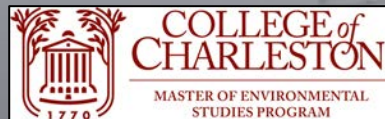


# Trip Satisfaction in the South Carolina For-Hire Industry: A Black Sea Bass Case Study

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# RECREATIONAL MARINE FOR-HIRE FISHING IN SOUTH CAROLINA

- Factors driving trip satisfaction in marine for-hire industry have not been studied
- USA Today, \$15 billion tourism in coastal South Carolina
- Charters vs Headboats

Private Charter



Head Boat



# METHODS

# TARGET POPULATION & STUDY SITES

## Study Population:

- Customers of For-Hire Industry
- Captains and Crew

## Study sites:

- Myrtle Beach
- Charleston
- Hilton Head

# TRIANGULATION OF METHODS

(CRESSWELL, 2009)

Participant Observation<sub>(Laurier, 2009)</sub>



Attitudes

Interviews

(Dunn, 2005;  
Longhurst, 2009)

Survey

(McLafferty, 2009; Ditton &  
Fedler, 1983)

# 11. A FISHING TRIP IS NOT A SUCCESS UNLESS:

[illegible]

# RESULTS



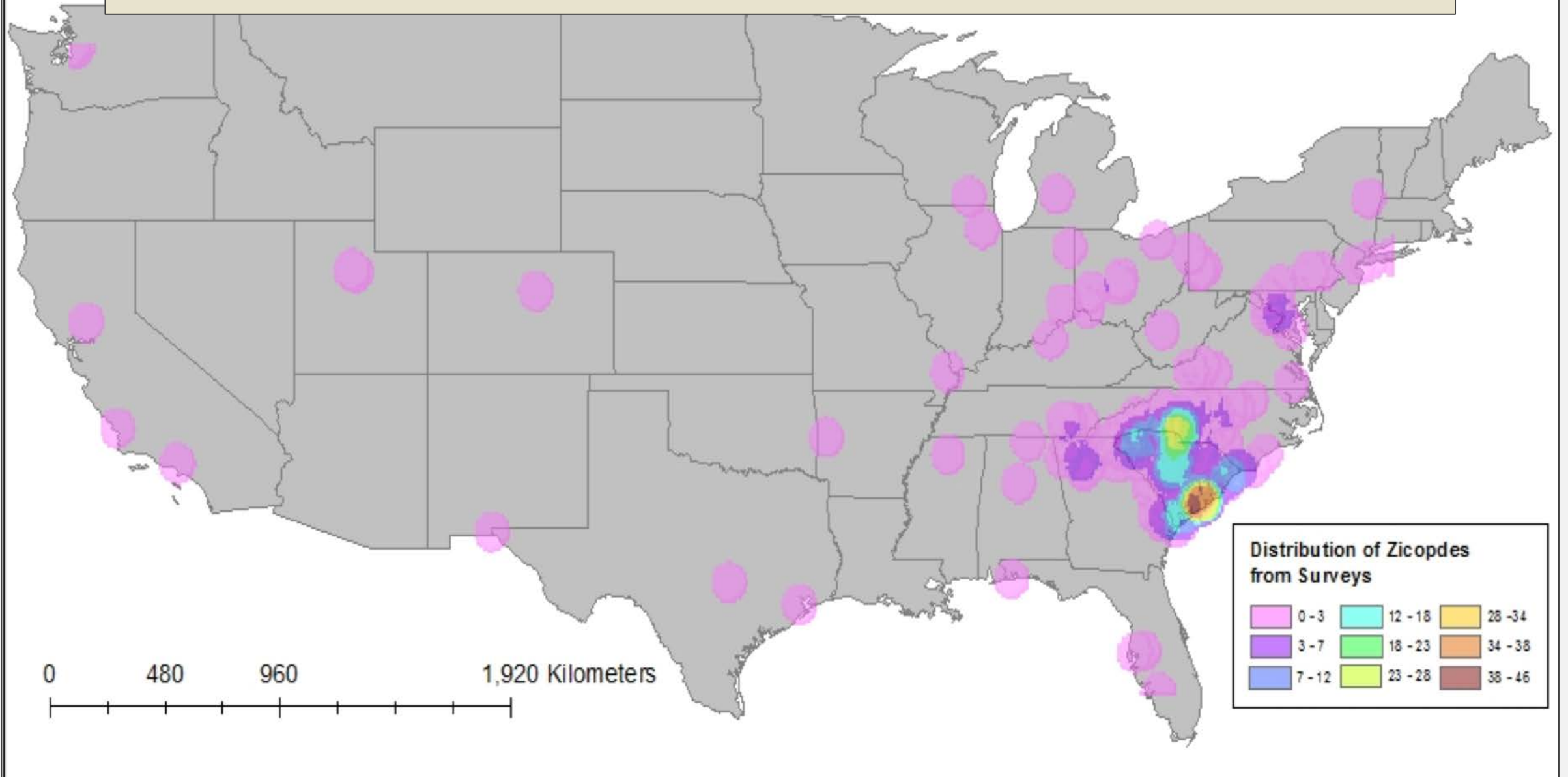
# INTRO TO RESULTS

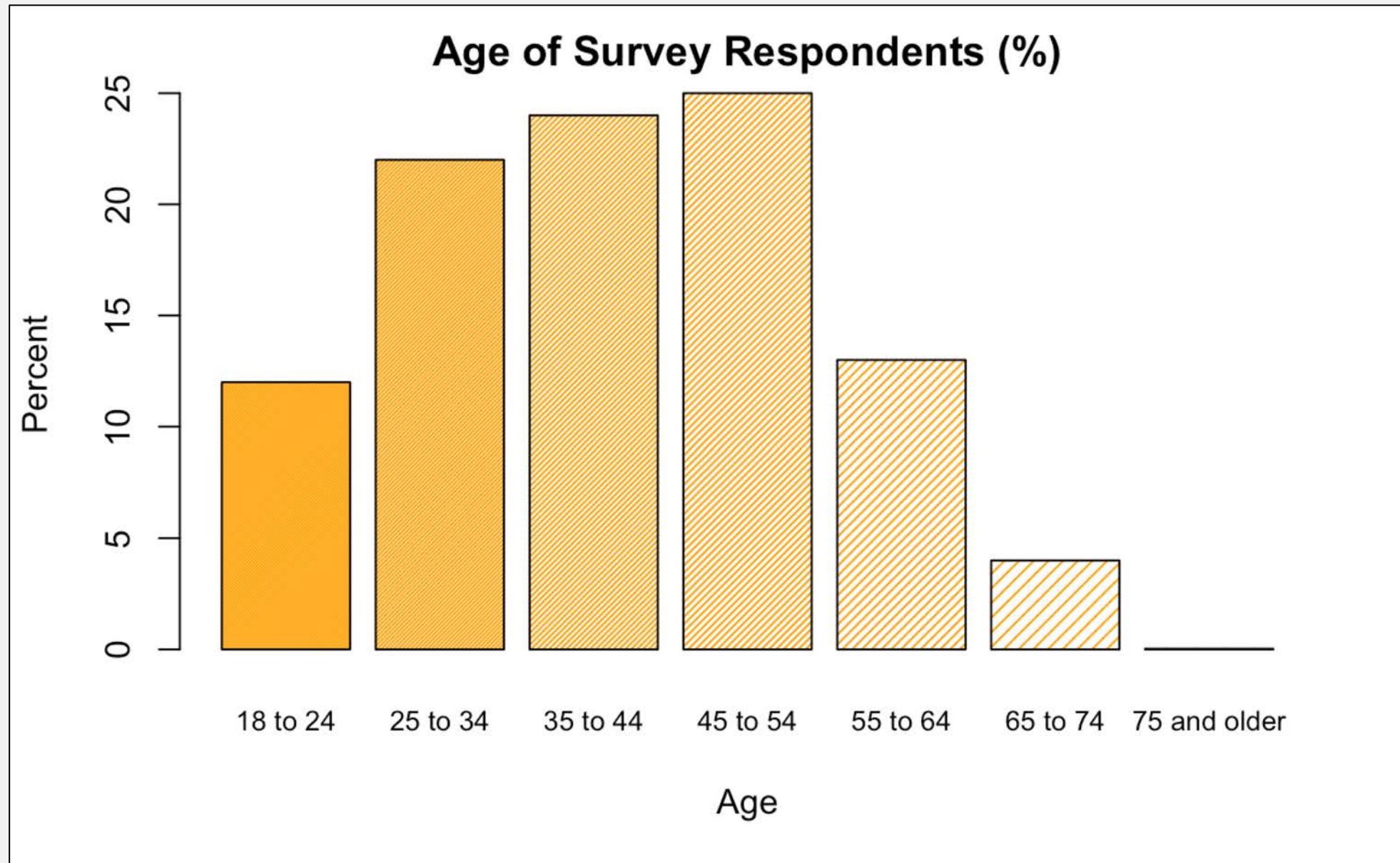
Observed 6 fishing trips

Interviewed 14 captains/crew

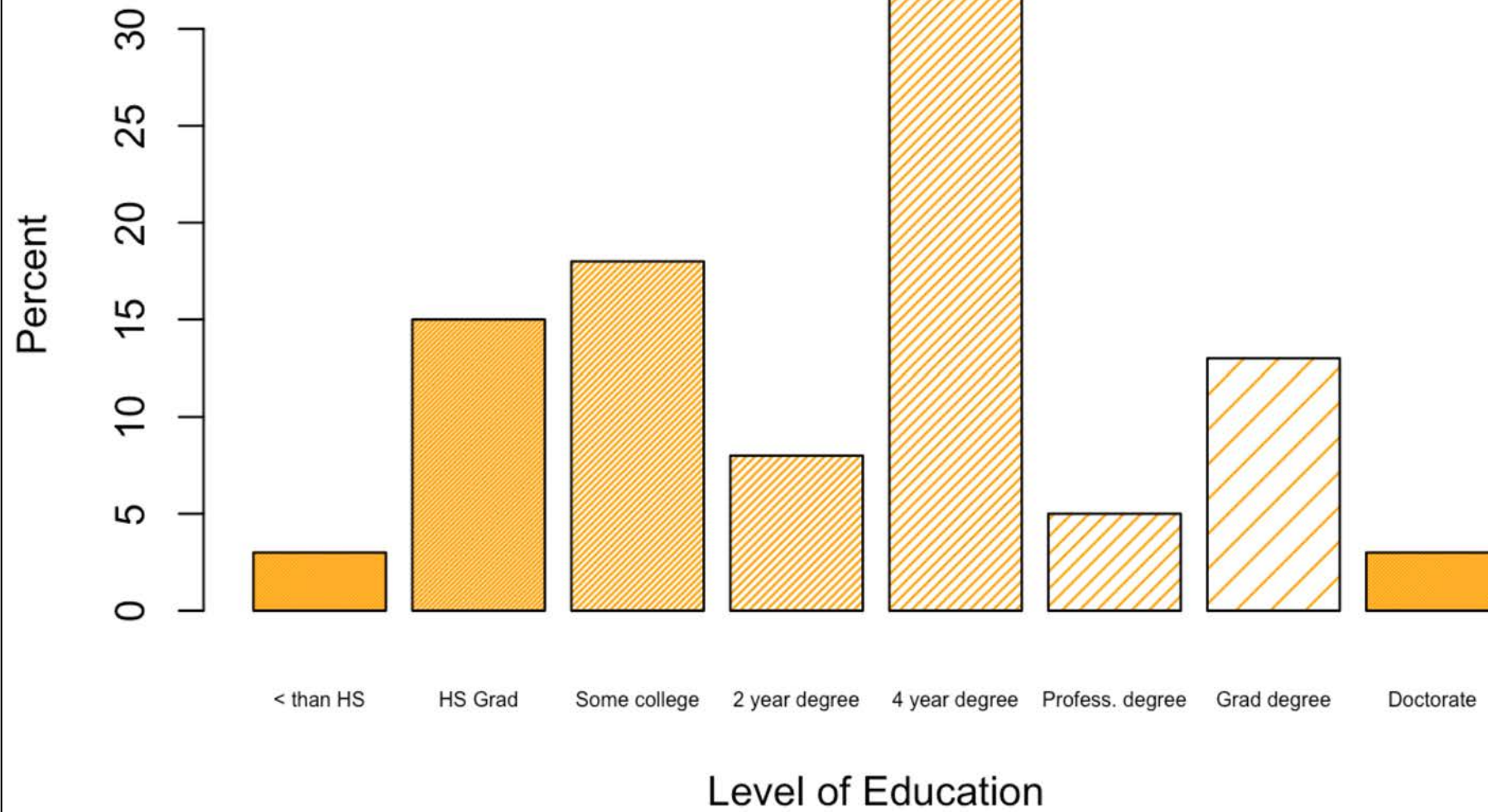
Surveyed 287 customers

