind of a real veg out type time 1.3

If they’re entertained and happy. then we as parents can relax and read all those

things that at home. it’s almost the opposite. 1.3

Your life’s running around. taking them from one place to another. working to

schedules and just trying to keep up with everything and to just turn that around so

everyone’s happy and no one has to go anywhere. 1.6

I think that’s the draw of it. compared to our normal life 1.6

[What I have enjoyed most about farmstays is I love the scenic qualities of the whole

holidays and one of the most memorable things. just the beautiful view in the morning

across the fields with the trees in the distance and the green fields. the sun coming up.

and then at night feeling all the water coming off the grass and the misty feeling and

just the lovely quiet open spaces I think. That’s what I really like. 1.2

And just being able to go for a walk. imagine just living on a farm. just get that feeling

of living in the countryside. 1.1

I feel part of it. like I could imagine this was our home and this was our life. just sort of

role-playing. 1.1

8
There hasn't even been anything at all [that I haven't enjoyed about farm holidays]. I couldn't even say being woken up early by a rooster because even that you know is quite nice. No, nothing at all. I, I

Oh, I suppose. I just thought, that one disadvantage is that you have to actually bring your own food to these places and being last in a hotel room where you get milk and tea and coffee and that's there when you get there, and you can just get there and have a cup of tea or something. Well there's absolutely no provisions in the little units usually so unless you bring things with you. On one particular occasion the shop was quite a distance so we got in, dying for a cup of tea and of course there was nothing there and the shop was like a 40 minute trip away and that's a long time if you want a cup of today. So I guess that's a disadvantage, something I'd change. Well I don't know how I'd change it. I'd probably know in future and bring some provisions.

[In terms of our relationships with farm hosts]. I suppose it's been at different sort of levels. One farmstay we did stay in there weren't many animals there. it was just like staying at a country property really and it was more like a bed and breakfast I'm thinking but we ate with the hosts and that created quite an intimate relationship really with people that you didn't know.

And at another we had breakfast with them, and another farmstay I remember. we ate somewhere else for dinner but we had breakfast with them. We'd go into the house and join in a country sort of breakfast.

And then in our more recent farmstay it was a completely separate sort of arrangement. But the farm activities were conducted by the hosts and you could join in with them. We knew when they were going to be off on their farm duties there was some sort of bell - you could tell that they were going off and children and people from various cabins would come out and follow them round.

So that was two different levels. I really prefer to be completely separate and be able to join in with activities rather than eating with people. I feel that's a bit stressful - people that I don't know. Actually joining in a meal in their home, I just feel an element of stress, discomfort.

I don't know I prefer to actually be completely separate and join in with the activities that the hosts provide if we want to. Or be completely separate but friendly, sort of.

The hosts in the later description. they were very friendly people and they treated you like people that we've known for quite a while and they said hello and how are you going etc.

But there was no pressure or expectation to eat with them because they didn't provide anything.

So I was quite happy to have more distance in the relationship.

We haven't kept in touch with them since. We have received a flyer which I assume all the people who stayed there get a flyer as a form of advertising about coming at reduced rates for winter or something, but apart from that I haven't kept up with it at all.
Part 2 - NMJs sorted by category

Section 1: Reasons for choosing a farm tourism holiday

farm life 1.1

Somewhere they could experience farm sort of life, sort of a country type of experience really.
And just being able to go for a walk, imagine just living on a farm, just get that feeling of living in the countryside.
I feel part of it. I like I could imagine this was our home and this was our life, just sort of
role-playing.
[By country experience, I mean] be able to feed some animals and cows, join in with the
routine of farm life, collect eggs, go for a walk around animals, walk over pastures and
see some farm things in action.

scenery 1.2

And somewhere that was picturesque to stay in.
There’s the fields and the lovely view.
[What I have enjoyed most about farmstays is] I love the scenic qualities of the whole
holidays and one of the most memorable things, just the beautiful view in the morning
across the fields with the trees in the distance and the green fields. the sun coming up,
and then at night feeling all the water coming off the grass and the misty feeling and
just the lovely quiet open spaces I think. That’s what I really like

relaxation 1.3

You don’t feel compelled to get up and go and sightsee.
Just sit and relax and know the kids are having an enjoyable time somewhere where
they’re getting the benefit of fresh air and walks.
And as parents basically you’d want to have a kind of a real veg out type time.
If they (the kids) are entertained and happy, then we as parents can relax and read (and
do what we don’t have time to do at home)

children’s education 1.4

We chose a farm holiday because we wanted somewhere to go where the children
would have some activities, things to do on site.
And they (the children) can see some farm life
And have a country experience.
[Personally, I usually think once you’ve got children with you a holiday is only a fun
holiday if they’re happy. If they aren’t enjoying themselves and they’re being dragged
around from pillar to post it’s stressful and nobody enjoys themselves. So I think that first and foremost, if they’re happy and in happy surroundings ..

(farm) activities 1.5

You can go for a walk
Or just sit in and read a book
Or play a game with the children or something like that

escaping from stress 1.6

(We as parents can) … do all those things that at home, it’s almost the opposite. Your life’s running around, taking them (the children) from one place to another, working to schedules and just trying to keep up with everything and to just turn that around so everyone’s happy and no one has to go anywhere. I think that’s the draw of it, compared to our normal life

Section 2 - Accommodation Issues

accommodation and facilities 2.1

Compared to say a camping holiday. it was relaxing because all the things were there. the bedding was there and the cooking facilities were there

We didn’t have to bring much at all, only ourselves and the clothes and things like that. And compared to say a hotel somewhere, in a city where we might visit other things, well that’s really just somewhere to sleep, it’s not the holiday. it’s just somewhere to stay while you go out and visit other things, and there’s a lot of rushing around and sightseeing and that sort of thing when you do something like that.

It’s nice to just be in the little house or the little unit or whatever because it’s pretty to look outside.

There hasn’t even been anything at all [that I haven’t enjoyed about farm holidays]. I couldn’t even say being woken up early by a rooster because even that you know is quite nice. No. nothing at all.

Oh, I suppose. I just thought, that one disadvantage is that you have to actually bring your own food to these places and being last in a hotel room where you get milk and tea and coffee and that that’s there when you get there, and you can just get there and have a cup of tea or something. Well there’s absolutely no provisions in the little units usually so unless you bring things with you … On one particular occasion the shop was quite a distance so we got in, dying for a cup of tea and of course there was nothing there and the shop was like a 40 minute trip away and that’s a long time if you want a
cup of today. So I guess that’s a disadvantage, something I’d change, well I don’t know how I’d change it, I’d probably know in future and bring some provisions. And then in our more recent farmstay it was a completely separate sort of arrangement.

Section 3 - Relationships with Hosts

Friendliness 3.1

The hosts in the later description, they were very friendly people and they treated you like people that we’ve known for quite a while and they said hello and how are you going etc. But there was no pressure or expectation to eat with them because they didn’t provide anything.

Compatibility 3.2

So I was quite happy to have more distance in the relationship. We haven’t kept in touch with them since. We have received a flyer which I assume all the people who stayed there get a flyer as a form of advertising about coming at reduced rates for winter or something, but apart from that I haven’t kept up with it at all.

Communication 3.3

[In terms of our relationships with farm hosts], I suppose it’s been at different sort of levels. One farmstay we did stay in there weren’t many animals there. it was just like staying at a country property really and it was more like a bed and breakfast I’m thinking but we ate with the hosts and that created quite an intimate relationship really with people that you didn’t know. And at another we had breakfast with them. and another farmstay I remember we ate somewhere else for dinner but we had breakfast with them. We’d go into the house and join in a country sort of breakfast.

Social Contact 3.5

The hosts of the farm have activities usually so the kids can go off and do that and they can join in. But the farm activities were conducted by the hosts and you could join in with them. We knew when they were going to be off on their farm duties – there was some sort of bell – you could tell that they were going off. and children and people from various cabins would come out and follow them round. So that was two different levels. I really prefer to be completely separate and be able to join in with activities rather than eating with people. I feel that’s a bit stressful - people that I don’t know. Actually joining in a meal in their home, I just feel an element of stress .. discomfort ..
I don’t know I prefer to actually be completely separate and join in with the activities that the hosts provide if we want to, or be completely separate but friendly, sort of.

Section 4 - Guests’ Profiles

motivations and preferences 4.2

But we have been to a farmstay as such in fact where there weren’t any animals. That limited the activities they [the children] could do apart from walk. I think that having a few chickens and a few quality things, domesticated animals - maybe a cow and some other things like goats and horse, that sort of thing, that the children can pat at each venue and collect eggs, just those sort of things really. On this particular occasion [we chose a farm holiday because] we decided that we wanted something that would be a restful and a bit lazy. We wouldn’t have to get up and go to sites or places or activities. Activities and fun and the whole holiday was there in one spot if we wanted it to be for the children. Plenty of things [for the children] to do. We wanted nothing things to do, just to relax.

assumptions about farmstays 4.3

I assume a farm to have animals on. I see a farm holiday as something where the holiday is right there, it’s all packaged. You go to the little place and everyone’s happy. The kids like to explore around the safe confines of the farm. We’ve been to a couple, I’d say two or three farmstays but really only one with real activities and real animals that you can be involved with. The other two, there were animals sort of about but you couldn’t really do a lot with them, they were sort of a little bit less accessible, like cows in a field at some distance but the farm was … you’re on a property, a large property but not what I would see as farmstay. And one had animals and geese and chickens to feed, cows to feed and pat, an emu and the odd extra animal, so that’s been our experience.
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOmenological INTERViews -- GUEST 1. TAPE 1 - transcript 1

CENTRAL THEMES

Section 1: Reasons for choosing a farm tourism holiday

farm life 1.1

[We chose a farm holiday because we wanted] somewhere the children could experience farm life, a countryside experience.

being able to go for a walk. imagine living on a farm. that feeling of living in the countryside.

