



PROCEEDINGS

1980 National Outdoor Recreation Trends Symposium

Volume II

U.S. Department of Agriculture, Forest Service
Northeastern Forest Experiment Station
370 Reed Road, Broomall, PA 19008

Sponsored by:

**Northeast Agricultural
Experiment Stations, NE-100**

USDA Forest Service

**USDI Heritage Conservation
and Recreation Service**

**Recreation Working Group,
Society of American Foresters**

**University of New Hampshire,
Recreation and Parks Program**

In cooperation with:

Clemson University

Journal of Leisure Research

Purdue University

USDA, Forest Service General Technical Report NE-57

FOREWORD

Volume II of these proceedings contains a wide selection of papers presented at the 1980 Outdoor Recreation Trends Symposium. It includes, in addition to papers not available for Volume I, those papers presented during the keynote session, concurrent sessions, evening sessions, and the closing session. Concurrent session papers are clustered around four topics: Trend Measurement Methodologies; Trend Data for Recreation Planning; Industry Sources of Trend Data; and Applied Trend Research.

The closing-session papers provide considerable food for thought about future directions in outdoor recreation trend research. These two papers provide a balance between the need for trend measurement for professional purposes and in the limitations of trend measurement as a means for monitoring social change.

Throughout these proceedings it has been our purpose to promote, provoke, stimulate and, we hope, encourage the establishment of new and better data systems to monitor activity effectively in all sectors of outdoor recreation. We took this approach knowing there are certain inherent risks; not having an abundance of reliable trend indicators is often a politically expedient way of conducting the public's business in outdoor recreation. During an evening session in the

course of the symposium, a small group of participants chose to speculate on just what some of the risks might be if we were suddenly faced with a world where all of the necessary trend measurement systems were in place. The consensus was that a number of undesirable reactions could be readily predicted: rejection--or challenging the data because of inconsistencies and a lack of representivity; procrastination--a paralysis of programs while decision makers await the latest in a series of data; prostitution--the use of data to justify more public programs rather than use it for better planning; sanctification--the establishment and growth of specialized elite decision makers to monitor an increasing array of potentially relevant phenomena; and routinization--the complete reliance on data resulting in the disappearance of a risk-taking attitude on the part of those who are paid to make difficult decisions.

The positive aspects, we firmly believe, of better data, better planning, and better decisions easily outweigh all of these risks. But the risks are there, and as we move inevitably in the direction of greater government accountability, we need to be constantly alert to their emergence.

WILBUR F. LaPAGE, Chairman
Program Committee

THE 1980 NATIONAL
OUTDOOR RECREATION TRENDS SYMPOSIUM

Held at the New England Center for Continuing Education
University of New Hampshire
Durham, New Hampshire
April 20-23, 1980

SPONSORED BY

Northeast Agricultural Experiment Stations, Project NE-100
USDA Forest Service, Northeastern Forest Experiment Station
USDI, Heritage Conservation and Recreation Service
Society of American Foresters, Recreation Working Group
University of New Hampshire, Recreation and Parks Program

PROGRAM COMMITTEE --

Wilbur F. LaPage
Malcolm I. Bevins
Robert D. Greenleaf
Floyd L. Newby
Gerald L. Cole
A. Robert Koch
Herbert E. Echelberger
Douglas M. Knudson

CONCURRENT SESSIONS --

Floyd L. Newby
Herbert E. Echelberger
Douglas M. Knudson
Kenneth J. Hock
Marvin W. Kottke
Mahmood Seyala

ADVISORS --

R. Duane Lloyd
Earl Patric
Basil J. F. Mott
Roland Robinson
Meg Maguire
Robert McLellan
Barry Tindall
Hugo John
Fred Knight

LOCAL ARRANGEMENTS --

Robert D. Greenleaf
Herbert E. Echelberger
Gus C. Zaso
Lawrence A. Rondeau
Patricia C. Merrill

COOPERATORS

Clemson University, Department of Recreation and Park Administration
Journal of Leisure Research, NRPA
Purdue University, Department of Forestry and Natural Resources

CONTENTS

KEYNOTE SESSION

New Hampshire--an outdoor recreation trend trend leader
 George T. Hamilton 1

Recreation trends: Indicators of environmental quality
 Roy Feuchter 7

Converging social trends--emerging outdoor recreation issues
 Carl H. Reidel 9

The dynamics of recreation participation: ski touring in Minnesota
 Timothy B. Knopp, G. Ballman, and L. C. Merriam 69

