



Bruce Trail
CONSERVANCY

Effective Communication with Trail Users Literature Review

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Executive Summary

The literature review mainly discusses the effective communications with Bruce Trails users particularly, which reveals the phenomenon exists and provides approachable solutions to the issue. Throughout the literature review, we concluded several potential factors contribute to inefficiency in communications and actions taken by Bruce Trail Conservancy under the circumstance of COVID-19 in Body Section 1. The potential factors are vital to discussing effective communication with trail users since they are the roots of the issue. The main conflict or misunderstanding between trail users and trail organizations results from the unmatched information possessed by both sides. Organizations can provide incomprehensive information, while trail users may have incorrect expectations or preparations for their trip before they experience it in person. Further, some measurable and specific models have illustrated to state the issues. In the second Body Section, more detailed explanations and recommendations to the problems are presented to depict possible solutions. Based on the issues, we understand how and why they exist. In contrast, we can provide viable solutions and recommendations due to the information we learned from the models and literature works. Solutions including publication or constructions would be stated in the second Body Section, and they would be further explained combining with restating the factors in Body Section 1.

Introduction

Effective communication is necessary between trail users and trail organizations, since inefficient communication would bring up inconvenience or even safety issues. Reasons that cause the phenomenon can be concluded into two core concepts: expertise level and regulations. Various trail users can react or take actions depending on their behavior, preference, and other characteristics determined by their expertise level. Littlefield & Siudzinski (2008) carried out a social analysis to illustrate the idea that novice trail users would have several significant differences from expertise trail users. Further, trail users with higher expertise also undergo some occasions to find it inconvenient due to their preferences. Expert trail users may pursue more than novice trail users, which is discussed in the report presented by Kim's and Song's (2017) models. On the other hand, regulations including trail safety rules and trail user's etiquette are stated in the following literature review to prove that improvements require to be completed by trail organizations. Trail safety rules and trail user's etiquette benefit both trail organizations and trail users by eliminating the barrier among trail users, specifically novice users, and restating human impact on the recreation program. Through the literature below, all the core concepts would be well explained, and practicable recommendations would be raised for these issues existing. Before mentioning them, we would start the literature review by discussing the reasons first.

Body Section 1

Effective Communication Approaches with Novice

Littlefield & Siudzinski (2008) used Reflective Choice Adaptation (RCA) social methods to analyze the juxtaposition of novices' limitations from experts in the hiking trails. Littlefield & Siudzinski (2008) pointed out three significant differences between novices and experts in judgment and decision-making. Firstly, novices were limited in their ability to code and organize new information and conduct search activities (Littlefield & Siudzinski, 2008). Secondly, novices adopted more intuitive category knowledge when facing different advertisements and affected the processing capacity (Littlefield & Siudzinski, 2008). Lastly, Littlefield & Siudzinski (2008) analyzed the social interaction and learning process demonstrated by novice hikers to compare their familiarity with consumer knowledge. They found that novices were lacking judgment and decision-making of professional knowledge's conceptualization.

Moreover, Kawamura et al. (2007) studied the nature of the memory advantage of stimulus structures or blocks on novices' view and remembered trail scenery. Novice hikers were less sensitive than expert hikers in terms of trail scenes' function during the hike (Kawamura et al., 2007). Kawamura et al. (2007) analyzed the novice hiker's functional aspects through the four elements of participant, apparatus, stimulus, and procedures. The result showed that novice hikers were inferior to expert hikers in scenes with highly functional aspects, and there was no difference in the scenes with less functional aspects (Kawamura et al., 2007). In this case, novice hikers cannot recognize more functional scenarios and lack the possibility of action (Kawamura et al., 2007).

Therefore, novices should first improve their adaptability and adapt to environmental changes as soon as possible to deploy resources locally to meet specific needs. Also, novice hikers need to enhance their memory advantage and improve their ability to perceive hiking.