# WHERE THEY'RE FROM: A DISTRIBUTION OF SOUTH CAROLINA CHARTER CUSTOMERS

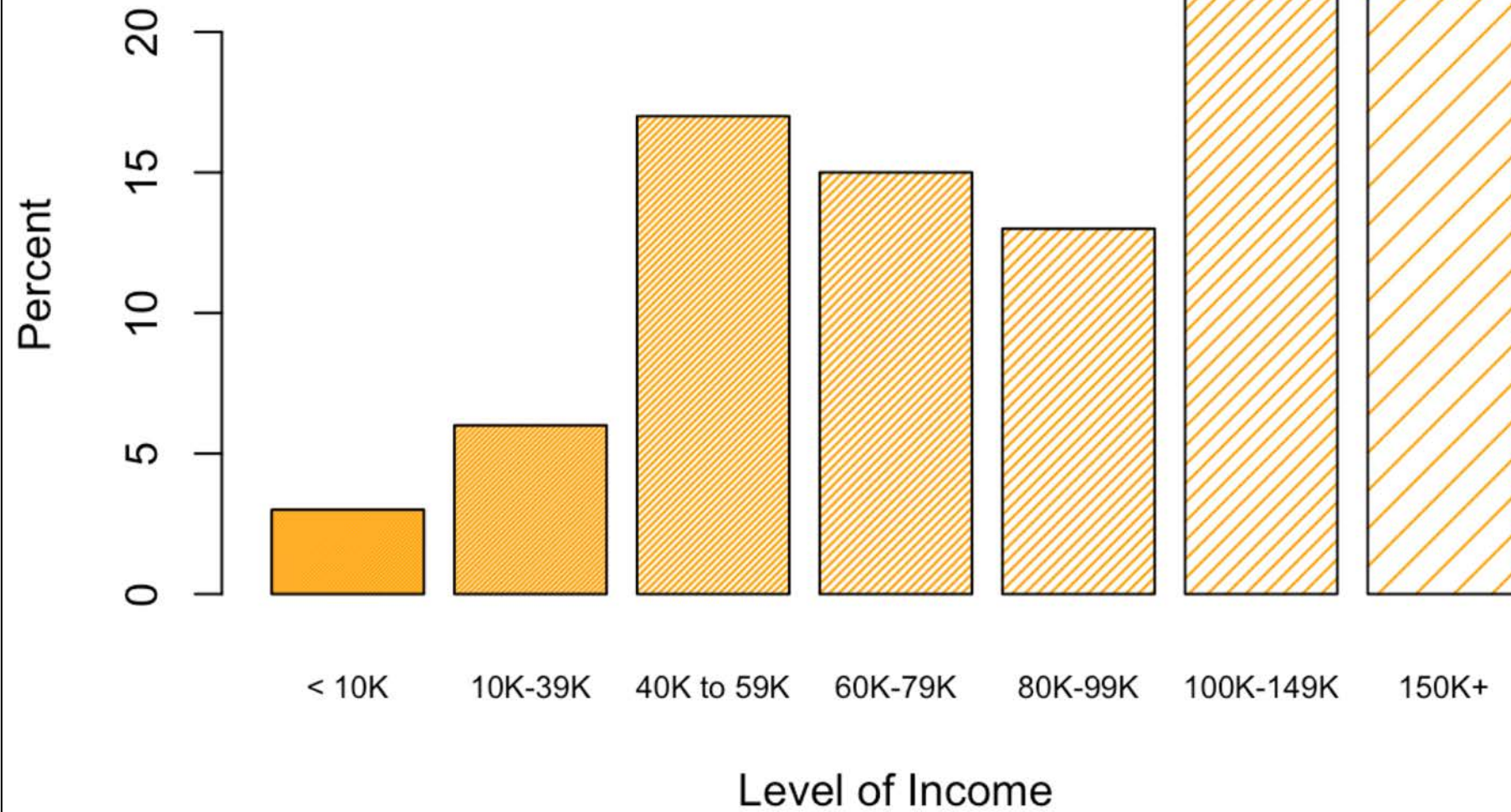




## Education of Survey Respondents (%)



## Income of Survey Respondents (%)

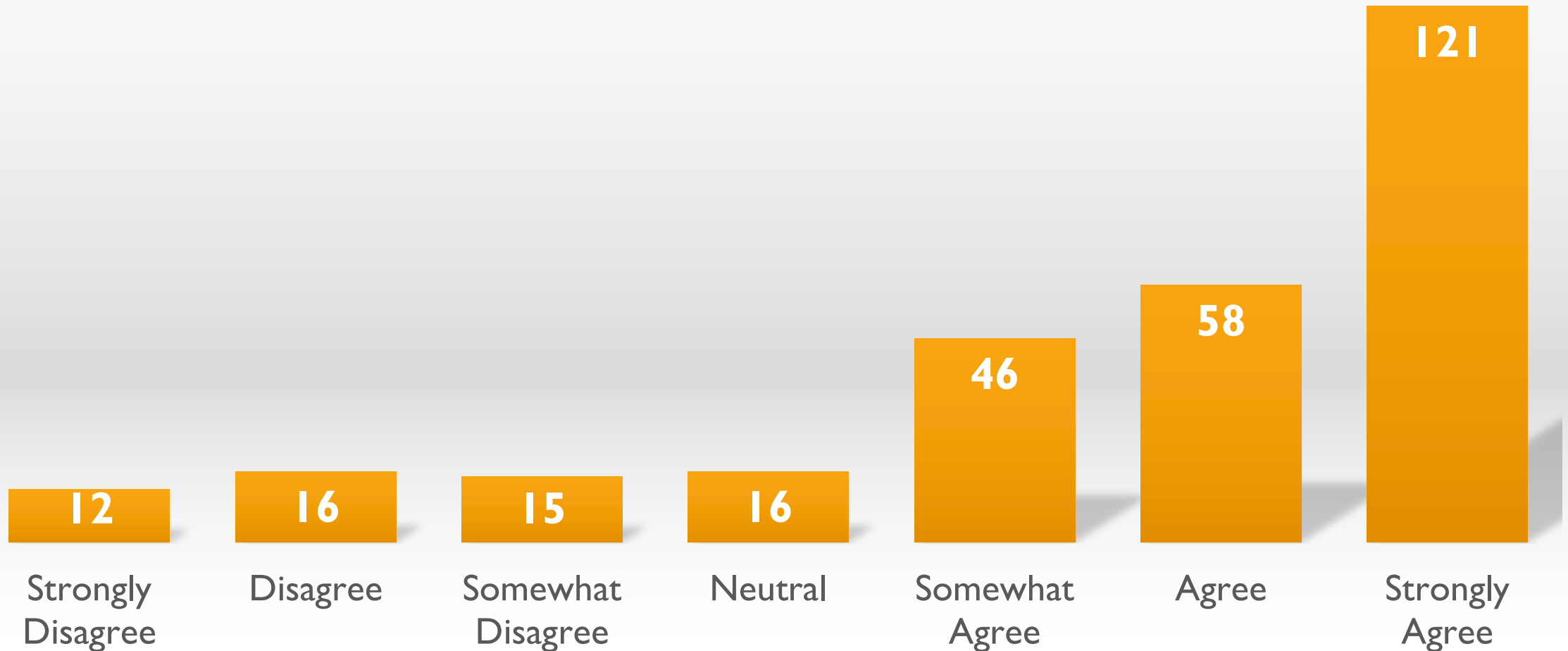


***H<sub>1</sub>:** If catch rate is high, trip satisfaction will be high.*

- Supported
- Literature supports results



# A Fishing Trip is Not a Success Unless: I Catch A Fish

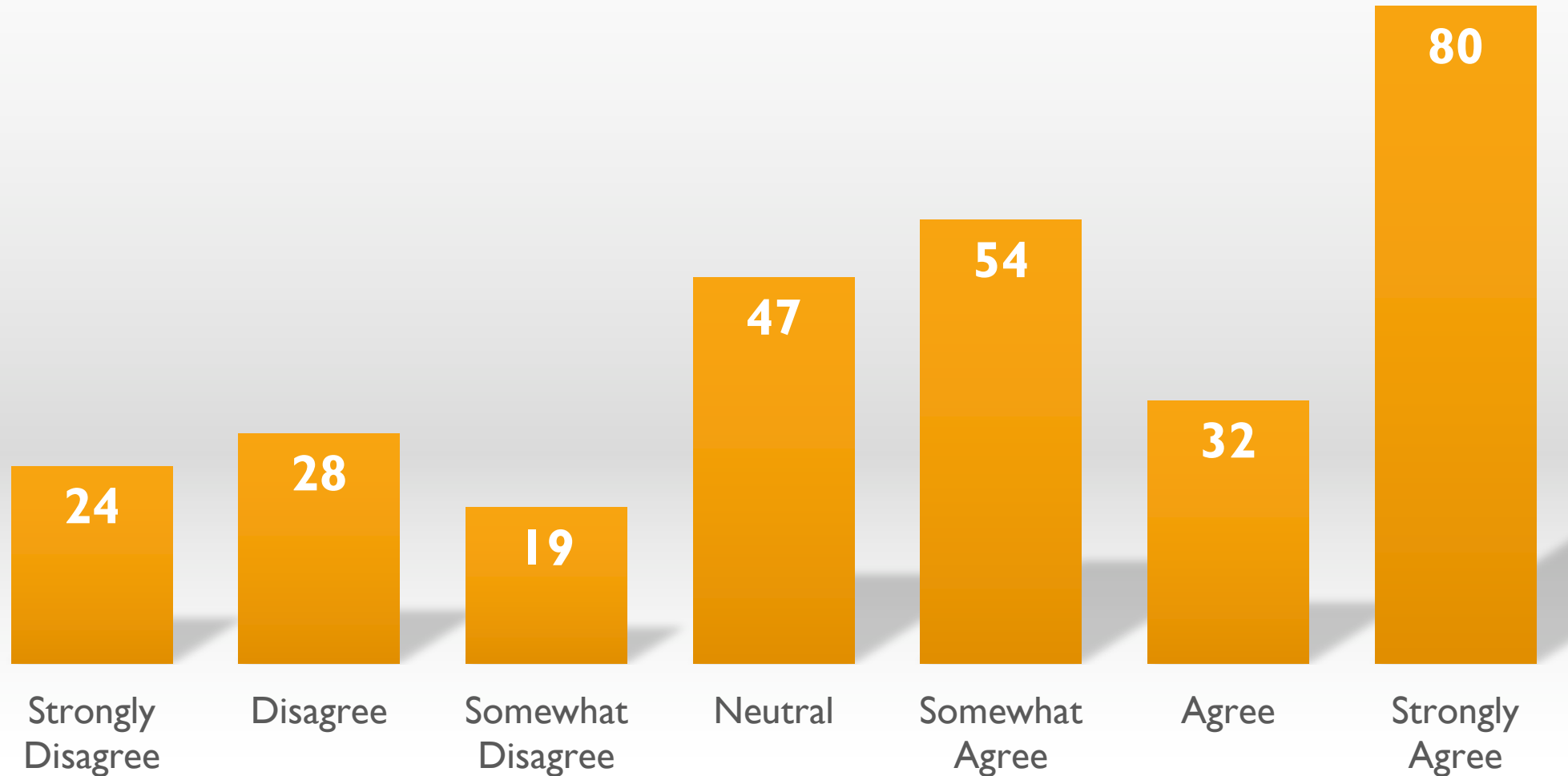


$H_2$ : The more fish you take home, the higher the satisfaction.

- Not Supported
- Customers want to take some fish home
- Literature supports results



# A Fishing Trip is Not a Success Unless: I Take Home Fish



**$H_3$ :** A lower bag limit would lead to a decrease in satisfaction.

- Not supported
- Most customers were not aware of bag limits
- May be specific to BSB