Trends in the temporal distribution of park use
 Robert E. Manning and Paula L. Cormier 81

Network analysis: a new tool for resource managers
 Ruth H. Allen 89

TRENDS IN POLICY AND INFLUENCE

Trends in outdoor recreation legislation
 George H. Siehl 15

Trends in organizational memberships and lobbying
 William R. Burch (Vol. 1)

Land management policy and program trends
 Darrell E. Lewis 19

The U.S. Army Corps of Engineers recreation resource management challenges
 Gerald T. Purvis 21

TREND DATA FOR RECREATION PLANNING

Outdoor recreation trend research: making the possible probable
 Geoffrey Godbey 99

Trends in federal land acquisition, protection strategies, and planning
 Warren Brown 103

Social-psychological implications for recreation resource planning
 Hardeep S. Bhullar, Alan R. Everson, and Scout L. Gunn 109

Automatic, time-interval traffic counts for recreation area management planning
 D. L. Erickson, C. J. Liu, and H. K. Cordell 115

TREND MEASUREMENT METHODOLOGIES

A methodology for the systematic collection, storage, and retrieval of trend data for the U.S. Army Engineers recreation program
 Dennis B. Propst and Robert V. Abbey.. 25

Forecasting trends in outdoor recreation activities on a multi-state basis
 Vincent A. Scardino, Josef Schwalbe, and Marianne Beauregard 35

A simulation model for forecasting downhill ski participation
 Daniel J. Stynes and Daniel M. Spotts 55

Cross-country skiing trend data: planning for participant needs
 Floyd L. Newby and William D. Lilley 125

A possible railroad-oriented scenario in Potomac River Basin planning
 George H. Siehl 135

APPLIED TREND RESEARCH

Changes in recreation-oriented travel in the northeast between 1972 and 1977
 Gerald L. Cole 139

Trends in Allagash wilderness waterway uses in the 1970's	147	Woodall Publishing Company, an important industry source of camping information	
Thomas J. Cieslinski		Curtis Fuller, Paul Foght, and Linda Profaizer	181
Assessing changes in the importance of tourism in the northeast		Industry sources of trend data--skiing	
Tommy L. Brown	151	William F. Malcolm, Jr.	193
A method for explaining trends in river recreation demand		Trends in participation sports during the decade of the 70's	
George L. Peterson, David W. Lime, and Dorothy H. Anderson	161	Robert J. Halstenrud	195
Trends in recreational vehicle traffic in northeastern Minnesota		RECREATION TRENDS--A FUTURE LOOK	
Arthur Norton, Karen Noyce, and Thomas J. Wood	171	Recreation trends--a future look "So what?--implications for the recreation profession"	
INDUSTRY SOURCES OF TREND DATA		Roger A. Lancaster	203
Snowmobiling in the 1980's: continued progress for a mature recreational activity		Outdoor recreation trends in the 1980's "So what?--implications for society"	
William T. Jobe, Jr.	177	Carlton S. Van Doren	207
		REGISTRANTS	215

NEW HAMPSHIRE - AN OUTDOOR RECREATION TREND LEADER¹

George T. Hamilton²

It seems appropriate (at least to me) that a national symposium focusing on trends in outdoor recreation be held in the Granite State; a state which has played historically a role in the evolution of a variety of recreation activities far out of proportion to its size and population. After all, outdoor recreation is more than 150 years old here in New Hampshire. Yet should I ask you to consider the field of outdoor recreation in a national perspective, I suspect that most of you would think of a great variety of people, places, activities, agencies and organizations far removed from the State of New Hampshire. In terms of history, you might think of the states of California and New York, of the Niagara Falls Reservation and the Catskill and Adirondack Parks, of the National Park Service and Sequoia and Yellowstone, of Stephen Mather and Frederick Law Olmstead and many others. In terms of activities, you might consider boating in Florida, surfing in Hawaii, wilderness travel in Alaska, dune buggies in California, scuba diving on the Gulf Coast and hang gliding in the Rockies or mountaineering in Washington State, (or perhaps volcano watching.) With an exception or two, we have all those activities here in New Hampshire as well, along with many others.