Intermediate and Expert Level Recreationists/Tourists

With the rise of hiking activities, specialization is the key to assessing whether a hiker is a novice or an expert. Kim & Song (2017) discussed the three-dimensional hiker specialization model, including behavioral, cognitive, and affective. The results showed that the older the age, the higher the degree of specialization (Kim & Song, 2017). In becoming an expert hiker, the behavioral dimension is specialized first than the cognitive and affective dimensions (Kim & Song, 2017). The sense of belonging and satisfaction from the affective dimension is the last (Kim & Song, 2017).

Moreover, Dorwart, Moore, and Leung (2009) examined tourists' overall outdoor experience from five perceptual themes, including nature-oriented details, scenic values, management influences, other people's presence, and depreciative behavior. They studied the negative and positive feelings of recreationists in the trail environment (Dorwart et al., 2009). The authors used photos, logs, and interviews to obtain the tourists' experience in the trail and studied the trail's influence on tourists' leisure experience in nature (Dorwart et al., 2009). Dorwart et al. (2009) believe that preference and perception are the main influences that affect recreationists' leisure experience, so tourists will choose an environment that suits their needs, such as a restorative environment. Also, the preference and perception of recreationists have high requirements for the design of recreation areas and trails (Dorwart et al., 2009). Recreationists can look for the sense of experience through the details of the trail, and they can evaluate the positive or negative impact of the landscape value on them simultaneously (Dorwart et al., 2009). In addition, the positive factors of the trail environment can even increase the quality of preference and perception of recreationists (Dorwart et al., 2009). Future research should also focus on the influence of trail design and management on intermediate and expert tourists' preference and perception to cater to tourists' overall experience (Dorwart et al., 2009).

Trail Safety

In natural scenic spots, one of the most significant infrastructures is recreational trails, which allows tourists convenient access to the destination and provides guidance for tourists to prevent uncontrolled dispersion and invasion to any natural protected areas (Tomczyk & Ewertowski, 2013). Besides, the route can also increase tourists' safety by avoiding dangerous places such as the appearance of wildlife and steep hills (Lee et al., 2020). Therefore, besides the recreation purpose, another purpose of establishing hiking trails is to emphasize on trail safety. According to a UK study, there are four distinct stages to classify outdoor recreation risks and competencies: play, adventure, frontier adventure, and misadventure (Mortlock, 1984). According to the conditions of Bruce Trail, it can fall under the "adventure" stage which hikers do not possess a strong sense of risk for the trail, while they are aware of the potential danger of the activity and during their journey. The awareness of risk is also controllable with their previous experience and skills (Mortlock, 1984).

On the tourists' side, they are also expected to possess relevant knowledge and experience for hiking. There are three stages with different actions that need to be taken: preparation, during the trip, and after the journey ends (Quinn, 2020). Different phases are essential factors in determining participants' and future users' safety and their quality of experience.

Trail User Etiquette

Understanding the trail user etiquette can influence one's own and another hikers' experience (Bor, 2020). As the trail is shared among different people and groups with distinct application purposes such as bikers, hikers, and runners. Users should take responsibility to respect others and the environment along the trail (Bor, 2020). With social engagement, it is encouraged to keep friendly interaction with others and understand the trail etiquettes.

On the environment aspect of trail etiquette, users should follow Leave No Trace Principles to minimize human impacts in natural settings (Goldenberg et al., 2008). It is essential for users to understand the effect of human activity on nature and minimize it to protect the environment and provide a better experience for later users (Goldenberg et al., 2008).

COVID-19 and Trail Use Protocols

According to the outbreak of COVID-19 since 2020, the recreation and leisure life of people all over the world has been affected seriously. To minimize the spread of COVID-19, people have to reduce or pause their outdoor activities and stay at home to keep safe. The Bruce Trail, as one of the most important trails in Ontario for people, began to propose COVID-related protocols about trail use and management in March of 2020. However, within a year, the pandemic has caused an increasing spread and danger of health conditions to people in Ontario, which gave rise to the provincial government who announced several orders to people. According to the announcement, the Bruce Trail has modified the trail use protocols to provide a more responsible and safer environment to trail visitors.