I feel part of it. like I could imagine this was our home and this was our life.

feed some animals and cows. join in with the routine of farm life: collect eggs. go for a walk around animals. walk over pastures and see farm things in action.

scenery 1.2

somewhere that was picturesque to stay in.

the fields and the lovely view.

[What I have enjoyed most about farmstays is] I love the scenic qualities of the whole holidays and one of the most memorable things. the beautiful view in the morning across the fields with the trees in the distance and the green fields. the sun coming up.

and then at night feeling all the water coming off the grass and the misty feeling and the lovely quiet open spaces I think That's what I really like.

relaxation 1.3

You don't feel compelled to get up and go and sightsee.

Just sit and relax.

know the kids are having an enjoyable time somewhere where they're getting the benefit of fresh air and walks.

And as parents basically you'd want to have a kind of a real veg out type time.

If they (the kids) are entertained and happy. then we as parents can relax and read (and do what we don't have time to do at home).

children's education 1.4

We chose a farm holiday because we wanted somewhere to go where the children would have some activities, things to do on site.

[Personally] I usually think once you've got children with you a holiday is only a fun holiday if they're happy. If they aren't enjoying themselves and they're being dragged...
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Or just sit in and read a book
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escaping from stress 1.6

(We as parents can) ... do all those things that at home, it's almost the opposite.
Your life's running around, taking them (the children) from one place to another, working to schedules and just trying to keep up with everything and to just turn that around so everyone's happy and no one has to go anywhere. I think that's the draw of it, compared to our normal life

Section 2 - Accommodation Issues

accommodation and facilities 2.1

Compared to say a camping holiday, it was relaxing because all the things were there, the bedding was there and the cooking facilities were there.

We didn't have to bring much at all, only ourselves and the clothes and things like that.

And compared to say a hotel somewhere, in a city where we might visit other things, well that's really just somewhere to sleep, it's not the holiday, it's just somewhere to stay while you go out and visit other things, and there's a lot of rushing around and sightseeing and that sort of thing when you do something like that.

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There hasn't even been anything at all [that I haven't enjoyed about farm holidays]. I couldn't even say being woken up early by a rooster because even that is quite nice.

Oh, I suppose that one disadvantage is that you have to actually bring your own food to these places and being last in a hotel room where you get milk and tea and coffee and that that's there when you get there, and you can just get there and have a cup of tea or something. Well there's absolutely no provisions in the little units usually so unless you bring things with you ... On one particular occasion the shop was quite a distance so we got
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there was no pressure or expectation to eat with the hosts because they didn't provide anything

In our more recent farmstay it was a completely separate sort of arrangement

**Section 3 - Relationships with Hosts**

**friendliness 3.1**

The hosts in the later description were very friendly people and they treated you like people that we've known for quite a while.

**compatibility 3.2**

I was quite happy to have more distance in the relationship.

We haven't kept in touch with them since. We have received a flyer which I assume all the people who stayed there get a flyer as a form of advertising about coming at reduced rates for winter or something, but apart from that I haven't kept up with it at all.

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One farmstay we did stay in there weren't many animals there; it was just like staying at a country property really and it was more like a bed and breakfast I'm thinking but we ate with the hosts and that created quite an intimate relationship really with people that you didn't know.

And at another we had breakfast with them,

and another farmstay I remember, we ate somewhere else for dinner but we had breakfast with them. We'd go into the house and join in a country sort of breakfast.

**social contact 3.5**

The hosts of the farm have activities usually so the kids can go off and do that and they can join in.

But the farm activities were conducted by the hosts and you could join in with them.
We knew when they were going to be off on their farm duties there was some sort of bell and children and people from various cabins would come out and follow them round.

I really prefer to be completely separate and be able to join in with activities rather than eating with people.

I feel that's a bit stressful - people that I don't know. Actually joining in a meal in their home. I just feel an element of stress. discomfort.

Section 4 - Guests' Profiles

motivations and preferences 4.2

But we have been to a farm stay where there weren't any animals. That limited the activities [the children] could do apart from walk. I think that having a few chickens and a few domesticated animals - maybe a cow and some other things like goats, and horse, that the children can pat at each venue and collect eggs, just those sort of things really.

On this particular occasion [we chose a farm holiday because] we decided that we wanted something that would be restful and a bit lazy, where we wouldn't have to get up and go to sites or places or activities, and activities and fun and the whole holiday was there in one spot if we wanted it to be for the children. Plenty of things [for the children] to do. We wanted no things to do, just to relax.

assumptions about farmstays 4.3

I assume [a farm] to have animals on. I see a farm holiday as something where the holiday is right there, it's all packaged. You go to the little place and everyone's happy. The kids like to explore around the safe confines of the farm. We've been to two or three farmstays but really only one with real activities and real animals that you can be involved with. The other two, there were animals about but you couldn't really do a lot with them, they were a little bit less accessible, like cows in a field at some distance but the farm was on a large property but not what I would see as farmstay. And one had animals and geese and chickens to feed, cows to feed and pat, an emu and the odd extra animal, so that's been our experience.
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS – GUEST 1. INTERVIEW 1

TEXTUAL DESCRIPTION OF DEBBIE'S EXPERIENCE AS A FARM TOURISM GUEST

In order to preserve confidentiality, the respondent is referred to by the fictitious name Debbie.

When Debbie and her husband chose a farm holiday, they were seeking a “country type of experience” which for them included farm activities for the children in a location that was “picturesque to stay in”. These activities should include “being able to feed some animals and cows, join in with the routine of farm life, collect eggs, go for a walk around animals, walk over pastures and see some farm things in action”.

In Debbie’s own words, part of the attraction was that of imagining herself as part of that environment - “that feeling of being in the countryside, I feel part of it, like I could imagine that was our home and this was our life”. She loved the “scenic qualities” of farm holidays, “the beautiful view in the morning across the fields with the sun coming up”, “feeling the water coming off the grass at night”, and the “lovely quiet open spaces”.

It was important for the children to be “entertained and happy” so that then the whole family would enjoy the holiday. Debbie and her husband could, “as parents”, “relax and read” and “have a kind of veg out type time”. For Debbie this was “the draw of it” “compared to our normal life” which involves her “running around, taking them (the children) from one place to another, working to schedules, and just trying to keep up with everything”. For her the farm holiday is “almost the opposite” of her usual lifestyle - “no one has to anywhere”.

The children’s wellbeing and enjoyment of the holiday was very important. Farm activities for the children were important and they should be available on site so that Debbie and her husband wouldn’t feel “compelled to get up and go and sightsee”. Debbie maintains “if they (the children) aren’t enjoying themselves and they’re being dragged around from pillar to post, it’s stressful and nobody enjoys themselves”. In the relaxed environment of the farm tourism holiday some of the things Debbie and her husband liked to do were “going for walks, reading, or playing games with the children”.

Debbie compared farm tourism holidays with other types of holidays she had experienced and noted several advantages. Compared with camping, there was less work since bedding and cooking facilities were provided on the farm, and guests didn’t need to bring much, only themselves and their clothes. Looking at hotel accommodation, Debbie saw this as “just somewhere to sleep” while you go out and
visit other things." Another attraction to her was "just to be in the little house or the little unit because it’s pretty to look outside.”

Debbie’s farm tourism experience has been totally satisfactory for her. “There hasn’t been anything at all, not even being woken up by a rooster”, that she hasn’t enjoyed about farm holidays. On reflection she did mention lack of provision of tea and coffee on arrival as disappointing, and suggested that perhaps she would be better prepared in future.

Their latest farmstay holiday was totally self-catering. Although the hosts were “very friendly people”, and “treated you like people that you’ve known for quite a while”, she was quite happy to have “distance in the relationship” which she felt was quite easy. There was “no pressure or expectation to eat with them because they didn’t provide anything”. These hosts provided farm activities but there was no other social contact. They also sent them some promotional material later on, after the holiday. As Debbie remarked, “I really prefer to be completely separate and be able to join in with activities rather than eating with people.”

Debbie and her family had been on previous farmstay holidays that were either bed and breakfast or provided breakfast at the farmhouse. She described her relationships with various hosts as being “at different sorts of levels”, explaining that at one farmstay, eating with the hosts “created quite an intimate relationship with people that you didn’t know.” Debbie felt that “eating together with people that you don’t know” was “stressful” and she felt “an element of discomfort and stress”. At a different level, their most recent farm tourism experience had been “a completely separate sort of arrangement where farm activities were conducted by hosts at some kind of signal (some sort of bell…” children and people from various cabins would come out and follow the hosts to the activities.”

Another farmstay they had stayed at had no farm animals so activities were restricted to walking as far as the children were concerned. Debbie’s expectation of a farmstay was that there would be “domesticated animals, a few chickens maybe a cow and some other things like goats, and a horse, that the children can pat at each new, and collect eggs.”

She favoured a holiday that, similar to the latest one, contained these elements. “I see a farm holiday as something where the holiday is right there, it’s all packaged, the kids like to explore around the safe confines of the farm… and everyone’s happy.”
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS – GUEST 1. INTERVIEW 1

STRUCTURAL DESCRIPTION OF DEBBIE’S EXPERIENCE AS A FARM TOURISM GUEST

In order to preserve confidentiality, the respondent is referred to by the fictitious name Debbie.

Debbie and her husband chose a farm holiday for a number of reasons. Firstly, Debbie herself was drawn by a sort of magnetic quality of country life which enabled her to feel as if she could be transported to a different lifestyle. The temporary feeling of belonging she felt was enhanced by the aesthetic qualities of her surroundings which she described with great sensitivity and showed a heightened appreciation of the beauty of nature. Of equal importance was the need for the children to enjoy the holiday.

As a mother, the children’s well-being and enjoyment of the holiday was very important, but perhaps more important was the need for the whole family to reap the benefits, so that if the children were happy and entertained the parents would have an opportunity to relax. She saw the farm holiday as a complete contrast to her normally busy, even hectic, life which involved running the children around keeping to schedules and just trying to keep up with her busy lifestyle.

