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THE KANO MODEL AS A TOOL FOR ASSESSING THE QUALITY OF HUNTING TOURISM - A CASE FROM POLAND

Abstract: *The article analyzes a specific type of tourism, hunting tourism. In a special edition, in the form of foreign exchange hunting, which means that when a hunter decides to do such hunting, he goes to another country. It is a special way to get to know nature and hunting culture combined with the pursuit of a passion in the form of hunting. The article analyzes data from 2019-2021. The aim of the study was to analyze the activities that affect the effectiveness of foreign exchange hunts and the disappearance of the factors necessary to make a decision about the next visit of the hunter. The article presents a CAWI study that enabled the use of a tool in the form of the Kano model - adopted as a qualitative methodology, examining the satisfaction of the hunter-client. The novelty of the research is the determination of the groups of factors influencing the quality of hunting, the hunter's satisfaction and the next hunt in the same place in the next hunting season. The obtained effects define the factors which occur one or more times as determining the hunting or redundant for the hunter. The study shows that hunters are demanding tourists who expect a lot of knowledge about the area and species, hunting skills, but also a background in the form of digitization of many processes supporting, for example, moving around a foreign country.*

Keywords: *hunting tourism hunting quality, Kano model.*

1. Introduction

The types of tourism that can be implemented in rural areas are a consequence of the presence of various natural and cultural values in these areas (Buckley & Mossaz, 2015). Their presence allows you to build an offer of a unique, often unique character. In rural areas dominated by forest management, it is possible to develop a unique form of activity, which is hunting (Boulé & Mason, 2019; Carr & Broom, 2018). In Poland - which is one of the European leaders in

terms of forest area (they occupy almost 30% of the country's territory) - the offer in this regard is carried out both in the areas of state forests and in areas in private hands. Hunting - next to fishing and gathering - was the oldest form of human activity (Komppula & Gartner, 2013). The role and importance of hunting has changed over the centuries - from the basic method of obtaining meat and skins by humans, through entertainment, to modern times (Tickle, 2019), when hunting has become a science and a way of managing wildlife populations, as well as their environment

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life, i.e. biotope (Sneddon, Lee, Ballantyne, & Packer, 2016). Currently, hunting is a form of nature protection aimed primarily at adjusting the size of the population of wild animals to the constantly changing environment of their occurrence (Sneddon et al. 2016; Simon 2019). Hunting tourism, although seemingly aggressive, is therefore a form of nature tourism and influences the shaping of attitudes favorable to the natural environment by: developing respect for nature and the laws that govern it, raising awareness of environmental protection and promoting environment-friendly activities (Tickle & Essen, 2020). As in the case of other forms of tourism, in hunting we can also talk about consumer behavior understood as all activities related to obtaining, using and disposing of products and services, together with decisions preceding and conditioning these activities (Tschapka & Kern, 2016).

2. Literature review

Hunting has been practiced since the dawn of time and is deeply rooted in cultures all around the world. Hunting tactics used by the earliest European explorers and settlers in Africa were unrestrained and had a devastating effect on various species of wildlife, resulting in the extinction of some and the reduction in numbers of others, such as elephants (Lindsey, Balme, Booth, & Midlane, 2012).

However, people have not stopped hunting over the years, and the incentive to participate in hunting as a sport or hobby has evolved in many cases from a need to fulfill hunger to a sport or hobby for which specialist travel companies have been established (Pešić, 2021). Furthermore, the European Charter on Hunting and Biodiversity distinguishes between local and tourism-based hunting. Hunts "conducted by hunters in their nation of residence, most typically in the area where they physically stay and have hunting privileges" are referred to as the former (Andersson

Cederholm & Sjöholm, 2021; Angula et al., 2018). Physical recreation, consumerism, traditions, and features of hunting management are all prioritized (Florin et al., 2018; Fredericks, 2014).