On March 16th, the Bruce Trail updated the first announcement to the public on their website. By showing the awareness of the COVID-19 situation and further consideration and demonstrating care and responsibility of keeping safe and healthy to all staff and members, the update included various changes to the trail. In detail, the office of Bruce Trail was closed beginning March 17th, 2020, and their staff would work remotely at least until April 6th (Bruce Trail Conservancy, 2021), which reduced the contact between staff and visitors and the in-person office operations such as conservation and other services. In addition, all the Bruce Trail Conservancy events and Bruce Trail club events and hikes were rescheduled and canceled until April 30th, 2020 (Bruce Trail Conservancy, 2021). However, most of the Bruce Trail remained open to the public for personal exercise with a reminder of safety from local public health units, Public Health Ontario, and Canada's Public Health Agency (Bruce Trail Conservancy, 2021). Until the date of December 26th, 2020 and January 14th, 2021, the number of people that the COVID-19 infects has dramatically increased. As the pandemic became worse in Ontario, a province-wide lockdown and a provincial stay-at-home order took effect in Ontario, leading to another pause and closure to the hiking programs and the office in Bruce Trail, which limited the trail use in a group format. Until today, the COVID-19 has kept affected the recreation and leisure industry in Ontario according to its increasing spread and danger, so the Bruce Trail Conservancy has made detailed guidelines to visitors to ensure safety. Specifically, the guidelines required all visitors to stay local, plan ahead, stay home with unwell health conditions, practice physical distance, respect closures, expect no facilities, and leave no trace (Bruce Trail Conservancy, 2021).

Literature found on the website that relates to trail use under the context of COVID-19 is listed above. Considering the limited number of visitors to the official website, it is necessary to consider social media. We will discuss the detailed guidelines of trail use under the COVID-19

context and effective communication with visitors on social media aspects in the following content. Overall, social media content is similar to their website, but the main point is to spread the information relate to COVID-19 and trail use protocols to wider audiences. Focusing on the use of Instagram as one of the popular social media, the Bruce Trail Conservancy acted on their Instagram account named "brucetrail-btc". At the beginning of the pandemic, the "brucetrail-btc" account showed its awareness to COVID-19 on Instagram on March 13th of 2020. For the following two posts on March 27th and April 10th, the "brucetrail-btc" account posted both links in bio and detailed information related to COVID-19, pointing to the danger of spreading COVID-19 and ask people to postpone the use of the trail (Bruce Trail Conservancy, 2020). After that, the Bruce Trail Conservancy left multiple messages related to COVID-19 and trail use protocols on Instagram in the following month, and most of the content is the same as they announced on their website.

Other recreation providers like the Hastings Destination Trails have an area on the website specifically towards COVID-19 updates, including current information, outdoor activity guidance, public health measures, and related links. In general, the Hastings Destination Trails mainly asks people to follow public health advice, including keeping physical distance, wearing a mask, washing hands with soap and water, or using alcohol-based hand sanitizer (Hastings Destination Trails, 2021). In their Outdoor Activity Guidance, Hastings Destination Trails encourage people to go outdoors with a safe, possible, and appropriate precondition (Hastings Destination Trails, 2021).