Debbie’s view of farm activities included fairly passive interactive activities such as feeding animals, collecting eggs and observing farm life and animals. Her preference was for these activities to be available on site for the benefit of herself and her husband as they would be able to simply remain on the farm property and not feel compelled to look for activities elsewhere. She also expressed the need for the children also to be not subjected to the stress of “being dragged from pillar to post”. Appropriate on-farm activities seemed to be the best option as she and her husband could relax while the children were being entertained. They could also spend time together as a family walking, reading or playing games.

She saw farm tourism holidays as involving less work than caravan holidays since bedding and cooking facilities were provided, and hotel accommodation was in a totally different category from the relaxation of the farm holiday. While the greater part of her recounting of her experience was of their most recent holiday which was self-catered and provided activities for children, she also spoke of other farm tourism experiences, including one that had no suitable farm activities, and others that involved bed and breakfast in-house accommodation or provided breakfast at the farmhouse. She had a definite preference for self-catering accommodation as she didn’t like eating with strangers. For her this was stressful and made her feel uncomfortable.
A self-catering holiday with domesticated animals that the children could pat and interact with and the safe environment of a farm for children to explore fulfilled her expectations of a well-packaged holiday which would ensure that the whole family would have an enjoyable time.
INTERPRETIVE THEMES

GUEST 1

In relation to self
- Imagining living in the country
- Loving the scenic qualities of the farm in the country
- Farm tourism requires less personal effort on the part of a wife and mother
- Enjoyment of farm holidays
- Contrast between busy lifestyle and relaxation in country
- Need to recuperate from stress
- Enjoying leisurely activities like walks and reading

In relation to others
- When children are happy the family is happy
- Opportunities to play games with the children
- Seeking interactive farm activities for children
- Seeking to have expectations met regarding activities required
- Activities are necessary to keep children occupied so parents can relax
- Need for distance in relationship
- Desire to be left alone
- Stress of eating with strangers

In relation to the world
- Seeking a country experience
- Holiday is a package to suit guests’ needs
- Basic amenities will be supplied
- Hosts will keep their distance
- Holiday will relieve stress
- Holiday will be good for all the family
APPENDIX D

TRANSCRIPTS

Host 1
Host 2
Host 3
Guest 1
Guest 2
Guest 3
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS – HOST 1. TAPE 1 - transcript 1

Female, farm tourism operator  Runs farm and farmstay with husband
Caucasian, Australian, middle age
Interview recorded on site at farm tourism establishment
Date of interview: 16 August 2000 Length of interview: 15 mins

ORIGINAL TRANSCRIPT

In order to preserve confidentiality, the respondent is referred to by the fictitious name Angela and her partner is referred to by the name Alan.

Can you describe your experiences of visitors who stay at your farm tourism establishment?

Oh, we have all sorts. we have mum and dads with two kids, we have two or three married couples together who are all joining up and bringing all their children. We have visitors from overseas, mainly from Asia, Holland, all over the place, who are travelling around. mainly. We have a few people who don’t bring children, who just want to get away on their own, or maybe they haven’t got any children, but mainly people who want to have hands-on experience with farm animals and farms, or they just want to get away from Perth and the traffic.

How do you feel about the different groups?

Well, they’re all different. I mean some don’t want to be disturbed. Some want to be doing lots of things. Some want to be entertained like the Asians. They want to be entertained all the time. And expect it as part of the staying here, whereas the usual Australian wouldn’t be expecting anything except they’re staying here and they’ll be looking after themselves and they do their own thing. And the families of course want to be out with all the animals and whatnot, and the others - people that haven’t got children - tend to want to just be reading or doing things quietly, not being disturbed.

Now, you said Asian visitors like to be entertained. In what way do you mean?

Oh, they want us to show them every single thing we can about farms, and the town itself.

Would you like to talk about any other experiences?

I mean everyone’s different, you know. You’re never surprised because there’s always something new or that someone hasn’t asked for before. The Asians, particularly, have a detrimental effect on the wood supply. They can’t believe that we chop wood and
actually burn it. So they sit and burn it all night, taking it in turns. I think, sitting in front of the fire. But that's usually the only odd thing that we have

**How do you feel about your experiences as a host of tourism?**

I enjoy it. I enjoy having people here and meeting different people. Well, there's lots of different experiences. Everyone who stays is different. They have their own things they need and don't need. Nothing really stands out. The Asians are very entertaining, because they're so different. They're just completely different. You can never work out what they may need or may not need. They always surprise you. They're very, very demanding - expect everything for nothing. Whereas the Aussies don't tend to be like that.

**So, what are your best experiences?**

Oh, I don't know. We had a lovely Asian lady come and stay who did lots of cooking for us, showed us how to cook different food, and she was a really nice lady to get to know. We've had lots of families with us, interact with us, and we've gone out together and had meals together and that sort of thing.

**So you've developed friendships with people?**

Only while they were here. We have got some that come back every year, so we do keep in touch with them. It's really nice.

**What would you say are the least desirable aspects of being in this business?**

Oh, this being a tie. That's the least desirable - always being tied down. You can't. all of a sudden, think I might go up to Perth for a couple of days. You have to go and check the books to see if anyone's coming first. You can't leave anyone here. That's about it really. Or, you might get the odd ones that are very, very noisy, may put a party on and disturb the other cottages. That's a little bit annoying but that hardly ever happened. It's happened once.

**What about your overall relationship with your guests. How do you see your role?**

Just helping them out, and being friendly, and answering all their questions

**So, is there any particular experience that makes you think this was worthwhile or was not worthwhile?**

Yes, when the dog bit a couple of children. That wasn't very pleasant at all, and put me right off - I tell you [small chuckle or nervous laugh]. Fortunately the children weren't bit badly, but it's just the whole drama of a child being bitten by a dog and everyone having hysteries and, and it was very frightening and it was an awful experience, having to go into the hospital. One of them was my own relative, and the next one was people
that were staying in the chalets, so it was, it was quite nasty. It was frightening for everybody. Everyone concerned. It was a terrible feeling of dread when you hear a child yell out and scream at the top of their voice that the dog’s just bitten them. And that was awful.

How did you cope with that in terms of your ongoing business and your feelings towards the business?

Oh, we had to do something with the dog and so we transported her over to my daughter’s and left her there for quite a while, for a few months, and then she came back, so at the moment she has to be watched and carefully tied up. When there’s children around, we just tie her up. She’s a very old dog. She’s fine, until someone tries to squeeze her or jump on her. So, we just keep her tied out of the way, when people come, so it’s something you have to be, you know, on top of, all the time. She’s not, she’s not really old enough to put down, so no, I can’t think of much else.

What about some happy times that you might have had?

Oh, we have lots of little sessions, drinking sessions. [laughter] not drinking sessions, party sessions I suppose you’d say, with people, and share food and that sort of thing, have an evening or a barbecue together, that’s nice. And you go on, I have been on walks with people, take them on walks around the farm and it’s nice, seeing the children that aren’t used to seeing animals, introducing them to animals. It’s nice.

Are you saying you’ve had a lot of contact with the guests?

Ah, a fair bit, yes. Well if they’re off out and going for a walk I’ll go out and chat and see if they want some help, or how they’re managing, or what they’re doing. But they don’t come and bang on the door and ask, or that sort of thing, so you have to keep in touch, walk past casually, or be in the garden so they can approach you. If they want to come and see us, they can. But it’s easier to be available where they can see you. So, if you go out and do some gardening, a lot of them will pop over and say “where do I find this, or where do I find that?” Often they won’t come and bang on the door and ask that, so you make sure you’re around, to approach.

You do get the people who come and bang on the door too often. Complaining, wailing whiners, those sort, that nothing’s right, or it’s not enough, or “it’s not quite right and I’d like it fixed”, or what are we going to do about it, or can we do something now. So I’d say you sort of pick them up as soon as they arrive. We’ve been going for years and we’ve only had a couple so that’s good but they pick everything in sight and they’re coming over, and, and requesting things all the time, banging on the door and asking for more, or fix this, or that. They’re annoying. But Alan handles them quite well. We don’t see them again. Well I hope I don’t see the last one again because he was an absolute pain in the neck. He just complained about everything bitterly, all the time. So probably that’s just how he is, wherever he goes.
So, why do you do farm tourism?

Well, we knew the farm wasn't viable, so we had to think of something else, because we've only got a very small farm, and where we came from originally, the town out in the Wheatbelt, we had some friends out there who did it, and so when we moved out here, we thought, well this is the ideal spot to do it here, so we thought we'd try it, to help with the budget. It's going quite well. It's really working out to be the main money producer on the farm. It's what we expected it would be. I thought one cottage would be enough, and then Alan wanted to build another one, so we did, and then I thought we'd have trouble filling it. But that hasn't been right, they've both been filled quite well, so then we decided to build a third one. And that's quite popular, having three, you often get a whole group come together, so that's worked out well.

How do you feel about the larger groups compared with smaller groups?

I think the larger groups are easier, because they all intermingle with each other all the time, and they all move in a block together, wherever they're going, what they're doing, and they mix well, and they can keep an eye on each other at the pool. The pool's a bit of a worry. Whereas, if you had three separate groups, they're all a little bit standoffish for a while, but it's usually the children intermingle, so they all get together eventually. Either way, it doesn't really matter.

What do you think the guests feel at the end of the holiday?

They're usually quite happy, they're very happy to just get away from the city. That's the main thing. And they seem to want to just get away where there's no noise. Can't believe they can't see any traffic or hear any traffic. That's the main attraction. And just being able to walk around the farm, up in the bush, wherever they want to go, they find that very attractive. And the animals, of course the kids all love the animals. Yes everyone seems to love it. And a lot of people come back, so that's good.
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.
PHENOMENOLOGICAL INTERVIEWS – HOST 2 - TAPE 2 - transcript 2

Female, farm tourism operator. Operates farm and farmstay with husband
Caucasian, Australian, older middle age
Interview recorded on site at farm tourism establishment
Date of interview 9 September 2000 Length of interview: 45 mins
Interviewer Gloria Ingram

In order to preserve confidentiality, the respondent is referred to by the fictitious name
Betty and her partner is referred to by the name Bob. The daughter is renamed
Barbara and the daughter-in-law is renamed Brenda.