The tourist hunting market, like any other, is influenced by supply and demand, costs and benefits, and domestic and international regulatory regimes (Coleman, 2017; Dube, 2019; Goodall, 2018), where quality tools play an important role (Sá et al., 2019; Santos et al., 2021; Bravi et al., 2015; Barbosa et al. 2021; Sá et al., 2020).

Tour operators are called upon to give services in the sector of specialized hunting tourism (Gamborg & Jensen, 2016; Hul, 2020; Martín-Delgado, Rengifo-Gallego, & Sánchez-Martín, 2020).

These are "agents or agencies that give services (guide, equipment, lodging, hunting) to hunter tourists directly or indirectly." Their efforts are based on identifying their clients' needs and motivations. In general, people's motivations for participating in hunting tourism activities vary; also, there may be multiple sorts of hunters in the same place (Matejevic et al., 2021; Mbaiwa, 2018; Morris, 2014). Buckley and Mossaz are interested in hunters who hunt in order to kill as many animals as possible (Buckley & Mossaz, 2015), those who hunt for meals and trophies, and those who hunt for legal or illegal trade. As the authors explain, each of these groups can comprise locals of the area in which they operate legal commercial hunters who travel and pay for their own hunting, and poachers (Dahl F., 2010). Hunting tourism, on the other hand, is sometimes regarded as a consumptive activity involving the acquisition of animals and sites, as opposed to other forms of nature tourism such as nature watching or ecotourism (Kalábová, 2018; Kompupula & Suni, 2013).

Hunting systems hunters' roles in society, motivations, traditions, and how they regard others differ from country to country and

country region to country. It is projected that EU customer hunting generated \$ 270 million in 2016, both directly and indirectly (MacKay & Michael Campbell, 2004). According to the offers, hunting alone is worth a third of the price, the second covers travel costs, and the third covers additional expenses (Gunnarsdotter, 2006). Safari Club International, an American organization with over 50,000 members (<https://www.safariclub.org>), frequently informs business owners and executives that its members spend an average of 37 days hunting per year, 21 of which are spent outside the United States, and spend an average of \$ 61,000 on travel expenses. A system of honors and medals for hunters who display their talents in specific vocations supports hunting tourism. It also supports a variety of events, fairs, and exhibitions, such as the European Championships in the Hunting Horn. It's difficult not to mention the different hunting superstitions, customs, cuisine, gestures, words (paint is the blood of the game), and gestures.

Hunting tourism is one of the lesser-studied types of tourism, and it is frequently misidentified as such. When viewed through the lens of this business, it is classified as a niche market aimed at a specific demographic (Norberg, Engström, Kjellén, & Carlsson, 2017; Pejnovic, 2010; Prentovic, Zivkovic, & Cvijanovic, 2016).

The area of research on hunting tourism (while rare) is rather broad in the world literature, and it primarily addresses ethical and economic ramifications feasibility in connection to sustainability, i.e. hunters' motivations and attitudes, as well as inhabitants' motivations and opinions. Citizens literature frequently depicts issues such as ethics and hunting etiquette. Authors (Komppula & Gartner, 2013; Watts, Matilainen, Kurki, Keskinarkaus, & Hunter, 2017; Wikenros, Sand, Bergström, Liberg, & Chapron, 2015) conducted such analyses in the context of hiding violence. (Lemelin, Dawson, Stewart, Maher, & Lueck, 2010; Lovelock B., 2008), on the other hand,

attempted to capture the hunting cause. (Bauer, 2004; Essen, Allen, & Hansen, 2017) investigated hunter activities, including frequency and duration of trips, whereas (Fischer, Tibebe Weldesemaet, Czajkowski, Tadie, & Hanley, 2015) focused on forest adaptation to qualified tourism. A review of the literature on the issue, as noted in the introduction, allows for the identification of polarization in opinions on the topic of evaluation of the researched phenomenon. On the one hand, the first two characteristics described above generally classify them as negative, but on the other hand, there are supporting voices in Poland who advocate for hunting tourist practices (Komppula & Suni, 2013; Lovelock B., 2008). Scientists disagree about the ethical responsibilities of people that help with animal population management rebuilding. Arguments against hunting in the dorm community center mostly on the fact that it entails killing.