Body Section 2

Effective Communication Approaches with Novice

Hiking is a typical outdoor recreation with characteristics in modern society. It is often regarded as the kind of activity closest to nature. It refers to the purpose of long-distance walking exercise in trails and wilderness. More and more people are willing to go out of their homes for a recreational hiking experience. Hiking is a sport influenced by Western culture that emerged in Western countries, and many Western tourists like to spend their leisure time hiking (Ito, 2020). Ito (2020) stated that westerners are generally drifters and prefer highly stimulating psychological experiences in hiking experiences. However, as hiking becomes more and more popular, more and more people from other cultures participate and enjoy it. Many novice hikers among these participants need to understand the rules and protect themselves during the experience. Novices should thoroughly learn and improve their abilities in preparation, safety measures, and accident prevention before going on a hike. Firstly, adequate preparation before the trip can ensure that novices avoid accidents during the hike. Bruce Trail Conservancy (2021) provides novices with packing tips to help them complete the necessary preparations on their website. Bruce Trail Conservancy can also provide a checklist that can remind novices to bring enough supplies, including food, water, medicine, and guide maps. Technical equipment is also the key to helping novices adapt to the environment and specialize during the hike. Technical equipment includes a suitable backpack, compass, hiking shoes, hat, gloves, sunglasses, trekking poles, and first-aid kit (Bruce Trail Conservancy, 2021). Secondly, during the hike, novices may encounter many unexpected situations. They should summarize the different unexpected situations in advance and make countermeasures (Fiedler, 2021). Bruce Trail Conservancy can also provide brochures to help novices cope with emergencies immediately, such as trauma, heatstroke, and severe cold. In this case, novices must ensure their hygiene and safety by applying sanitation methods. Finally, preventing accidents during the hike is the essential thing

for novices. The easiest thing to happen is getting lost, because novices have a relatively low ability to remember the way (Kawamura et al., 2007). Novices should plan their route and familiarize themselves with the route before hiking, preferably with multiple people. It is best to have at least one expert leader with extensive hiking experience and familiar routes in the team. Novices should also follow the novice's recommended route given by Bruce Trail Conservancy to hike and prevent getting lost. If they get lost, novices should notify the trail management as soon as possible and wait for rescue on the spot. Therefore, novices should be fully prepared according to these three aspects before hiking. They need to improve their abilities in these three areas through continuous experience. In particular, it helps them reduce the possibility of getting lost by training their memory skills through actual hiking. When they encounter emergencies, they can apply the correct countermeasures as soon as possible and help them become professional.

Intermediate and Expert Level Recreationists/Tourists

Hiking is becoming more and more popular all over the world. It has transitioned from the most authentic way of living of human beings to sports and environmental protection; it is integrated with tourism and transformed into a part of people's daily lives (Hao & Qian, 2010). The characteristics of hiking are to meet the needs of fitness and entertainment, experience adventure, self-realization, and interpersonal communication (Hao & Qian, 2010). Intermediate and expert level recreationists can reflect the characteristics and social value of hiking in the process of participating in hiking. They make the hiking sport present popularization, modernization, and participation (Hao & Qian, 2010). Intermediate and expert level tourists pay attention to their emotional and psychological experience. They can hone their will, calm their hearts, and enjoy culture through the process of fusion with nature (Hao & Qian, 2010). To achieve the hiking experience of intermediate and expert level tourists, Bruce Trail Conservancy can improve and upgrade the trails to meet their preferences. Because of their high degree of professionalization, they can deal with relatively complex trail conditions. Bruce Trail Conservancy can learn about their preferences by doing questionnaires or surveys and then launch some trails within a reasonable range of difficulty for them to explore. Bruce Trail Conservancy can upgrade the trail through both natural and cultural aspects, making the trail full of attractiveness. For example, in terms of nature, the Niagara Section of Bruce Trail can create information about Niagara escarpment and corresponding geological structure trails, allowing intermediate and expert level tourists to experience the magical charm of nature. From the cultural aspect, Bruce Trail Conservancy can help intermediate and expert level tourists learn the local history and culture by arranging story columns in the trail, which increases participants' fun during the hike. For example, add some stories about indigenous communities in the Iroquoia Section, such as Anishinaabe and Haudenosaunee people and their traditional territory. On the other hand, intermediate and expert level recreationists can not only meet their needs after experiencing these trails, but they can also put forward suggestions for the future development of trails so that the trails can be well developed. Also, intermediate and expert level tourists can act as representatives to help Bruce Trail Conservancy endorse and attract more participants to hike. Hiking can enrich the participants' vision and communicate people's emotions, enhance group cohesion, and realize care for people. Therefore, for intermediate and expert level tourists, hiking is a lifestyle concept close to nature and a healthy body and mind.