Can you describe the experiences of the kinds of people who stay at your farm?

Oh that’s really wide-ranging By and large the visitors we have here are the older age group, probably from the mid fifties upwards and they’re people who are coming to the area because they have family here or they’re passing through the area on their way generally to Margaret River of course So they’re people who are staying briefly and are moving on again the next day.

So, do you relate well to these types of visitors?

Absolutely. They’re our favourite. in a sense that they’re in our own age group we generally can get on very well with them They usually go out to dinner and then come in fairly early and we sit around the table here and chat as a rule and they just seem to click quite well. We’ve had some really lovely people stay People that you would invite into your home, you almost feel embarrassed taking money from them the next morning.

So what kinds of things do you chat about?

We can chat about almost anything I remember one couple came when there was a football match on One of them was not barracking for the team that the rest of us were barracking for, and we got really quite loud I think But we had a lot of fun Then we have another couple who come down regularly and the husband always sits and drinks port here with Bob [respondent’s husband] in the evening and the wife and I usually sit and chat up there, about what they’ve done with their day and so forth, while Bob and his friend sit down and sup on their port, the wife and I talk about various issues Oh we really get on very well with them They’re part of the family now

How do you feel about taking people around the farm? How do you think they feel about you showing them the farm?
Well, it depends a lot on the people and how much time they have available. If they're younger people they generally are interested in walking an alpaca or just coming in and handling them, or taking photographs - lots of people really want to take photographs of them. A number of people would like to go for a walk and we suggest various walks around. They can actually go up into the hills around here, where the tree farm is, there's some wonderful views from up the top of the hill so if they're fairly fit people they go for quite a long walk. Others will just mosey around down the alleyways between the animals' pens and look at the animals. Very few venture fairly far afield, they'll walk around the farm area, but they seem to be rather nervous of the gates and we have electric fencing out past the immediate house area which we always warn them about. They somehow think that that's going to be incredibly dangerous, so they get a bit nervous about it.

We explain to them that everything's fine so long as you use gates. don't try climbing over fences, which we wouldn't want them to do anyway because that's the best way to damage fences. So they will tend to be a little nervous and they'll go as far as the beginning of the electric fence then look a little frightened as if it's going to jump out and bite them and others, of course, are quite happy with farms and used to them and we'd often walk around with them. We really tailor it to the sorts of people that come. There are some people that you know want to be on their own, so you just tell them what's available, you know, and just let them go and do it by themselves.

How do you know?

You can really sense it I suppose the way they relate to you. When they first arrive and we give them a cup of tea or coffee and we sit them down, generally outside, on the patio, and they sit there and relax. Now the ones who want to be involved with us will come find us because we're usually just in the vicinity, and always within view, so they'll come over and talk to us but others will scuttle back inside and shut themselves in their rooms rather than sit in the lounge room here or be accessible to us, so you can easily glean the needs of the customer.

So how do you feel about whether or not people are approachable or not approachable?

Oh, it doesn't trouble us at all. I mean we really try to give them what they're wanting, so we've got to pick up on these cues that come from the people themselves. Now if they want to be alone, we make sure they are. For example, we can say to them, that if you want to sit in the lounge please sit down, you can watch the television, and we'll go up into our rooms where we've got our own television and we will stay away from them so that they have the privacy that they require. It took us a while to learn that, of course, it's not the sort of thing you understand instantly, but now that we've experienced different types of needs of people, we are I think more in tune with their needs and we try to adjust our life to fit in with our customers' needs.
You said before that some people like you to go with to see the alpacas and so on. How do you feel about that? Do you like to go with them?

Bob in particular loves that. He really is a people person and so he will just take them wherever he goes and tell them all about the animals and he will just spend so much time with them if they want that sort of thing. And he just loves to do it. And I do it to a lesser degree I suppose.

**How do you feel about people being with the animals?**

Oh, I think it’s wonderful. That’s what we really want them to do. We prefer, I suppose we prefer those people, we get on better with those people, because they are more like us, whereas the people who are just here to hide in their room, what they’re really looking for I think is just a chalet or a motel room. They aren’t part of the farm or the ongoing activities on the farm. Not everybody knows what to expect when they come to a bed and breakfast, especially the younger ones. We’ve had some very young ones here from time to time and I can remember two young couples came to stay, and they were staying for three days. The first day you could tell they were nervous. They didn’t know what to do with themselves, they didn’t know how to talk to us and we tried to make them relax and in the end I took one of the girls aside and I told her where the tea and coffee is and I told her to just treat this as their own home. They were here to have a good time, to come and go as they saw fit and I said, “If we are around, OK, you talk to us if you want to, and if you don’t want to, ignore us. We will just keep out of your way.” And we chatted a bit and after a while she said to me, “I was really nervous at first because it was just like being back at home with my parents because you’re here and you’re my parents’ age group, and I didn’t know how to relax.” Anyway finally they all settled down and started to have a really good time. They went out during the day and they saw the different things in the area and they just seemed to enjoy themselves a lot more as the time went on. Then the last morning, at breakfast time, this girl that I’d spoken to in the first place was sitting at the table with her head in her hands while the others were packing and going, getting ready packing their car, and I said to her “What’s the matter?” And she said, “I don’t want to leave.” I thought that was just gorgeous, because she had been so nervous at first and so unsure of how to react in this very, very odd situation of a bed and breakfast within the home where people her parents’ age are perhaps playing that dominant role that her parents played with her when she lived at home. She did say “I’ve only just left home and here it’s like coming back home again and I’m not ready for it.”

**And how did you feel when you saw that she was upset that she was leaving?**

It made me feel marvellous. I thought it was just gorgeous. What a nice young lady she was too. Yes, so I’ll never forget them. That was two or three years ago and they are imprinted in my mind because of the way that they changed in such a short period of time. But I mean it hasn’t always been success stories. We had one young couple who came and they’d obviously been having a fight in the car when they arrived and they came in and they used the shower, got themselves ready to go out again, went out.
and then about an hour later, the man came back again and packed all his stuff and said "We’re leaving" and I said "Why? What’s the trouble? What’s the matter?" and he said, "We expected privacy." I didn’t think that we had invaded their privacy, but that he didn’t understand that it was within a home. I guess. He was expecting a motel
[pauses to reflect] So that was one of the bad experiences

**How did you feel about that?**

Well I felt terrible, dreadful. I felt upset because we hadn’t been able to fulfil their needs, because we didn’t understand them. We didn’t know and he was unable to tell us what it was he wanted. He just wanted to walk away. But they had paid for one night in advance, so I was rather pleased about that.

That’s our very worst experience, in fact, it’s probably the only really bad experience. That was the worst experience, then there was one other experience when I had a couple here who stayed also three nights, and they used a roll of toilet paper every night, and I heard that toilet flush. I wouldn’t like when you how many times in the night that the toilet was flushing, because our bathroom backs onto the guest bathroom, so you can hear the water going through the pipes, and every morning there was a whole roll of toilet paper used up. Not taken away because the inside tube was always there, so I knew they’d actually been using it up, in fact after day two I was talking to the lady and trying to indicate to her that because they were English people and they were obviously used to sewers. I was trying to explain the principles of the septic system and how you don’t jam a whole lot of stuff down there, or you might end up blocking up the system. And she had no idea what I was talking about and she agreed with everything I was saying "Oh yes it must be dreadful. it would be awful if you blocked up the..." And the next night the same thing happened. another roll of toilet paper got used up in the night. They were perfectly healthy and they ate their breakfast the next morning so I don’t think they were suffering from any disease. But, where all this went. I have no idea, but it didn’t block up the system. They nearly used up a whole tank of rainwater flushing the toilet.

Oh we have some good experiences. We had another experience. Actually, we used to be much lower priced than we are now. When we first started, we started off at quite a low price level for accommodation and we found that people would come and, and they would think that they were being undercharged. and so when they left, a number of them would leave us gifts, which was really rather sweet, and totally unnecessary of course, but almost invariably it had been people that I had felt uneasy with and thought I didn’t get on with them, you’re not hitting it off, and so I would stand back and not endeavour to get too close to them. But I felt a bit nervous, it was in the early days you know, we hadn’t really been going all that long and I wasn’t that confident with it and a number of occasions when I had felt that these people and I do not get on, there’s something wrong, they don’t like me and I don’t particularly like them. But it was almost always those people who would leave a gift when they left.
Why do you think this was?

I have no idea. But since we increased our prices, that doesn't happen any more. They obviously realise that you know they're paying for what they've got. I don't know whether we increased it too much but we did it at the request of other bed and breakfast providers in the district who said, "Look. It's not right that you're pricing is so much lower than what we're charging." So we thought well that's fair enough. Because what we don't want to do is try and go for some sort of advantage over other providers. So we increased the price and now we don't get any gifts, but that suits me just fine. I must admit I don't think that one needs to be given a gift by people that are staying at a bed and breakfast.

Can I go back to the toilet roll story?

Oh yes by all means. It's one of my favourite stories.

So, the next morning when you found the paper had disappeared again, did you say anything to the lady?

No. I didn't because I realised that there wasn't any point and she was leaving that day anyway. There was only one couple and two people to use up a roll of toilet paper a night seems just utterly incredible. They would go out all day, and I would check the toilet paper. The last day I checked the toilet paper when they went out, put the new toilet roll in, checked it when I cleaned the bathroom, checked it again in the evening. I think while they went out to dinner so they'd been in for a few hours and they'd used almost nothing, the toilet roll was still practically brand new but then all night the toilet would he flushing, flushing, flushing, and the toilet roll would be empty by morning. Amazing. They can't have got any sleep.

They were people who were here from England on holiday were they?

They lived in Perth. But they were English people. They are on sewerage in Perth but they probably knew about septic systems. I just felt that I had to try, in an oblique way, explain that you don't jam too much paper down there, but it was a bit difficult to say.