The phrase "outdoor recreation" has not been in common usage for very long, relatively speaking. And, there has been considerable debate and speculation as to its precise definition. We never really used the term widely until the Outdoor Recreation Resources Review Commission Report brought the term forcefully to the public consciousness upon its release in 1962. In his essay "Conservation Ethic" from his book, A Sand County Almanac, Aldo Leopold discussed the complexities of defining outdoor recreation:

"Barring love and war, few enterprises are undertaken with such abandon, or by such diverse individuals, or with so paradoxical a mixture of appetite and altruism, as that group of avocations known as outdoor recreation".

He went on to say that,

"Recreation, however, is not the outdoors, but our reaction to it".

Well, no matter how we define it, it appears that outdoor recreation is here to stay. Here in New Hampshire we understand what Aldo Leopold is saying for we have been in this business for a long time. We have seen recreationists, or tourists, in all shapes and sizes engaging in a myriad of activities. We have fished them out of the water, located them in the deep woods, plucked them off cliffs, and carried them off the mountains. Yet tens of thousands have come year 'round for a century and a half in perfect safety in spite of themselves.

BACKGROUND - HISTORICAL NEW HAMPSHIRE

It might be helpful to take a brief look at New Hampshire's colorful history first in order to establish a background for understanding the origins and evolution of outdoor recreation in this state. Scarcely 9,300 square miles in size, it is one of the nation's smallest states, yet it is endowed with such a variety of natural beauty that it has attracted visitors from far and wide since its earliest days of existence. It enjoys a lovely, albeit limited, coastline of about 18 miles in length. The Canadian Border lies northerly about 200 miles away. One can drive across its widest point between the states of Maine and Vermont in approximately two hours. Overall lies a wealth of hills and mountains, ponds and lakes, fields and forests. As our favorite poet, Robert Frost, said in his poem "New Hampshire":

"----Just specimens is all New Hampshire has,
One each of everything as in a showcase
Which naturally she doesn't care to sell----".

From sea level to the summit of Mt. Washington, our state does offer, indeed, something for almost all tastes in terms of natural attractions.

EARLY SETTLEMENT

First settled in 1623 and briefly established as an independent province, then governed by the Massachusetts Bay Colony until 1741 when it became a separate royal province once again, New Hampshire has a long and glorious history, fascinating to

¹Paper presented at the National Outdoor Recreation Trends Symposium, Durham, NH, April 20-23, 1980

²President, The Bank, 116 N. Main Street, Concord, NH 03301.

scholars and lay people alike. Time does not allow an in-depth review, obviously, but let us take a quick look at the evolution of the state.

The first settlers found a land heavily forested. Along the coastline were huge pine trees which, along with fishing, provided the colonists with their first industry; that of cutting the huge trees and shipping them to England to be used as masts for British merchantmen and men-o'-war. These trees ranged from 150 to 200 feet in length and were from three to six feet wide at the butt end. For more than a century, New Hampshire colonists worked at this trade until the large trees were gone and the British then looked to the Province of Maine as a source of masts.

The Colonists slowly pushed inland and settled further and farther from the coast. Soon after the early settlers landed, some enterprising adventurers explored the interior reaches of the area; in fact one Darby Field, accompanied by two Indian guides, followed the banks of the Saco River to the Conway Inter-Valley and ascended Mt. Washington in 1642 -- my wife, incidentally, is a direct descendent of Darby Field. But in general, the settlers were slow to proceed into the northernmost reaches of the state because of the danger from Indians during the French and Indian Wars. It wasn't until after the Revolutionary War that settlement north of the White Mountains proceeded steadily. The famous raid by Rogers Rangers against the St. Francis Indian Village in Quebec in 1759 virtually eliminated the threat of raids by the Abnakis. Sadly, the Abnakis were virtually wiped out. They were one of several tribes of the Algonquin Nation which inhabited this area. Many of their colorful names linger on since many New Hampshire locations, rivers, lakes, and mountains bear names from their language, to wit: Piscataqua, Pemigewasset, Androscoggin, Ammonoosuc, Contoocook, Coos, Winnepesaukee, Kanasatka, Waukegan, Winnesquam, Monalancet ---.

However, during the Revolution the threat of Indian raids into northern New Hampshire became real once again, when the fierce Mohawks of the Iroquois Nation sallied into the upper reaches of the Connecticut River Valley at the behest of the British.

Following the Revolution, towns and villages were developed all the way to the Canadian Border, although it was not until the Webster-Ashburton Treaty of 1842 that New Hampshire's border with the Province of Quebec was firmly established.