Trail Safety

Recreational trails can be categorized according to the type of activities involved, such as hiking, biking, horse-riding, all-terrain vehicles (Lee et al., 2020). In the perspective of trail management, to minimize any potential negative impacts caused by these trip modes, it is important to provide an appropriate and proper trail design for individuals essentially. Then, it follows with the regular maintenance with the existing part and restoration for the old portion to examine the trail's durability. It is also remarkable to determine a suitable environmental condition to avoid potential risks and reduce ecological damage (Lee et al., 2020).

No matter what path an individual chooses, the open view and changing scenery around them and the accompanying friends can all make people feel relaxed and satisfied to complete the physical exercise and spiritual sublimation. Though hiking can bring many advantages, different cautions and sufficient preparations are expected to be conducted at three distinct stages.

Firstly, before initiating the hiking, sufficient preparation is requirable. Consult a map and select a route based on individuals' physical capacities is essential due to possessing a proper understanding of self-situation can support further activities, avoid unnecessary risks, and improve the quality of the trip (American Hiking Society, 2020). Then, wearing appropriate clothing and shoes and packing essentials (Bruce Trail Conservancy, 2021). There are 10 essentials mentioned by Quinn, which include: 1) map or compass 2) water 3) extra food 4) rain gear and extra clothes 5) lighters and matches 6) first-aid kit 7) knife or multi-purpose tool 8) flashlight 9) sunscreen and 10) shelter (Quinn, 2020). Most importantly, inform someone trustful about the hiking destination and schedule if there is no partner to walk along with (Quinn, 2020).

Secondly, when on the trail, follow the trail meanwhile checking the map and being aware of the landmarks frequently, this allows tourists to keep on track and avoid potential danger from wilderness (Quinn, 2020). In addition, maintaining hydration is important for dehydration can lead to fatigue and other serious illnesses (Quinn, 2020). However, outdoor water resources such as spring, streams are not accessible and are considered as contaminated (Bruce Trail Conservancy, 2021). If the user comes with a group or partner, he/she should always pay attention to the direction and location of the group and follow up, rather than stay alone to pursue excitement. At every trial conjunction, the group leader is expected to count members and re-group to ensure everyone's safety (Quinn, 2020).

Finally, when finishing the trip, tourists should notify their family or friends about one's departure. In addition, hikers can take initiatives to reflect on this trip and provide helpful feedback within their groups or to the management of Bruce Trail; this practice can help the trail improve its deficiencies and thus enhance the better experience for further tourists (American Hiking Society, 2020).

Trail User Etiquette

It is significant to be aware of trail etiquette which can provide better experience for every user as well as minimize the destruction to the surrounding ecological environment.

Being Courteous of other trail users

There are many users on trial with different travel modes. Therefore, when meeting someone on the trail, the first etiquette individuals should know is the right way. Downhill hikers should always yield to uphill hikers due to when tourists go uphill, they usually possess a

narrower vision (Bor, 2020). When hikers meet mountain bikers, actually, hikers will have the right of way. Simultaneously, the majority of them will yield to mountain bikers on account of bikers possessing faster speed than hikers, and it is easy for hikers to step aside (Bor, 2020). Secondly, it is also encouraged to be friendly to other visitors. By greeting or smiling at other users, not only for polite manners but also for safety considerations, they may help emergency moments (Bor, 2020). All these behaviours contribute to a friendly relationship with other tourists. (Bor, 2020)

Leave no trace behind

There were seven Leave No Trace principles to follow for outdoor activity participants to engage with nature responsibly (Mott, 2021).