How did they react when you told them?

I didn't say that it was their toilet paper. I just talked in general terms, trying to pretend it was previous people, hoping they would catch on which they didn't.

Would you like to tell me anything more about best experiences?

Yes. There was a family who came down. They were actually recommended by my daughter in Perth because she's a general practitioner and the woman was a patient of hers and she was looking for somewhere to go for a holiday and they had a nine year old, ten year old son, and Barbara suggested here and I said to Barbara "But you know
we don't take children here”, and Barbara said “But it’s all right, I told her that and she assures me that her son is house broken”, which was fine so we took them, once again with trepidation. Now these people, they were three day stayers as well, they wanted to be involved in the farm activities, or the boy did, and his mother was interested in it as well. But the father stood back and took the photographs and he didn’t want to touch alpacas and he didn’t want to get involved. He was very reticent. But we walked alpacas and we did various things with them. Then on the second day, we needed to bring some sheep in and do drenching and clipping toesails and all that kind of thing with the sheep and so we said to them “Would you be interested in watching this and getting involved?” “Oh yes”, they thought that would be a good idea and father said, “Yes, I’ll take the photographs.” So, we brought them in and we got the sheep in, they all took part in bringing the sheep into the yards and then we gave the little boy the spray marker paint. While I was inoculating and drenching, he would spray the marker paint onto the animal’s backside, which you do so you know, in a mob of sheep, which ones have been worked on and which ones haven’t. He was all organised, and very good with that spray bottle too, and his mother had the clipboard with all the sheep records and as we called out details about the sheep, she would record that on the sheep records. So she was very useful and father who, after a while realised that Bob needed help catching the sheep and wrestling them to the ground for the toenail clipping. decided “Ah well, put the camera down for five minutes and I’ll give you a hand”. Before we knew it, he was the best sheep catcher of them all. He would get a sheep from anywhere and he’d have it down on the ground in no time at all and he was just brilliant. And he started to smile for the first time for that holiday and, by the end of the day, he had a smile fixed from ear to ear, and he was just having the time of his life. He really enjoyed it. I think.

So you felt happy about that?

Oh yes. Really we did. I mean we’d started off with a family and we’d thought “Oh heavens, a child, this is not going to work too well”, and it turned out that they were just lovely, lovely people and they had a really, really nice holiday. So that was one of the good experiences.

You said you felt trepidation when you heard a child was coming, you don’t normally have children. What have been your experiences with children?

Well, when we first started here we were a tourist farm, and we used to have a lot of children, of course, come to the farm and I can tell you here and now that children are not all well behaved. We’ve had some really bad experiences with them maltreating animals, chasing birds, chasing animals, going into the alpaca pens and trying to scare them, running at them. Alpacas are very nervous creatures and you have to treat them very carefully and especially our pregnant females because there’s a lot of money involved here and you handle them gently. But we’ve had children who have been absolutely obnoxious and their parents just let them go. And so we said then, for bed and breakfast I think we will avoid having children because we just don’t want that sort of experience for our animals. I can’t stand for that. And, unfortunately, we’d heard
some rather horrendous tales from nearby accommodation providers, particularly one where the mother just decided to go and have a sleep and let her sons go, well, they just went out into the shed and set a fire in the farmer’s shed and luckily the farmer came home early that day from his work and saw the smoke and was able to put the fire out, but it could have, could have done a great deal of damage. So those people are not longer in the accommodation providing business. Well-behaved children are just delightful. Children whose parents are prepared to keep an eye on them. But unfortunately when they go on holiday they sometimes think, well somebody else is going to look after my children for me. I’m here to have a holiday. So the experiences haven’t been good. However, the ones that we have had on the odd occasion here have been really quite delightful. And we’ve had no problems with them. But we haven’t had many I must admit.

**Just speaking generally about being in the farm tourism business, what is the least desirable aspect of farm tourism?**

It’s very hard to think of anything. Oh. I know we’ve got the sheets on the line at the moment. People who put grease all over their bodies before they go to bed. It’s almost impossible to get it out of the sheets. It’s a very costly exercise. But that’s the only bad thing that I can think of.

**How do you feel about sharing your home?**

I have no problems with it at all. When we were very much cheaper we did have a number of people from time to time who we would have preferred not to have in our home. But since the price has gone up… now this might sound a bit awful but it’s quite true. Since we’ve put the price up, we no longer attract that sort of person. I don’t know whether money’s the only thing to do with it, but it seems to me when we were very cheap we got people who were looking for budget accommodation and they weren’t… they were mostly wonderful people but you had the occasional one that you could really have done without and would prefer not to have in your home.

**So what were your concerns…?**

Well, not from stealing or anything like that, just that we had nothing in common with them, and when you’re sharing your home it’s nice to share it with people that you do have something in common with. I mean, I don’t mind if they go into their room and they want privacy. That’s fine. But you still want them to be the sorts of people you can talk to when they come out. Not people that you wouldn’t have as friends so you wouldn’t want them in your home. That sounds a bit awful, doesn’t it? It’s a bit hard to explain really. But there have been very few of them. It’s just that there have been some that we would have preferred not to have here. And recently there was a fine example. A couple turned up in a feral vehicle and...
What do you mean by feral?

A vehicle with bumper bars falling off, that sort of thing, a feral vehicle, very old. And when they got out of the car they were strange people. Feral. All right. How do you explain feral? It's a very common term down this way because there's quite a few. People who don't conform in any way to normal society. They don't work, for example. They don't look like normal people. They don't bathe, they don't dress well. Look at me now [she's neatly, casually dressed]. But these people well obviously pretty scruffy, put it that way. And now, I'm talking about people coming into my home. I don't want that sort of person. This is our home. This is where we live. And so, people who come here to our bed and breakfast, we want them to be people that you would invite into your home. Whereas this couple when they turned up the woman looked just fine, she seemed quite pleasant, but the man was a belligerent sort of fellow and he said “We want accommodation”. And I said “Well, I'm sorry, we don't have any accommodation available at the moment.” And I said that mainly because I didn't want him there and Bob was away and I was here on my own and I simply didn't want him in my home. Particularly with Bob being away. So I said, “We don't have any accommodation available.” Anyway, he said “But you had a sign down at the road that said ‘Vacancy’ and I said, “Oh, I'm sorry, I need to change that. I'm sorry, that's my fault. It shouldn't have been there.” He said “But you had that sign there, so it must be OK for us to stay”. And I said “Well look I'm sorry, but I don't have any accommodation available.” And I noticed then that they had a child with them. A very young child, and I said “In any case, I'm sorry but we don't have young children.” He said, “Where does it say that you don't have young children?” and “Why don't you have young children?” He was becoming very aggressive and really almost frightening me, almost, but I had dogs with me.

And how did you feel?

I didn't feel frightened but I felt, you know, this is just convincing me more and more that I don't want you staying here.

Did you feel stressed?

Oh, yes I felt threatened. Yes, I did. Anyway I said, “Look, I'm sorry, I just simply can't help you”. And so he turned round and drove off. And the next day when I was going to work I noticed that he'd picked up our sign from down at the road and thrown it over on its side. So those are the sorts of people I wouldn't have in. As Bob said later, “What you should have done was tell him the price of the room. and he would have not wanted to stay anyway”. But I wasn't really prepared to take that risk. That was my worst experience. But they weren't guests of course.

That's only one bad experience and we've been in the business for about four, four and a half years, so you only have one like that. By and large they've been just lovely people, lovely people.
Do you enjoy being with people?

Absolutely. I used to get quite nervous about getting the breakfast ready on time, and that sort of thing but now I'm much more comfortable with it. I suppose the things that I don't care for are the people who don't want to go out to dinner or example, they say they had a big lunch and they're just going to sit around the house. Well then, you see, we can't cook, and have our meal because our kitchen is in the middle of the house and I can't bring myself to cook a meal for us and eat when there are people there who are not eating. I feel that, as a host, I just can't do that. So we always say to them then "Well I'm sorry but, you know, you can sit down and watch television, do whatever you want but we have to go out", and then we go out into town and have a meal in the town. So that slices the income by quite a large margin.

You don't provide meals for people on request?

If they request them, but I prefer not to because there are so few accommodation providers in Donnybrook. we really do our best to give the business to the cafes in town that are set up for it, they have the facilities. For us, they'd have to book in advance. We certainly have done it, from time to time, though not as much recently as we used to. People are getting more of the idea of bed and breakfast is bed and breakfast, it's not bed and breakfast and all other meals, so I think there's a greater understanding of what bed and breakfast is these days. But sometimes, if you have an elderly couple for example and they say, "Could you do a meal?" then yes I will always do that. because sometimes they don't want to drive into town, they're nervous about driving at night and all that sort of thing. But we prefer it if they go in. It gives us time to get our meal cooked and eaten and out of the way, and this is the biggest drawback of having bed and breakfast within the house itself, because we can't separate ourselves from the clients.

How do you feel about that?

A bit miffed I suppose, because we've got to go out, and we don't really feel like going out, and that cuts the income quite considerably, and we really are trying to make a living out of this. It's something we prefer not to happen. But it's difficult because even if they're going to have a small meal and sit outside on the patio, some people say, "Oh we've brought our fruit." or "We just want to have fruit." but we still don't feel that we can cook and eat while they're having just a piece of fruit. I just feel that that's rude to eat in front of them, so I can't bring myself to do it. Maybe with time and experience I might be able to be more loose but I just don't feel that it's right to eat in front of your guests. We've got to pretend that we don't eat at all, you know. like breakfast, we serve them their breakfast at the table. We'll have a piece of toast or something in the kitchen while they're eating. It's a funny thing. eating, isn't it? It's a social thing.
You don't eat with them?

No, never. Breakfast is the time we spoil our guests. We have very special breakfasts here. And they are waited on hand and foot for their breakfast. Ah, they do seem to enjoy it.