According to (Manojlović, Stamenković, Matejević, Ristić, & Gajić, 2021; Milojica, 2014; Pešić, 2021), the hunting ethics label actually conceals "killing animals for." entertainment aims, a sensation of possible mental distress during acts of killing, and anachronism of environmental conservation by destroying ". As the primary goal for the slaughter of wild animals has shifted away from the historical necessity of hunting to meet hunger and toward sports and recreational activities, controversy is becoming progressively more obvious. Hunting tourism is also mentioned in different planning documents linked to socioeconomic development, as well as those devoted only to tourism as a means of improving the economy (Saikim, Prideaux, Mohamed, & Hamzah, 2016; Sène-Harper & Séye, 2019). Local communities, on the other hand, are not necessarily welcoming of this type of tourism expansion. Similar disparities in perceptions of the phenomenon can be seen among travelers as well as tourism industry professionals (Oltean & Gabor, 2021; Rashid, Shi, Rahim, Dong, &

Sultan, 2020).

It turns out that a segment of this industry has developed an interest in consumer-oriented wildlife tourism (hunting). Despite such a wide-ranging debate, that has energized a variety of groups, a lack of knowledge and research on the actual effects of hunting tourism on Poland's economy can still be seen in Poland (Żywiołek & Nedeliakowa Eva, 2020; Żywiołek, J., Schiavone, F., 2021). It's also important to consider how satisfied hunters are with these tourist activities and how effective they are, which is how the researchers defined hunter satisfaction with foreign exchange hunting, or hunting tourism (Thiel, 2016; Thomsen, Lendelvo, Coe, & Rispel, 2022).

3. Research methodology

The aim of the article is to characterize the activity of hunters in terms of the frequency of participation in foreign exchange hunts and the use of hunting-related logistics. 437 respondents who were foreign exchange hunters from the Silesia Voivodeship took part in the study. The choice of the research area was deliberate, because it is the second voivodeship in the country in terms of the number of hunters receiving foreign exchange hunting. Figure 1 presents a list of countries from which deiz hunters came to Silesia.

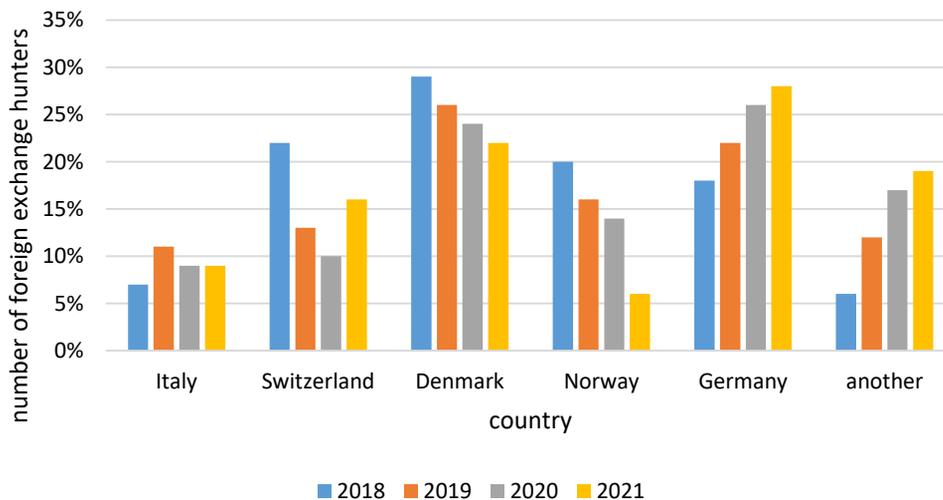


Figure 1. List of countries from which foreign exchange hunters came to Silesia

Among the people participating in the study, 92% were men, and 8% - women. 61.7% of respondents had higher education, 31.7% secondary education, and 6.7% post-secondary / tertiary education.