1. Plan ahead (REI, 2018). As also mentioned in the Trail Safety section, tourists should plan ahead and prepare to know the regulations of the destination and other helpful information.
2. Travel on durable surfaces (Mott, 2021). In other words, try to follow the existing trail rather than find undeveloped paths.
3. Disposing waste properly by taking all the human litters away from the setting. When there is no bathroom, dig a 6 to 8 inches deep hole on rich soil without sensitive vegetation and be 200 feet from water, trail and camps (Bor, 2020).
4. Minimizing campfire impacts by keeping it small within permitted areas (Mott, 2021) if the hiker chooses to stay overnight.
5. Leave what you find by maintaining them intact (Bor, 2021). Individuals should preserve the past of nature, even though it may be just a small stone (Goldenberg, et. al., 2008); which a human-initiated movement of a rock can lead to the destruction of the surrounding creatures that rely on rocks to survive.
6. Respecting wildlife, which requires users to only observe them at a distance and do not intervene or interact with them, especially avoid feeding (Goldenberg, et. al., 2008). Users also need to control their pets in case affecting other species or leave waste in the environment (Bor, 2020).
7. Be considerate of other visitors (Bor, 2020) as mentioned in the previous subsection.

COVID-19 and Trail Use Protocols

According to the specific guidelines towards COVID-19 on the Bruce Trail Conservancy website, people should avoid traveling to the trail if they live in a different municipality or region because most of the trail is only open to local foot traffic. They need to check for closure and restrictions through the official website before they visit, being prepared to change the destination, and make parking reservations to avoid causing crowds. Besides, people are not encouraged to visit if they have COVID-19 symptoms to reduce the possible spread among visitors. Meanwhile, people will need to physically stay away from other visitors and always keep physical distance. To achieve this, visitors need to keep 2 meters apart from people from different households or wear a mask, and the number of people in a group is limited to 5 people or less (Bruce Trail Conservancy, 2021). More importantly, people will be asked to respect the

environment, rules, and restrictions published by the Bruce Trail Conservancy as well as the provincial government.

For the social media aspect, the content posted on Instagram is similar to Bruce Trail Conservancy website, but the main point of communication in social media is to spread the information related to COVID-19 and trail use protocols to wider audiences. For the first Instagram post on March 13th of 2020, the Bruce Trail Conservancy attached a website to news regarding the COVID-19, aiming to leave a message to their supporters. However, there is only a network address of the website and no detailed message related to COVID-19, and the only one comment also pointed out that the link was not clickable. In the following two posts on Instagram, they left both link and detailed content. We can find that the attention from the audience was increased regarding the different number of comments and likes under the post, so the purpose of spreading information about COVID-19 is achieved as it is easier to read for the audience with both link in bio and detailed information. For the rest of the posts on Instagram, the content is similar as those on their website, but one of the differences is that social media such as Instagram is able to post pictures as visual aids. This helps to draw attention from people as the pictures might be more colorful and interesting than words. Moreover, another difference is that social medias like Instagram can also post message with specific hashtags, and the hashtags used by Bruce Trail Conservancy leaving message about COVID-19 include the #brucetrailconservancy, #staysafe, #covid19, #covidupdate, #wewillhikeagain, #safetyfirst, and others. by using the hashtags, more people will see the COVID-19 and trail use protocols in Bruce Trail Conservancy, and they might be audiences interested in hiking or interested in COVID-19 related news. In this case, the number of people receiving the COVID-19 and trail use protocols of Bruce Trail Conservancy will be raised.