I was going to tell you one other experience. Because this was something of a highlight as a matter of fact. We had a friend staying, a friend of Bob's who was just staying the one night and it was summertime and we were making spaghetti, just something simple to have for dinner and Bob and his friend were chatting out on the patio there. They'd been to university together so they'd been friends many, many years and this chappie was over from South Australia, and a knock came on the door, and a man was there. He'd sold some products to the various orchardists in the area and he was looking for accommodation for the night and it was about half past six at night. And we said, "Right, OK, yes, we do have a room, if you'd like to stay." And we explained the situation, invited him in and told him we were just having a simple evening meal. If he was interested in sharing it with us, he was welcome, and he said, "Yes that would be just great." So he and Bob's friend sat out the back and they got to know one another really well and they were having a fine time, and then we all sat down together, and we all chatted and we all got on really, really well, and during this time my daughter-in-law who was visiting over in Melbourne with my son and his family, she became desperately ill and was taken to hospital, and it was a very, very traumatic time. We thought we were going to lose her. It was really, really bad. And this man got involved in all of this carry on with poor Brenda being so ill. Anyway, that all solved itself, and he left the next day. But, from then on, whenever he's in the area, he drops in and has a cuppa with us. He's phoned to see how Brenda was getting on. He phoned two or three times in the week following, from Perth, to check how her condition was, and he's basically become quite a friend. He even brought his girlfriend with him the last time he visited. And that's just from staying one night. There are some lovely people, people that you really do enjoy having in your home.

That makes it all worthwhile?

Oh, absolutely, absolutely. I really don't see that there's anything I dislike about having bed and breakfast guests, I really don't.
Could you describe your experiences of the kinds of visitors who stay at your farm?

We’ve had mainly families coming, one couple, always very nice, very friendly people. I find that people ringing up, wanting to come, are often interested in the animals and that’s most probably either because we get more people with children because they’re interested in bringing children for the farm experience.

Are you saying that your experience is that all the people you have had have been friendly people?

Yes. well we’ve found that everyone who’s come so far [has been friendly] and as I said to you we haven’t been going all that long to have a lot of experience.

How long?

Nearly twelve months now so it’s not very long. It takes a little while to get going. We haven’t had a lot of people through. Certainly everyone we’ve had through - it’s been very pleasant.

And they’re all family groups that you’ve had?

No. We’ve had a couple of lots of couples. Husband and wife, usually older. The children have grown up and left home. Probably sort of 45, 50. Older than us.

Now, we were talking about family groups and you also said you’ve had couples.

Yes. we’ve had couples. But one of them was a bloke in his fifties with his mother. came down for a couple of days. But probably mainly family groups with children, and
usually younger children, younger than ours or under our boys’ age. Young to about twelve probably

**And can you describe your experience as a farm tourism host, can you talk about what it’s like to be a host?** You can tell me through some experiences.

Well we’re enjoying it. Colin perhaps does more of the hosting and running around than I do because he’ll usually take people when they get here, and if the weather’s nice, he’ll always do a couple of tractor rides. They’ll go for a tractor ride right around the property even, and then people have got an idea of the farm, where things are so that they can then go back and walk up to the dam, or they can go down to the creek or come down here to see the chooks and the animals. So, it’s a lot of things like that, and we always encourage children and adults. One lot of adults we had come down when we were milking our goats, feeding animals and chooks, and things like that so we, especially if there’s children there, we usually have them down two or three times a day and at least, just help them with the animals.

**And do you take part in those activities?**

Yes, either Barry or I do, or sometimes if it happens to be someone with kids around the boys’ age the boys’ll actually take them off with them. They’ll all go off and feed the chooks and get the eggs and so do we sometimes. Probably Barry and I do most of the times, but the kids are starting to do that.

**So how do you feel, suppose it’s you and you’re demonstrating milking, and you’re sharing that experience? How do you feel about that?**

Oh I think that’s good. I like doing that because I just think it’s good that these kids that have come here, they’ve had no contact with animals, that they’re learning something and gaining something but as I’m a teacher, I suppose part of my background has influence on how I look at that. I enjoy doing it and, but I also enjoy the fact that I think those kids are gaining so much from it, it’s an experience they don’t get.

**And they actually do it as well?**

Yes they’ve had a go. The boys we had here last weekend managed to have a milk of the goat and get the milk down their gumboots and things like that because they always do that sort of thing.

**Will you talk about some of your best experiences?**

You get something like, I suppose it’s because we have the animals again relating to children, we had some children came that were just of terrified of all the animals. They were even terrified of the baby goat that was all of two weeks old at that stage but, by the time they left, they were quite comfortable. I was a little bit concerned about our dog that tends to jump but they gained that trust and I suppose knowledge that all
animals aren’t frightening. They’d just grown up without animals at all. And things like that. I suppose again it comes back to kids - eggs really do come from chooks and these sorts of things. Things that a lot of children that come, they know in theory but I don’t think they really appreciate these things.

So you get more pleasure actually doing that than perhaps your relationships with adults?

I think I do. Barry’s probably the other way. He enjoys talking to adults, finding out about them, meeting with them, just discussing a whole range of things. So again perhaps my background comes into play.

Does Barry talk to you about how he feels?

Yes well he loves it. he thinks it’s just the best. He loves having people here and meeting people so he really enjoys doing that sort of thing. He can go up and have chats to them, watch them coming and seeing whatever they’ve been doing, things like that.

So what benefits do you think this brings to you, if any?

I suppose meeting new people all the time’s a benefit on its own. From our kids’ point of view it’s good meeting these other people and relating to them and having to talk to them because being on a farm, although they’re not isolated, there certainly aren’t many people in town now.

By town do you mean Perth, or Donnybrook?

Even in Donnybrook. Certainly in Perth. In Donnybrook I think, meeting and talking with new people, our kids can be totally isolated from that, having to meet new people, because they know everybody. They know everybody at school and they know everybody they play sport with, so we’re meeting new people by having people come in. It’s a small town. I don’t know whether people in Perth meet people outside their group of friends actually but I think that’s a benefit to us. We’ve had one lot of people who were from England, and Barry had a ball talking to the people about farmers in England. He just thought that was great. The kids actually like listening to that sort of thing too.

So you’re quite happy that you’ve gone in to this venture?

Usually. Sometimes. when I have to clean the house [note: reference is to guest house where visitors stay] I’m not so sure [loud laughter]
Moving on to the least desirable aspects, cleaning is one?

It would have to be one. It’s not my favourite occupation at the best of times. I’m the one that does it usually because I work two days at school, so I’m not always here. But usually one or the other of us does it.

Is there any particular experience that was not the best?

We’ve been very lucky with people we’ve had here. It’s only been the short time. I mean, sometimes, come school holidays and I think I don’t really want to get up because these kids are going to be here at such and such a time but of course if they weren’t here then I suppose I wouldn’t have to get up and do it. Because I teach, school holidays, it’s really my holidays as well. But that’s OK. I tell them the time when it suits me as well as suits them, and most people here don’t want to get up at the crack of dawn to milk. Other days we might be getting up to milk at 6:30 whereas weekends and holidays it suits most people better to milk later. We just do it later, it doesn’t matter to our goats.

So how do you see your overall relationship with visitors?

I think it’s fairly comfortable. They usually seem happy with what they’ve experienced here, and what they’ve come for, and so I think we’ve been more than happy with all people that have come. We’ve enjoyed having them here.

Do you get together, apart from being with the animals?

It depends on how long they stay. If they’re here a shorter time, one or two days, as opposed to a week or something like that. The people we’ve had for a week or even three or four days, we probably get together more. If they were here for a couple of days, quite often they’ll come down, they’ll want to do the animals and they’ll go out somewhere during the day, so they might go to Busselton or they might go to Capel or they might go to the Goldfields Orchard or wherever, and so they’re physically not here during the day. Because people that stay for longer periods will do that a couple of days and they might be round here for a couple of days. So they’ll go up the dam and go boating and we join them because we’ve got two or three boats and our kids like to go up and join them. So we make it a family thing for us as well.

And do your kids relate to the kids of the people who are staying?

They get very excited to think that there’s someone coming about their age. It’s great.

So that would happen in the school holidays?

Yes. Sometimes, though. It just depends on what age children people have got obviously.
What do you think could be an undesirable aspect?

I suppose we face things as they come. When we were setting up we would say if we put such and such in the house somebody will walk off with it, that sort of aspect of things, because you know they pack up and leave, and somebody could easily take things from the house. But that certainly hasn’t happened. I trust people. I suppose as we were discussing recently, I just assume that people won’t do that. I think because it’s not like going to a hotel and you don’t know the owners and you don’t have contact with them. Because they have that contact with us, I just think that most people that come here would never do anything like that. We’ve been lucky, and talking to other people, it seems to be the way too. It just doesn’t seem to happen. And I can only put it down to the contact, to the fact that they do get to know you to some degree, depending on how long they’re here, and so they don’t abuse the trust.

And do you think people appreciate having contact with your animals, for example, or do they expect something else?

No, I think most people appreciate it, you know, to the extent that they’ll be apologetic if they come down. One lady said that she couldn’t get the stove to light because she wasn’t familiar with a gas stove and she didn’t realise how it works, just as other people have done. She was apologetic that she had to come down and see us when we were having tea, but that’s just as far as we’re concerned, part of it. The house is fully set up with gas stove, microwave and everything.

What about things like electric fences, are people OK with that?

They seem OK. We warn them about electric fences. Electric fences aren’t pleasant, but not dangerous. But there’s that aspect too. If they want fruit, people we’ve had in apple season, if they want to just pick a piece of fruit and eat it, we’re happy and we show them where to pick. If it was out in our commercial plums or something, probably we wouldn’t be happy because people will sometimes go like this [give’s a finger and thumb feeling fruit gesture]. We haven’t had that happen but that’s a risk that we’re not prepared to take with the commercial fruit. But the older trees around the place that we don’t sell fruit off, a couple if they want are welcome to purchase it. We always supply a good bowl in the house anyway, so people have a bowl like that [indicates size with hands].