# SIZE LIMITS AND DISCARD

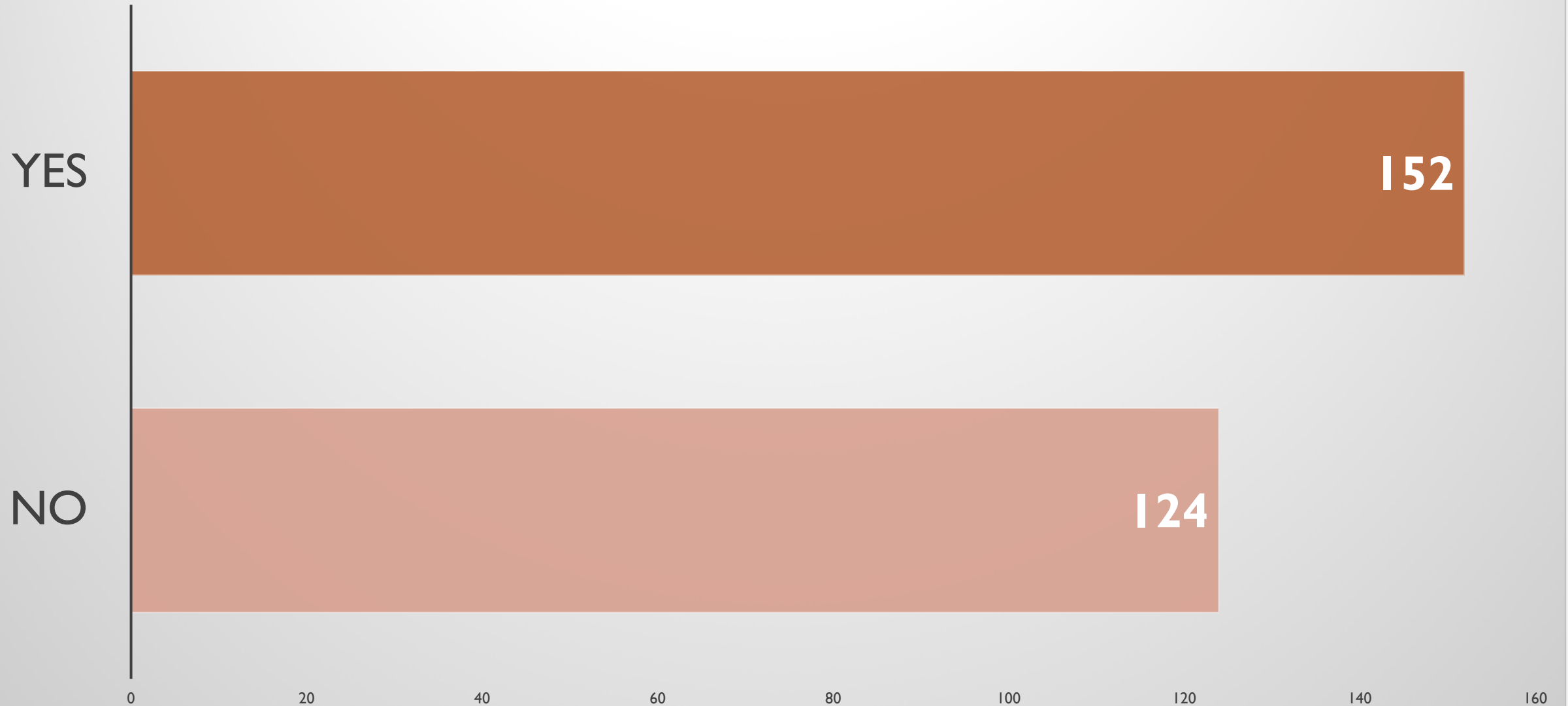


## SIZE LIMITS AND DISCARD

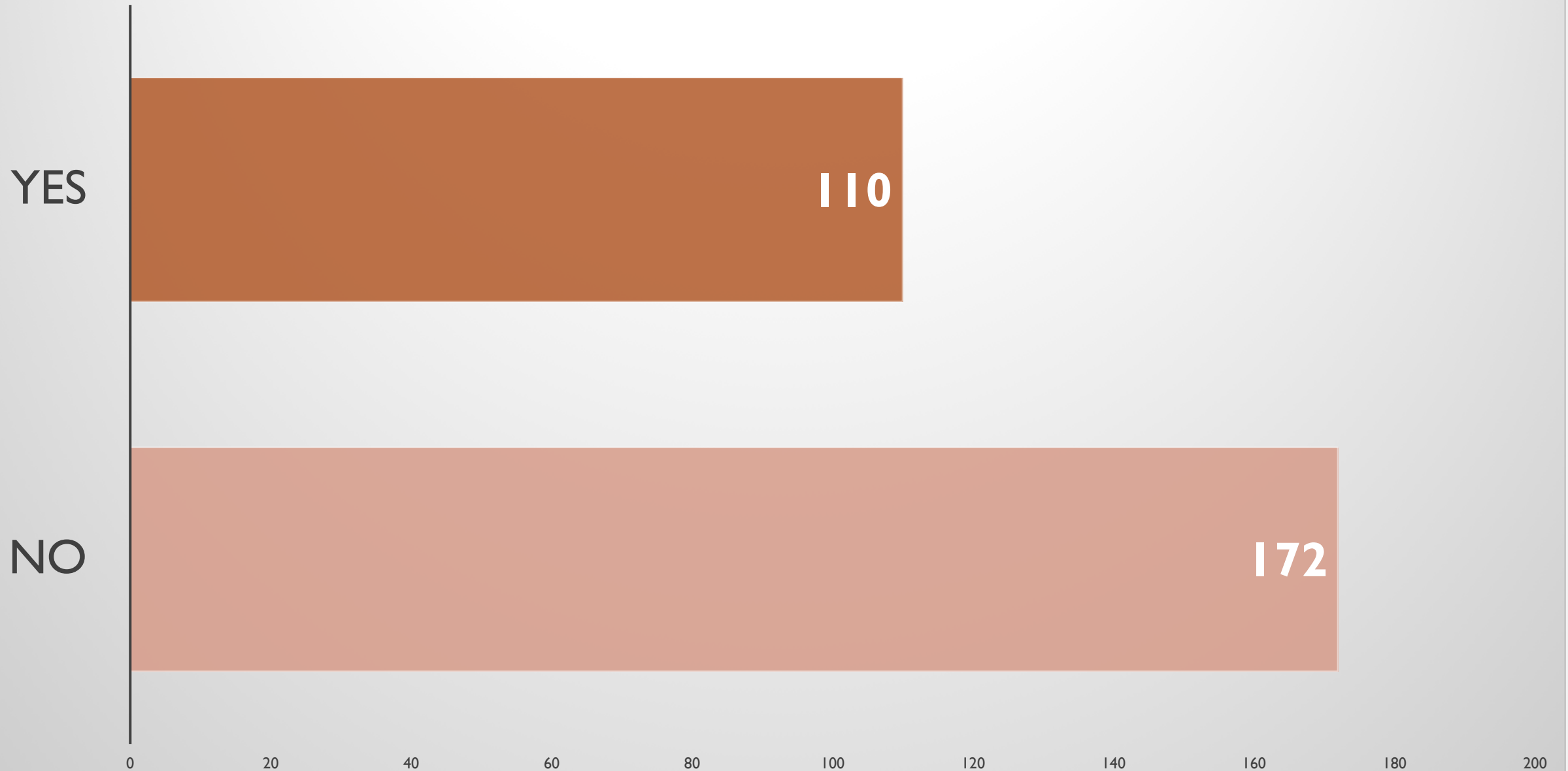


“[the bag limit] doesn’t really affect us because we...we the size limits more of our problem. We can’t get enough big ones to even reach a limit so...so the size is restricting it anyways. So [the bag limit] doesn’t really matter.” – Interviews, *HH-HBI*, 4.18.2017