Looking at actions from other recreation providers, there are some slight differences related to COVID-19 and trail use protocols between different trail organizations. Overall, the protocols posted on the website of Hastings Destination Trails tend to be more general while the content on the website of Bruce Trail Conservancy tend to be more specific. The Hastings Destination Trails only suggest protocols followed by public health advice. In addition to that, there are no detailed trail use protocols related to COVID-19. While Bruce Trail Conservancy leaves more specific protocols regarding the provincial requirements. Also, there are only four main parts of information related to COVID-19 on the Hastings Destination Trails website. The Bruce Trail Conservancy posts information in a different way as they renew notice regularly about trail use protocols, new closure and restrictions, and up to date re-opening according to the current situation of COVID-19 and provincial rules. Furthermore, the Hastings Destination Trails is more likely to encourage visitors to the trail compared to Bruce Trail Conservancy. Hastings Destination Trails list the positive results of hiking and walking outside on their website as it is a good way to release pressure and stay healthy (Hastings Destination Trails, 2021). Although it mentions the safety protocols at the same time, it tends to show a more positive attitude to visit trails compared to the Bruce Trail Conservancy. The reason why it is true is that the Bruce Trail Conservancy pays more attention to emphasize the danger of the virus by posting detailed trail use protocols and suggesting postponement of visiting.

Conclusion

For trail users and trail organizations, having effective communications would help both of them. Trail users would enjoy their experience better, while trail organizations can provide high-quality recreation programs. Novice trail users can be distinguished from experts due to

limitations of their adaptability or capability of organizing new information, whereas Bruce Trail may devote more to informing users. Since less time involved with more information accessed can demonstrate communication efficiency, provision for different trail users based on their expertise is necessary. According to the models, novice trail users may experience various difficulties when they first go hiking on trails. Understanding the rules and getting well prepared would benefit them from suffering the inconvenience and insecurity of lack of relevant knowledge. Intermediate or expert level trail users can be classified due to different models and standards, and they are more specialized than novice tourists. Trail users with a relatively higher expertise level implement their hiking with their own preferences. They need technical information from Bruce Trails or require different trails than they have experienced before, so the organization can provide accurate and correct information instead of wasting time. Bruce Trail Conservancy could provide new activities or upgrade its tracks to offer more intriguing options for users to select. On the other hand, it is vital to eliminate barriers for novice trail users and publishing rules relevant to courtesy and stimulate communication efficiency. Safety guarantees novice users' experience and ensures they would choose to participate in trail activities, while etiquette provides the reason they should invest more in this outdoor activity. Precise safety rules enable novice trail users to pay more attention to the activity itself, and courtesy regulations help them get involved. Further, Bruce Trail demonstrates the importance and impact of effective communication, such as the first website announcing COVID-19, which also depicts the safety aspect.

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Appendix A Infographic

Effective Communication Bruce Trail



Trail organizations within Ontario are dedicating to provide service with efficiency and pertinency. Effective communication between Ontario trail organizations and trail users can aid the organizations in order to improve their service.



Approaches with novice

Novices cannot adapt to changes in the environment as quickly as experts, and they cannot deploy resources locally to meet specific needs. Novices should thoroughly learn and improve their abilities in preparation, safety measures, and accident prevention before going on a hike.



Higher Level Expertise Users

Various models are available for measuring the skill set of trail users, and the results may even affect the quality of the activities. To achieve the hiking experience of intermediate and expert level tourists, Bruce Trail Conservancy can improve and upgrade the trails to meet their preferences.



Trail safety

Recreational trails provide a guidance for tourists to prevent uncontrolled dispersion and increase the safety for tourists by avoiding dangerous places such as the appearance of wildlife and steep hills. Establishment of hiking trails is to emphasize on trail safety



Trail user etiquette

Users should take responsibilities to respect others and the environment along the trail. It is encouraged to keep friendly interaction with others and understand the trail etiquettes.



COVID-19 & Protocols

On March 16th, the Bruce Trail updated the first announcement to the public on their website showing the awareness of the COVID-19 situation and further consideration. Until today, the Bruce Trail Conservancy has made detailed guidelines to visitors to ensure safety.