Most of the respondents were aged 26–35 (35%) and 36–45 (28.3%). Hunters aged 46–55 (21.7%) constituted a less numerous group. The lowest percentage was constituted by the respondents from the age group 56–60 (8.3%) and over 60 (6.7%). Hunting tourism is an activity which requires

specialized knowledge and skills, and it is also connected with the necessity to meet certain formal requirements. The experience necessary to be a hunter is also gained in practice. It is a factor influencing, among others, on the way the offer is selected and its scope, but it is also a determinant of the demand for complementary goods related to hunting. The respondents who took part in the study can be called experienced hunters, as almost 70% of them have had more than 10 years of experience.

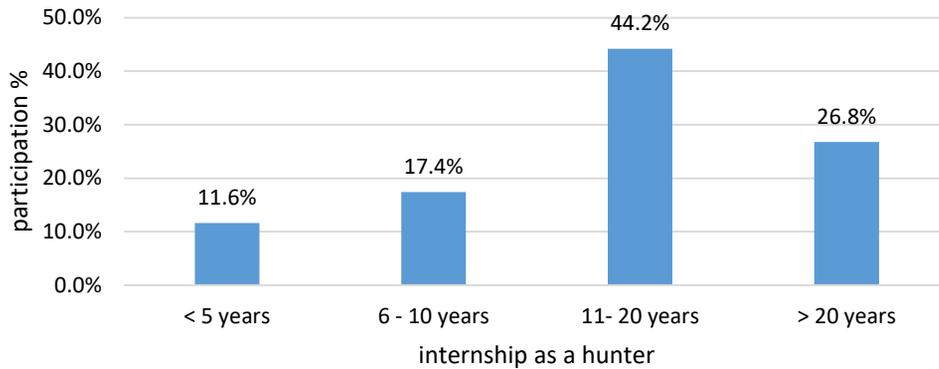


Figure 2. The respondents' experience in practicing hunting

One of the basic aspects characterizing the behavior of tourist traffic participants is the frequency of trips, which proves their interest in the analyzed way of spending time. In the case of hunters who took part in the study, it can be said that they are very involved in hunting trips. Over 66% of the respondents stated that these trips are at least

frequent or even very frequent.

It is worth emphasizing that by far the respondents most often used one-day trips (53.3%), and the frequency of choosing the answer decreased along with the extension of the suggested duration of stay.

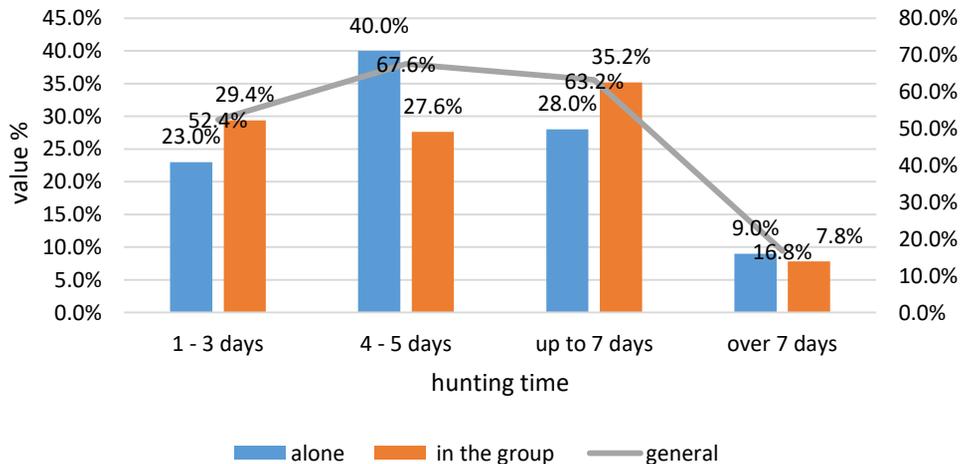


Figure 3. The length of an away hunting trip

For the studied group, it was a significant determinant of the selection of offers (Figure 3). Among the respondents, 45% indicated the price as the most important element, but it was also important for 31.7% of the