OUTDOOR RECREATION, ORIGINS

Even before New Hampshire's northernmost boundary was settled, newcomers were settling in ever-increasing numbers; some from states to the

south and some from other countries. As roads were constructed and railroads extended throughout the state, visitors began to appear.

Before the Revolution, circa 1769, Provincial Governor John Wentworth became enamored with the lovely scenery around Wolfeboro and built an extensive set of buildings overlooking the shores of Lake Wentworth, thus giving the town grounds for her slogan, "Wolfeboro, Oldest Resort Town in America". In a very real sense this could be called the beginning of summer resorts and vacation travel. I suspect that after riding in a carriage from Portsmouth to Wolfeboro over a rough, dusty and very primitive roadway, one would need a vacation!

Many English and American poets and artists during the period 1825 to 1850 discovered the scenic beauties of the state, and through their works spread the word far afield. Soon visitors began to appear in large numbers. Improved roads and an extensive railroad system saw resorts spring up all over the state. Hotels were quickly built during the 20-year period prior to the Civil War; soon after the War came the era of the Grand Hotel. These imposing structures brought visitors via carriage and railroad while management served lavish meals, and catered to every whim of their guests. Along with tourists came new activities for out-of-door enjoyment; hunting, fishing, horseback riding, sightseeing, boating, hiking, and later mountaineering -- all became popular. An extensive system of summer resorts along the coastline, in the various lake regions, and around the White Mountains was clearly established. Tourism continued to grow and to flourish all through the years with only brief periods of retrenchment during times of national crisis, such as the Great Depression and World War II.

One activity in particular New Hampshire can point to as an early trend leader is hiking. Earlier we noted Darby Field's first ascent of Mt. Washington in 1642. That unusual exploit (for the times) can scarcely be singled out as the beginning of hiking as a recreational activity in New Hampshire. That distinction lies in the completion of the Crawford Path from Crawford Notch to the summit of Mt. Washington in 1820 by Ethan Allen Crawford; today that trail is distinguished as the oldest continually-used foot trail in the Nation.

In 1876 the Appalachian Mountain Club was organized in Boston and promptly focused many of its activities in New Hampshire where many of its members built footpaths in the White Mountains. In 1888 the Club built its first mountain hut at Madison Springs, the forerunner of the hut system, which today numbers eight units plus an extensive headquarters in Pinkham Notch which is open year 'round to the public. Through efforts of the AMC, the U.S. Forest Service, and other groups, New Hampshire has established the greatest concentration of hiking

trails in the Country, a system which has been in existence since the mid 1930's. Today, hiking remains as one of the most popular outdoor recreation activities in the state with visitors coming from far and wide to enjoy this sport. Greatest concentration is on the White Mountain National Forest, as you would expect, one of the most heavily used forests in terms of recreational use nationwide.

CHRONOLOGY

Since time is limited, rather than expound at length about the chronology of various activities in detail, let me run through a list of landmark events in New Hampshire outdoor recreation with brief comments wherever appropriate:

- 1642 - First ascent of Mt. Washington, Derby Field
- 1769 - First summer resort, Governor John Wentworth built summer home in Wolfeboro
- 1820 - Crawford Path completed by Ethan Allen Crawford, oldest continually used trail in Nation
- 1853 - Construction of Tip Top House at the summit of Mt. Washington
- 1861 - Mt. Washington Carriage Road completed
- 1869 - Mt. Washington Cog Railroad completed
- 1888 - Madison Hut constructed at elevation 4,825', Madison-Adams Col
- 1901 - Society for the Protection of New Hampshire Forests organized; active through the years in contributing to public enjoyment of the outdoors
- 1909 - First Collegiate outing club; Dartmouth Outing Club organized
- 1911 - Weeks Act; permitted the creation of national forests east of the Mississippi River and White Mountain National Forest the first to be established.
- 1922 - Appalachian Trail efforts began; Benton MacKaye; New Hampshire trails instant part of Appalachian Trail
- 1931 - First ski school in United States at Pecketts-on-Sugar-Hill
- 1932 - First National Downhill Ski Championship held; at Mt. Moosilauke under the auspices of Dartmouth Outing Club at Ravine Lodge
- Completion of AMC Hut System; until Mizpah Hut in 1964, first and only Mountain Hut System in Nation
- 1933 - First National Intercollegiate Downhill Ski Championship, DOC at Mt. Moosilauke
- 1938 - First aerial passenger tramway in North America, Cannon Mtn., Franconia Notch State Park
- First major ski area in a state park system
- 1939 - First Inferno Race, Mt. Washington, won by Austrian Toni Matt in race from summit of Mt. Washington to Pinkham Notch - 4 miles - times still a record, 6 minutes, 29 seconds
- 1945 - Division of State Parks established as independent unit; broken away from Forestry Commission
- 1948 - Mt. Sunapee State Park established; second major ski area in state park system
- 1960 - First Private Campground Owners Association in Nation; evolved through instigation of state, co-produced Camping Guide for 20 years
- 1962 - First Private Campground Association to have a full-time executive director; promoted tourism; produced major camping show
- 1969 - Among leaders in dealing with snowmobile problems; first to lease private lands for public trails; liability insurance