We enjoy having visitors but it’s a lot of work. If we get more people coming and now it’s starting to build up more because it’s taken time to get going and with the advertising, yes, and you clean the house and then it won’t be a couple of weeks before you have someone else and a bit more often, whereas I was cleaning it when someone left, so it was ready. In case somebody rang and then, because it might be two weeks and you’ve got to go and dust everything again so I was cleaning it twice between each set of visitors, but as we get more and more people, that’s becoming less of an issue. We hope we still get more but we still haven’t got to that stage but we’ve had a lot more enquiries this holidays than the last and the one before respectively so it’s obviously
building up. People say, "Where's Donnybrook?" so that's obviously an issue too, what Donnybrook's got to offer. A lot of people just don't know where Donnybrook is.
Farm tourism in the South West Tapestry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIews - GUEST 1. TAPE 1 - transcript 1

Interview with a young woman, Caucasian, mother of two children aged eight and five in a nuclear family who had taken a recent farm holiday at one of the establishments in the study area which participated in Stage 1 of the study. Interview recorded on site at the respondent's home in Perth. Date of interview: 14 May 2001 Length of interview: 25 mins

ORIGINAL TRANSCRIPT

In order to preserve confidentiality, the respondent is referred to by the fictitious name Debbie.

Why have you chosen a farm holiday?

We chose a farm holiday because we wanted somewhere to go where the children would have some activities, things to do on site, and somewhere they could experience farm sort of life, sort of a country type of experience really and somewhere that was picturesque to stay in.

What kind of country experience are you talking about?

Well, to be able to feed some animals and cows, join in with the routine of farm life, collect eggs, go for a walk around animals, walk over pastures and see some farm things in action.

And what do you understand by farm?

Well, I guess I assume it to have animals on, but we have been to a farmstay as such in fact where there weren't any animals but that limited the activities they could do apart from walk but I sort of think that having a few chickens and a few sort of quality things, domesticated animals, maybe a cow and some other things like goats, and horse, that sort of thing, that the children can pat at each venue and collect eggs, just those sort of things really.

Why did you choose a farm holiday in preference to any other type of holiday?

Well, on this particular occasion we decided that we wanted something that would be a restful and a bit lazy. We wouldn't have to get up and go to sites or places or activities. Activities and fun and the whole holiday was there in one spot if we wanted it to be for the children. Plenty of things to do. We wanted no things to do, just to relax and it was, compared to say a camping holiday, it was relaxing because all the things were
there, the bedding was there and the cooking facilities were there. We didn't have to bring much at all, only ourselves and the clothes and things like that. And compared to say a hotel somewhere, in a city where we might visit other things, well that's really just somewhere to sleep. It's not the holiday. It's just somewhere to stay while you go out and visit other things, and there's a lot of rushing around and sightseeing and that sort of thing when you do something like that. I see a farm holiday as something where the holiday is right there, it's all packaged. You go to the little place and everyone's happy, the kids like to explore around the safe confines of the farm. The hosts of the farm have activities usually so the kids can go off and do that and they can join in. It's nice to just be in the little house or the little unit or whatever because it's pretty to look outside. There's the fields and the lovely view. You can go for a walk or just sit in and read a book or play a game with the children, or something like that. You don't feel compelled to get up and go and sightsee. Just sit and relax and know that the kids are having an enjoyable time somewhere where they're getting the benefit of sort of fresh air and walks and they can see some farm life and have a country sort of experience.

Would you like to tell me something about the different experiences of farm tourism you have had?

We've been to a couple. I'd say two or three farm type stays, but really only one with real activities and real animals that you can be involved with. The other two, there were animals sort of about but you couldn't really do a lot with them. They were sort of a little bit less accessible, like cows in a field at some distance but the farm was... you're on a property, a large property but not what I would see as farmstay, and one had animals and geese and chickens to feed, cows to feed and pat, an emu and the odd extra animal. So that's been our experience.

What about your own personal experiences? How do you relate to farm tourism?

Well usually, I think once you've got children with you a holiday is only a fun holiday if they're happy. If they aren't enjoying themselves and they're being dragged around from pillar to post it's stressful and nobody enjoys themselves so I think that first and foremost, if they're happy and in happy surroundings and as parents basically you'd want to have a kind of a real veg out type time. If they're entertained and happy then we as parents can relax and read and do all those things that at home, it's almost the opposite. Your life's running around, taking them from one place to another, working to schedules and just trying to keep up with everything and to just turn that around so everyone's happy and no one has to go anywhere. I think that's the draw of it. compared to our normal life.

And what have you enjoyed the most about farm tourism holidays?

I love the scenic qualities of the whole holidays and one of the most memorable things, just the beautiful view in the morning across the fields with the trees in the distance and the green fields, the sun coming up, and then at night feeling all the water coming off the grass and the misty feeling and just the lovely quiet open spaces I think. That's
what I really like and just being able to go for a walk, imagine just living on a farm, just get that feeling of living in the countryside. I feel part of it, like I could imagine this was our home and this was our life, just sort of role-playing.

**What have you enjoyed least about farm holidays?**

Well, there hasn’t even been anything at all. I couldn’t even say being woken up early by a rooster because even that you know is quite nice. No, nothing at all. Oh, I suppose. I just thought that one disadvantage is that you have to actually bring your own food to these places and being last [time] in a hotel room where you get milk and tea and coffee and that that’s there when you get there, and you can just get there and have a cup of tea or something. Well there’s absolutely no provisions in the little units usually so unless you bring things with you ... On one particular occasion the shop was quite a distance so we got in, dying for a cup of tea and of course there was nothing there and the shop was like a 40 minute trip away and that’s a long time if you want a cup of tea today. So I guess that’s a disadvantage, something I’d change. I don’t know how I’d change it. I’d probably know in future and bring some provisions.

**What has been your experience of your relationships with farm hosts?**

I suppose it’s been at different sort of levels. One farmstay we did stay in there weren’t many animals there. it was just like staying at a country property really and there, it was more like a bed and breakfast I’m thinking so perhaps it wasn’t so much a farmstay but we ate with the hosts and that created quite an intimate relationship really with people that you didn’t know.

And at another we had breakfast with them, and another farmstay I remember. we ate somewhere else for dinner but we had breakfast with them. We’d go into the house and join in a country sort of breakfast and then in our more recent farmstay it was a completely separate sort of arrangement but the farm activities were conducted by the hosts and you could join in with them. We know when they were going to be off on their farm duties and so I could. I don’t know, there was some sort of bell you know you could tell that they were going off, and children and people from various cabins would come out and follow them round so that was three different levels or two different levels. I really prefer to be sort of ... I really prefer to be completely separate and be able to join in with activities rather than sort of eating with people. I feel that’s a bit stressful - people that I don’t know - actually joining in a meal. in their home, I just feel an element of stress ... discomfort. I don’t know I prefer to actually be completely separate and join in with the activities that the hosts provide if we want to, or be completely separate but friendly, sort of. I mean the hosts in the later description, they were very friendly people and they treated you like people that we’ve known for quite a while and they said hello and how are you going etc but there was no pressure or expectation to eat with them because they didn’t provide anything so I was quite happy to have more distance in the relationship. We haven’t kept in touch with them since. We have received a flyer which I assume all the people who stayed there get a flyer as a
form of advertising about coming at reduced rates for winter or something, but apart from that I haven't kept up with it at all.
Why have you chosen a farm holiday?

We have been going down to the southwest and some more west for that matter, but mainly the southwest, for some time, and one of the things that we were looking for each time we go is some place with a little bit more privacy, a little bit more - not solitude but quietness. You don’t always get it in a motel unit. It can be noisy at times, specially those associated with say a bar or hotel and we’ve been down to Busselton to a place where we can get chalets which is the other thing that I have in mind - a quiet apartment or in this case a chalet which is self-contained. Of course that’s more for economic reasons in our case because we are pensioners. So we looked around and thought we’ll get out of Busselton even if it’s noisy enough. It was quiet enough because it was separated from any other place around it - so we chose a farmhouse. We enjoyed it that much that six months later we went again and that’s the main reason I was looking for, not so much farming itself but the tranquillity.

So the animals weren’t of particular interest to you?

Oh, I can see animals as we go along in the car and the animals were there. We didn’t ignore them. We quite enjoyed them. And I’m not an animal hater. And the horses were more friendly than the sheep I might add. Even the dog. The dog’s one of the many special pals. It was quite good.

Could you talk about some of the different experiences you’ve had in farm tourism?

Farm tourism as you are thinking of, I’ve only been to this place twice. I could give you some experiences that I’ve had on farms which probably made us want to go and stay there.
OK, tell me about those.

Well that goes back to when I was a young lad. My father, first, was a partner and I don’t recall much about it because he just got off the farm when I was just about school age but I can remember how nice it was. Later on he became a publican and we went up for school holidays and it’s not the best of places to stay all the time in a hotel in the country, so I used to make some money with a lot of friends. We used to go out to farms and I enjoyed specially the Christmas time. I’d even be on the tractor now all that comes back to me. It was great and it was so quiet. Peaceful.

Are you a country boy at heart?

Yes. But my wife’s not. But she has experiences of … She enjoys this too. She looks for quietness, peacefulness

Is there anything else about farm holidays that you would like to talk about?

Yes, well. the people are always friendly and it doesn’t matter if you’re separated from them but you meet other guests that are about. Everyone seems to acquire that lovely country air where everybody is a friend. I found that among … The ones we saw most of course were the guests on the farmstay, but in this case the proprietor, the host - she was marvellous and we made very good friends with her in just two visits. It was wonderful that anywhere you go in those small towns, down in the town, everybody talks to you. It’s not like walking down in the city where you talk to someone and they run away kind of thing in a lot of cases. No that’s what I’ve found. Tranquil.

What’s your experience of activities with hosts?