respondents, who considered it as a factor as important as the location and natural values of the area where the hunting takes place and the animals that live in the environment.

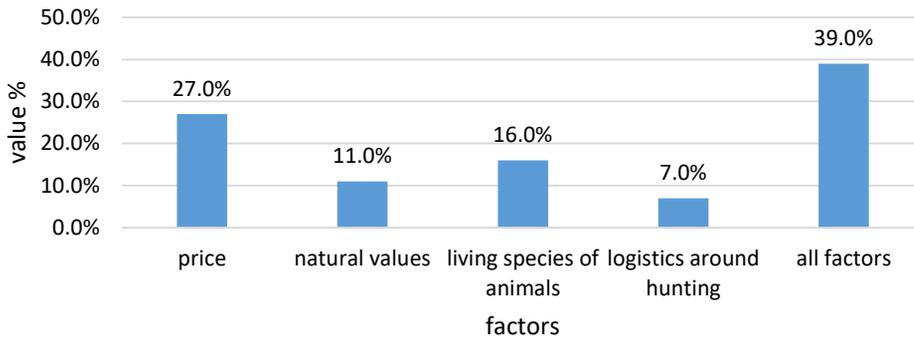


Figure 4. Factors influencing the choice of hunting offer

The respondents' search for information about the possibility of participating in a foreign exchange hunt involved the use of various sources. As indicated by the data presented in the figure, the most valuable source of information about the offer

concerning hunting events were industry sources: magazines (58.3%) and websites (55%). 36.7% of respondents relied on information from friends and acquaintances. The use of other sources was declared by a much smaller percentage of hunters.

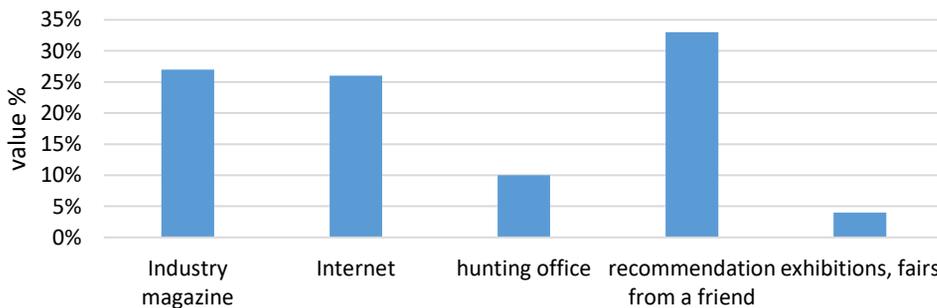


Figure 5. Sources of information about hunting

First of all, the accuracy of the research tool was checked. By adjusting the questionnaire items based on the existing literature, the content was correct. It was decided that the application of the Kano model will illustrate the satisfaction of clients (hunters) with the activities related to foreign exchange hunting. The Kano model allows you to study the dependence on the development of a product or its service, features and the level of customer satisfaction (Żywiłek & Schiavone, 2021). ("Introducing the Kano Model", 2017). Using the Kano model, it can be shown that not all product elements are similarly important from the point of view of

customers (Xiaojing, 2017). Noriaki Kano divided the attributes into six groups (Budi Harsanto, 2019; Dalton, 2019):

- The "must-be" or "must-have" attributes that must be included in the product and service as a standard file. The lack of these functions may lead to the loss of the client (Budi Harsanto, 2019; Moorhouse, Dahlsjö, Baker, D'Cruze, & Macdonald, 2015). In case of e-commerce, one of the mandatory features is access to complete contact information about the company.