# Do you think there should be a bag limit for Black Sea Bass?



# Are Customers Aware of the Bag Limit?



# Would an increase in the bag limit increase your satisfaction?

YES

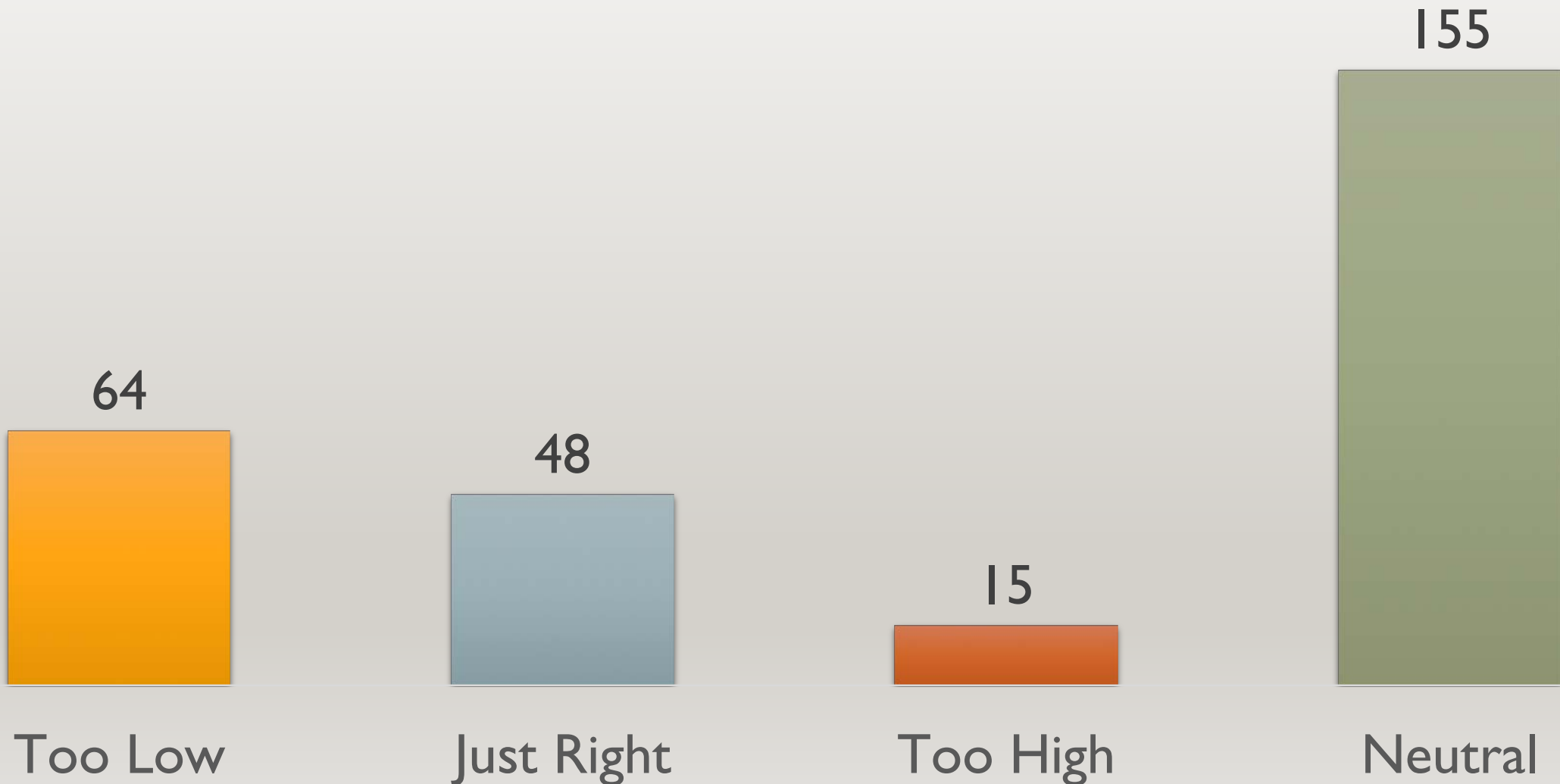
102

NO

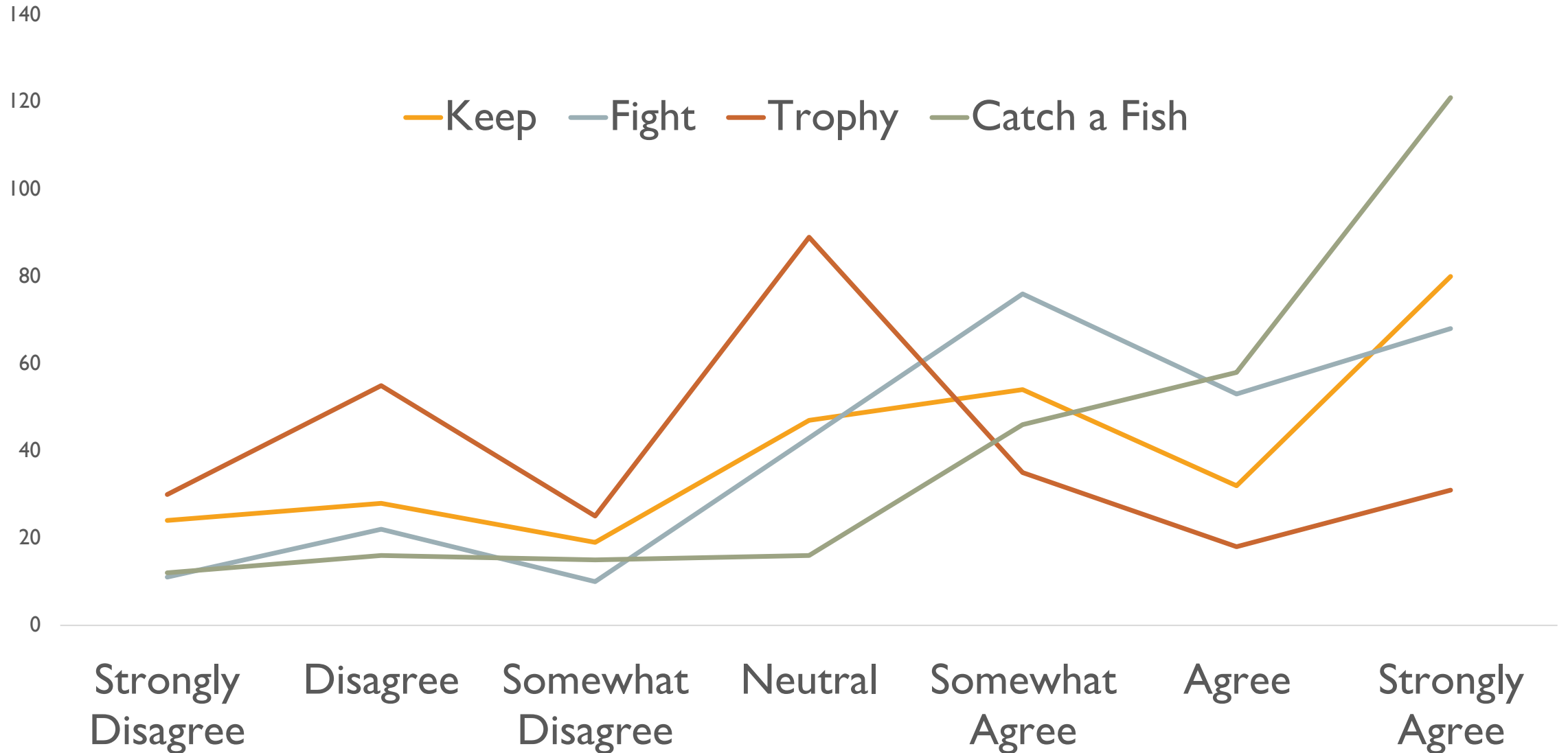
161

0 20 40 60 80 100 120 140 160 180

**Do you think the bag limit of Black Sea Bass is  
too high, too low, or just right?**



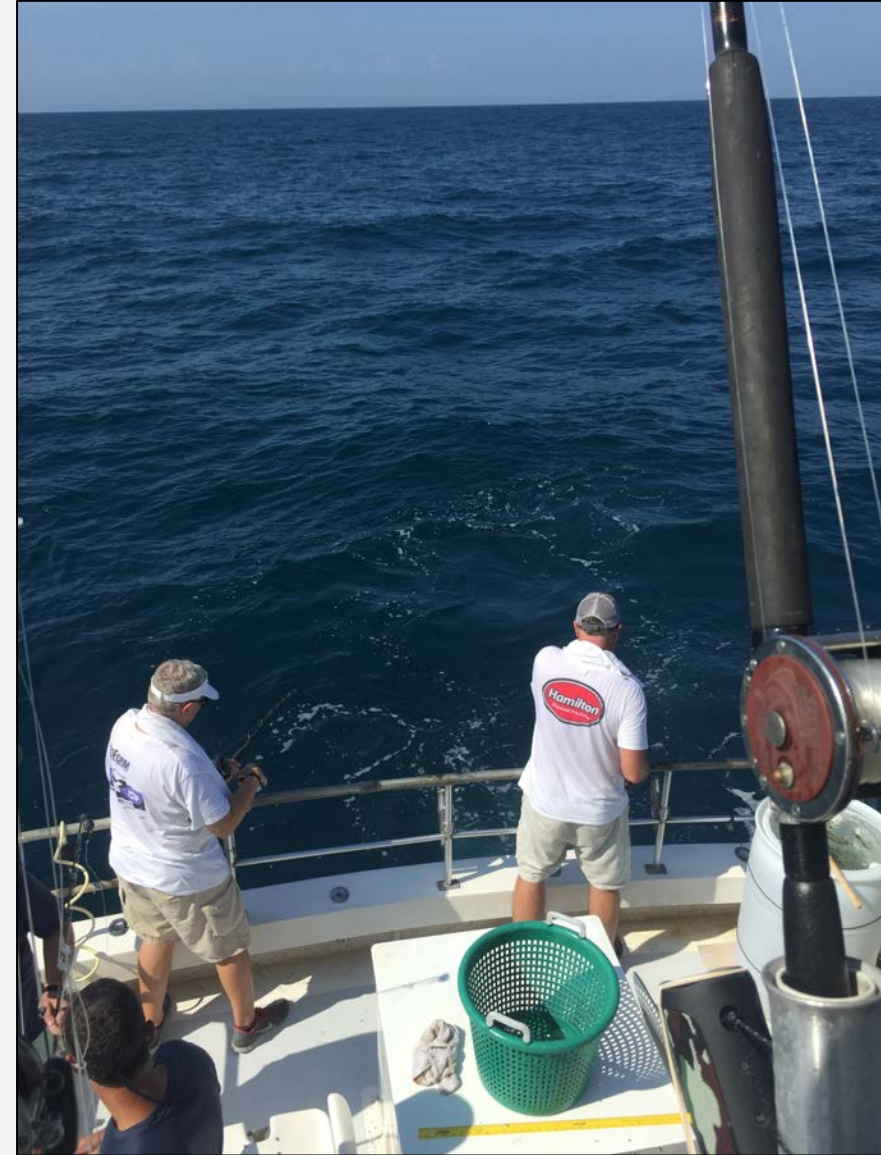
# What Makes A Fishing Trip Successful



## ADDITIONAL FACTORS OF SATISFACTION

- Fight and Sharks
- Non-Catch Dependent Factors and Customer Service
- Length of Trip
- Changing Attitudes

# THE FIGHT AND THE SHARK



# NON-CATCH DEPENDENT FACTORS & CUSTOMER SERVICE



# LENGTH OF TRIP & ATTITUDES



# SUMMARY

- High catch rate INCREASES satisfaction
- More consumable fish DOES NOT increase satisfaction
- Low bag limits of BSB, WOULD NOT affect trip satisfaction

# ACKNOWLEDGEMENTS

## **Thesis Committee**

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## **Special Thanks**

Fishing Captains and Crews of South Carolina

South Atlantic Fishery Management Council

A person is seen from behind, standing on the deck of a boat and looking out at a vast ocean under a dramatic sunset sky. The sun is low on the horizon, casting a golden glow across the water and sky. The person is wearing a dark jacket and a backpack. The boat's railing is visible in the foreground.

QUESTIONS?