Well one of the finest things is every morning we’d go down to see the birds fed. Ones in particular here are smaller birds - they were wrens. When we were there in the mating season the male turns into a beautiful blue. We saw last November. This time he’s back. He’s still got a bit of a blue tail but he hasn’t got the blue plumage all around him. They are very interesting and they come down and they’ll feed and there’s a definite pecking order among the birds and it doesn’t seem to be about size or anything. After these birds, some of the bigger, white-breasted hens come and last but not least and yet they’re the biggest of them all - are the parrots. Rosellas. what we call 28s. I don’t know what they’re really called. It was amazing. Even the red-breasted robin which is a fairly big bird compared to the blue. She feeds them on this big table. Served with a lovely cup of coffee or tea and we can just sit there and talk that was one of the lovely things I’ve seen down there, we loved it.

The animals, I didn’t see anything with the animals. Maybe it was the wrong time of the year. But with the orchard I was quite interested to see all the fruit trees. the way they pack them. She told us all about what they do with them too. I was quite interested in it. That’s the business side of it. They haven’t got any sheep at the moment. I think they had to get rid of them because of the long dry summer. I don’t
know whether she sold them or agisted them out somewhere. No doubt they’ll get them back because one of the main reasons for keeping sheep of course was to keep the grass down in summer because it would be very vulnerable to bushfires on the top of that large hill.

**What have you enjoyed least about farm holidays?**

I can’t think of anything. Even the rainy day when we were a bit diffident about going out on a slippery road, there’s a rather steep slope, it didn’t make any difference, we just stay inside and keep warm, play cards or listen to the radio, CD’s. just by ourselves. I loved that.

**What has been your experience of your relationship with farm hosts?**

One of the things that I she’s usually so friendly that you want to help her out. she wouldn’t want you to go out and pick any fruit, things like that, bending your back. One of the things that happened when we were there. there was a violent storm … we heard this crack and got up next morning and there was a huge dead tree. It had fallen across and broken the fence. Having had a bit of experience of this and I thought well I’ll fix that for you. Whilst it’s not a hundred per cent done because I didn’t have the proper tools there was enough to be able to twist wire around and clip the top, straighten the wire and the mend the fence until the husband came home. He was away that weekend. She was so pleased you know. I suppose it just stems from childhood days really, having loved the bush.

**So you’d recommend this kind of holiday to other people?**

Oh yes. Even if they’re people and don’t want to be sitting alone all the time, there’s plenty of places you can go. Mind you, there’s restaurants within a 10 minute drive from where we were. Quite a few of them too, and pretty good ones, so that you don’t have to be a hermit if you don’t wish to. I don’t know how I’d go if I was all on my own down there. I don’t know, I haven’t thought about that. But I don’t think it would make any difference to me.

**How did it feel when you came back to the city after being down there?**

Well I suppose it’s always nice to be back home. I loved it. I often think to myself you know, talking about retirement villages down in the country. I think in the long run you wouldn’t do it because getting old and you’ve got to be handy … something could go wrong healthwise. But when I came back I thought … we enjoyed that. We’ll save up and we’ll go again. And I believe the next best time to go is the end of October. The cherries are in season then. Picking them. The beginning of November. I would be very interested in that. It’ll be on again Unless I see something advertised somewhere else. But we’ve always done some holiday each year, the best that we can afford.
I’ll tell you one of the other reasons Balingup came. We were down in Busselton using it as a base, going out to Margaret River, Augusta, the caves, then there was Nannup, we wanted to go up to the scenic drive. While we were in Nannup the tulips were all out so we went up for the drive up to Balingup because we had heard all about the tulip festival. That got me in. Apart from loving the little town, those tulips were so gorgeous. All of a sudden we made it our spot. But you can still tour from there. It’s still pretty central. Busselton’s not that far away, and Dunsborough, Yallingup, Donnybrook’s quite close too. Gorgeous drives. Even out to Boyup Brook’s quite a nice drive.

Of things with farmstays, I doubt very much whether the wife would like it as much as I do. And then you’ve got to consider the travel, she’s not the best.

**What are your feelings about children and families and the activities?**

There’s nothing better than city children when they become associated with the animals
Farm tourism in the South West Ta11cstry Region. Experiences of hosts and guests.

PHENOMENOLOGICAL INTERVIEWS – GUEST 3.  TAPE 3 - transcript 3

Interview with a middle aged businesswoman, Caucasian, who had taken a recent farm holiday with her husband at one of the establishments in the study area which participated in Stage I of the study.
Interview recorded on site at the respondent's home in Perth.
Date of interview: 8 June 2001.

ORIGINAL TRANSCRIPT

In order to preserve confidentiality, the respondent is referred to by the fictitious name Fiona.

I understand you have stayed at a farm tourism establishment in the study region. Why did you choose this kind of holiday?

That's easy. Country atmosphere. Not specifically a farm that we were looking for, just somewhere nice and quiet in the country, just to get away from the city and the pollution as well as scenery and the hills.

So the hills have got some special meaning for you.

Yes. Both my husband and I were brought up in the mountain country in New South Wales and southern Queensland, and in Western Australia if you're looking for hills you're not going to see many out there, so down there it was great.

The formative years of my childhood. I was brought up on a farm. We were both brought up in the country town of M............., so ... regressions to our childhood.

The first thing you said was country atmosphere, how do you define country atmosphere? What do you like about being in the country, apart from the fact that it helps you remember your childhood?

No traffic. Clear air. And I think it's just being away from people.

So, being around lots of people, how does that make you feel?

Pressured. We're in business and that can get fairly high-pressured at times. Just to get away from a whole lot of ... to somewhere you can just go for a walk or a drive ... and recharge the batteries.
Tell me more about getting away from people, or is the pressure of running a business?

I think it’s pressure and pace.

Apart from where you’ve stayed recently, do you have any other kinds of experiences?

Yes. I guess most of our holidays are country. As you can see [points to English book of maps] we went to England and most of our time there was spent in a country area. 

Yes, basically we’re country people at heart.

So, what is it about living in the country? What about the lifestyle?

It’s great.

In what way? Well, how do you find the people?

Most of them have been friendly and in fact, in the places where we’ve been as tourists, they go out of their way to be friendly.

More so than when you’ve been tourists in a city?

City people are more introverted, more protective of themselves. Yes, we’ve found that city people keep themselves to themselves whereas country people are more outgoing.

Would you like to talk specifically about farm aspects?

Not really.

What have you enjoyed least?

At this point in time, nothing.

Well, there are problems in the availability of services, things like that, that can all be overcome with a bit of patience.

What about your experience of your relationships with hosts in farm tourism?

The two we have been to have in fact been fantastic, they’re like family. You get to the point where you have to physically remember to pay them before we go. Particularly the second one.
You felt like that after several visits?

No we felt like that straight away. The first time there. We’ve been friends right from the start.

So that was important to you?

Yes. When you get to our age, it’s harder to make friends. When we uprooted from the east six years ago and it’s been more difficult to make friends. It’s just nice to find somebody likeminded with similar sorts of tastes.

Similar personality, similar age group maybe? Do you think that’s important in forming relationships with hosts?

No, not totally. It’s the likemindedness. That’s more important than the age. But if you talk to somebody that’s your own age, they can reminisce about the days when…

So it’s about having similar interests?

Yes. That’s what we found with the two we’ve stayed with.

So when you go again would you try different places?

We go back to the same ones every time. We had to change from the first ones because the ownership of the farmstay changed. We weren’t happy with the new owners so we found somebody else and it was wonderful.

So what about activities, what kind of activities did you enjoy? Did you take part in any activities? What kinds of things do you like to do when you’re on holidays?

Sleep. Look at the scenery. The area’s got a couple of nice restaurants around the place and the hosts do a pretty good meal. Again, that’s the nice part of going down there. It’s like going down to a dinner party with friends.

Is there anything else you’d like to tell me? Are you interested in the animals?

Not really. That adds to the overall atmosphere and the character. Then, where we stay hasn’t got horses. Possibly if we went somewhere and they had horses. I’d be interested in riding then. But we’re not actively seeking that out. I’d like to go for rides when we go to Balingup, what we usually do … we walk and go fora jog. Just the relaxation.
APPENDIX E

RESEARCH KEYS

Research Key - Hosts

Research Key - Guests
RESEARCH KEY - HOSTS

1 = Business Issues
   1.1 Profitability
   1.2 protection of property
   1.3 negative aspects
   1.4 measures of success
   1.5 job satisfaction

2 = Roles and Responsibilities of Hosts
   2.1 hospitality
   2.2 duty of care

3 = Relationships with Guests
   3.1 preferred / non-preferred guests
   3.2 communication
   3.3 cross-cultural issues
   3.4 shared space
   3.5 social contacts and activities

4 = Guests' Profiles
   4.1 sociodemographic characteristics
   4.2 motivations and preferences of guests as perceived by host

5 = Miscellaneous Benefits
   5.1 education
   5.2 relief from isolation

6 = Other Issues
**Farm tourism in the South West Tapestry Region. Experiences of hosts and guests**

**PHENOMENOLOGICAL INTERVIEWS - GUESTS.**

**RESEARCH KEY - GUESTS**

1. Reasons for choosing a farm holiday
   - 1.6 farm life
   - 1.7 scenery
   - 1.8 relaxation
   - 1.9 children's education
   - 1.10 farm activities
   - 1.11 escaping from stress
   - 1.12 privacy
   - 1.13 country atmosphere
   - 1.14 lack of pollution

2. Accommodation issues
   - 2.3 accommodation and facilities
   - 2.4 hospitality
   - 2.5 privacy

3. Relationships with hosts
   - 3.6 friendliness
   - 3.7 compatibility
   - 3.8 communication
   - 3.9 shared space
   - 3.10 social contact
   - 3.11 activities

4. Guests' profiles
   - 4.3 sociodemographic characteristics
   - 4.4 motivations and preferences
   - 4.5 assumptions about farmstays
   - 4.6 satisfaction

5. Miscellaneous benefits
   - 5.1 off-farm sites and activities
   - 5.2 social contact with other guests
   - 5.3 friendly country people (other than hosts)

6. Other issues