- "One-dimensional" attributes are most important to customer satisfaction with a product or service. It is very important that the fulfilment of this type of attribute is almost proportional to the level of customer satisfaction, which may translate into the frequency of purchases or the use of services.
- "Attractive" attributes must attract the customer to the product or service. These attributes are short-term and can be turned into "must-be" attributes or disappear. Poorly designed "attractive" attributes may go unnoticed. Their absence does not affect the customer's satisfaction, but it may lead to his lack of interest (if the customer is susceptible to the company's offer that is constantly (Andersson Cederholm E., 2020)making it more attractive).
- Inverted attributes occur when the client prefers no attribute at all (Dalton, 2019). More of these attributes in a service or product lead to greater customer dissatisfaction.
- Indifferent attributes do not affect customer satisfaction ("Introducing the Kano Model", 2017). It may be, for example, the color of the website, which does not affect the functioning of the website or the content of the information. It is important for the customer to buy what he wants for the right price and to have the right information, and it doesn't matter if the site is green or blue.
- The "contradiction" is with the Kano method. It is an attribute that has been assessed as functional or non-functional in both question forms (Budi Harsanto, 2019).

The Kano method was used in the form of a special type of questionnaire ("Tourism and the Consumption of Wildlife: Hunting, Shooting and Sport Fishing", 2008; Benson, 2012). Based on the statements about the quality of the profiles, a questionnaire was prepared containing positive and negative versions (Buckley, 2014; Cohen, 1974; Cohen, Prayag, & Moital, 2014; Essen, van Heijgen, & Gieser, 2019). The hunters participating in the foreign exchange hunt indicated in the survey which features should be taken into account and which will affect the level of satisfaction. (Bredis, 2015; Buckley, 2014).

4. Results

This stage of research is primarily a questionnaire describing the potential attributes that should characterize the image in social media, the media itself and the threats it carries. The respondents were asked to rate the attributes when they occur (positive attributes) and when they do not occur (negative attributes). Based on the responses, it was possible to indicate features that must be included, but also those features that affect the overall customer satisfaction (one-dimensional). The list of positives from the Kano questionnaire is presented in Table 1. The assessment of these features (answers to these questions) was based on the following scale: (a) "I like it", (b) "It must be like this", (c) "I don't mind it", (d) "I can take it", (e) "I don't like it."

Table 1. The list of positives from the Kano questionnaire

Attribute Number	Attributes (Positive Attributes)
1	A company offering hunting tourism services should be related to the hunting industry.
2	The hunter should have a reliable source of information about hunting.
3	Information about changes should be complete and accurate.
4	Logistic activities around hunting should be logical.
5	Social networks / offers should contain a detailed description.
6	The customer should be able to choose between different payment methods.
7	The hunter should have a choice of the place (natural circumstances) from which the hunting will take place.
	The hunter should be able to contact easily, among others via chat in order to obtain

8	additional information about systems and processes.
9	The hunter should be able to easily contact the digitization process staff in order to clarify any doubts.
10	The hunter should have an influence on the accompanying events and social meetings.
11	Hunting is primarily an organizational culture and its individual characteristics.
12	The action strategy should be clearly defined and understood by hunters.
13	High variability of factors should not affect the quality of hunting.
14	The diversity of the game affects the choice of hunting.
15	The guide must have technical and social skills.
16	The coordinator must know the needs of the arriving hunters.
17	Knowing the terrain makes it easier to coordinate hunting.
18	The quality of the actions is of great importance in the implementation.
19	Full personalization of solutions improves the functioning of hunting.
20	The knowledge management of hunters facilitates the creation of an organizational hunting culture favorable to this solution.

The analysis of the results was based on the individual types of attributes included in the questionnaire, using the comparisons

presented in Table 2. Then it was checked which type of feature was indicated most often.

Table 2. Types of attributes in the Kano method (Fritsche 2005).

		Negative			
Positive	I like it	Q	A	A	A
	That is the way it has to be	R	I	I	I
	I do not mind	R	I	I	I
	I can put up with it	R	I	I	I
	I do not like it	R	R	R	R

Notes: A—attractive; O—one-dimensional; M—must-have; I—customer was indifferent to the attribute; R—customer did not like the attribute; Q—there was a contradiction: customers both wanted the attribute to occur and not to occur.

The rating given by customers in the Kano questionnaire can be used to calculate customer satisfaction and dissatisfaction rates. The satisfaction index was in the range (0, 1). If the value was close to 1, customer satisfaction was very high. If the value was close to 0, customer dissatisfaction was very high. Indexes can be interpreted graphically. For this purpose, a two-dimensional matrix was created in which the X axis was an indicator of dissatisfaction with individual attributes into absolute ones, and the Y axis was an indicator of satisfaction. The results were presented on the basis of Table 3.

The responses of individual respondents obtained during the research were compared in pairs (positive and negative attributes) in accordance with the assumptions presented in Table 3. The type of feature that occurred most often and the demonstrated indicators of satisfaction and dissatisfaction for the individual were calculated. Attribute numbers corresponded to the numbers and names of the attributes from Table 1. The comparison of the results obtained with the Kano model is presented in Table 4.

The figure 6 presents a graphical presentation of the results obtained in Table 4.

Table 3. Interpretation method (Lemieux i Clarke 2009; Øian i Skogen 2016).

Distribution of Response	XY Pair	Location of the Point on the Graph
All attractive	0 1	Top left corner
All one-dimensional	1 1	Top right corner
Evenly split between attractive and one-dimensional	0,5 1	Middle of the top, halfway between attractive and one-dimensional—point A
All must-have	1 0	Bottom right corner
Evenly split between one-dimensional and must-have	1 0,5	Middle of right edge, halfway between one-dimensional and must-have—point B
All indierent	0 0	Bottom left corner
Evenly split between must-have and indi_erent	0,5 0	Middle of bottom edge, halfway between must-have and indierent—point C
Evenly split between indi_erent and attractive	0 0,5	Middle of left edge, halfway between indi_erent and attractive—point D
Evenly split among attractive, one-dimensional, must-have, and indierent	0,5 0,5	Exact middle of graph—point E
Evenly split between attractive and must-have	0,5 0,5	Exact middle of graph, halfway between attractive and must-have, without an influence of one-dimensional or indierent—point E
Evenly split among attractive, one-dimensional, and must-have	0,67 0,67	Equally spaced between attractive and must-have, but influenced by one-dimensional—point F

Table 4. Kano questionnaire results [own study].

AttributeNumber	Assessment of the Attribute	Satisfaction Index	Dissatisfaction index
1	M	0.82	-0.31
2	A	0.65	-0.75
3	M	0.25	-0.85
4	M	0.57	-0.89
5	O	0.67	-0.85
6	O	0.76	-0.78
7	A	0.66	-0.50
8	A	0.68	-0.59
9	M	0.34	-0.84
10	O	0.40	-0.80
11	I	0.31	-0.93
12	A	0.20	-0.92
13	A	0.32	-0.53
14	O	0.89	-0.68
15	R	0.46	-0.65
16	M	0.11	-0.96
17	M	0.29	-0.93
18	M	0.36	-0.55
19	O	0.23	-0.30
20	O	0.62	-0.70

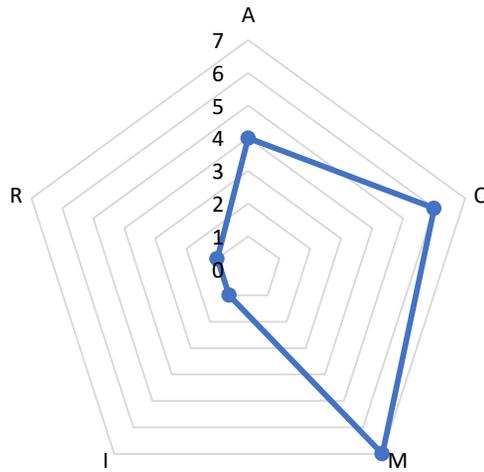


Figure 6. List of attribute types, where: A—attractive; O—one-dimensional; M—must-have; I—indifferent; and R—reverse [own study].

5. Discussion

Satisfaction and dissatisfaction indicators for individual attributes allowed us to create a map of attributes and indicate the type of

attributes more precisely. This map helped identify the necessary attributes and other types of attributes. The map of the attributes of this research venture is shown in Figure 3.

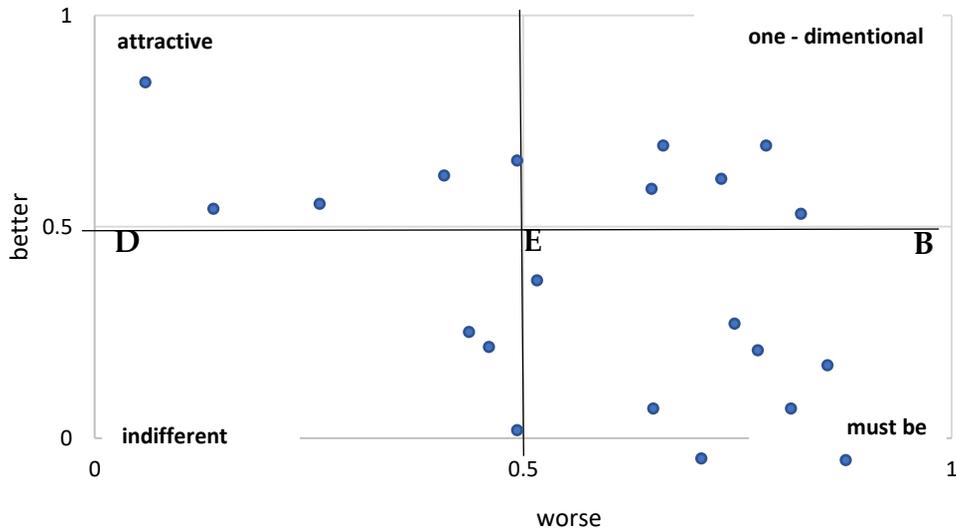


Figure 7. Map of attributes according to the Kano questionnaire [own study]

6. Summary

Hunting tourism gained momentum at the beginning of the 20th century. Considering the negative image hunting tourism can have and the importance that social acceptance plays for the future hunting survival. Hunting tourism is a special way of spending time, it requires meeting certain conditions, regulations and high rigor. More and more hunters are treated as tourists with special requirements. There are more and more companies that support the entire project. The study clearly shows that it is important not only to organize the hunting professionally, but also to provide hunters with newer and newer technological solutions, supporting comfort and giving the opportunity to create culture. Hunting is becoming less and less important. On the other hand, the importance of climate, culture, modernity and the creation of hunting bonds is growing. Visitors expect

from the organizers the knowledge of the genre, dialect, local knowledge and technological solutions that will facilitate their stay in a foreign place. Poland has become a fashionable country among foreign exchange hunting, as evidenced by the results of the research. The limitation of the study is that it cannot be compared with the results of another country. This will be the next step in the comparative analysis carried out in the countries from which foreign currency hunters come to Poland.

The set research goals have been achieved, the factors influencing the decision-making process to come for a foreign exchange hunting trip to Poland have been determined. Another research activity will be a comparative analysis that determines the decision-making nature of Polish thoughts about hunting trips to other countries, with an indication of the countries from which hunters come to Poland.

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