MODERN ERA

This brings us to the so-called modern era which begins with the great outdoor recreation explosion of the early 1960's. (My definition). The Outdoor Recreation Resources Review Commission (ORRRC) Report had outlined for the Nation the trends and needs at local, state, and federal levels. Fortunately, many public and private organizations were already preparing for improved and expanded facilities at about the same time. Here in New Hampshire three agencies in particular were in the process of planning and constructing a variety of new facilities and services for the public; they were the U.S. Forest Service, the Division of State Parks, and the Appalachian

Mountain Club. Indeed, they have been in the forefront of trend setting in dealing with present and anticipated recreational problems.

The Forest Service instituted long range recreation planning while initiating construction of new campgrounds, picnic areas, back-country camping facilities, and so on. The Parks System had guided a recreation bond issue throughout the Legislature in 1961 and in the ensuing years built several new parks and improved facilities in general. The AMC began an ambitious program of improvement throughout the hut system and built a new facility on the side of Mt. Clinton named the Mizpah Hut. These agencies teamed up to institute many services and policies that could truly be called trend setting in the field of outdoor recreation. To list some of them:

White Mountain National Forest

- as one of the leading "recreation" forests in the Nation, the WMNF instituted comprehensive long-range planning with public involvement which gave great credence to all aspects of outdoor recreation through unit planning
- it took steps to protect scenic areas and unique natural resources on the Forest by imposing restrictions and controls
- it undertook a variety of research projects aimed at environmental impact and user behavior
- it has done a reasonably good job in achieving balance in terms of recreation and commercial needs between the "Wilderness" and "Multiple Use" controversy

Appalachian Mountain Club

- instituted guided hikes, alpine flower walks, etc. and found great public acceptance
- started mountain leadership workshops in order to improve leadership of guided groups, especially children's groups such as scouts, YMCA, church, and other groups
- initiated "carry in, carry out" program on WMNF which contributed greatly to cleaning up trails and campsites
- demonstrated that private organization can effectively help public sector meet needs of recreationists
- devised new trail maintenance and construction techniques that became model for other sections of the Country.

- hut system continued to be model for accommodating public in mountains with pluses and minuses in terms of environmental impact; experimented with different methods of dealing with these problems and worked closely with U.S. Forest Service and National Park Service

N.H. Division of State Parks

- historically park campgrounds were self-sufficient financially and charged more realistic prices than most others; first to charge differential rates; first to charge preferential rates based on site attractiveness
- demonstrated that state-operated ski areas could fulfill a need and not compete unfavorably with private areas
- held firm against intrusion of I-93 through Franconia Notch State Park; with aid of conservationists gained compromise which protected and improved park facilities and resources

To a great extent, the New Hampshire philosophy regarding the financing of park operations has been, "the user should pay", while at the same time the feeling was, and is, that capital projects which would benefit future users should be financed through general fund monies. Although this philosophy is now widely shared by other states, it has not always been so. In his book, The State Parks - Their Meaning in American Life, Freeman Tilden pointed out the following in 1962:

"In New Hampshire - fortunately this is almost the only instance of it - successive legislatures have insisted that the state parks "pay their way". Nature provided this state with some of the most thrilling and satisfying scenery in the Country; it has never been a problem to find suitable natural areas that measure up to the most exacting criteria of the ideal state park. Yet, the insistence upon self-support has forced a director of ability and discrimination to resort to "attractions" that are obviously incompatible with the grandeur of the parks.

To be fair, however, the reasons for this situation should be mentioned. New Hampshire was in the tourist business long before state parks were conceived. The same geological changes that made it, except for pockets of alluvium, a hardscrabble agricultural region endowed it with a beauty and significance that enabled it to count on income from visitors as a regular means of livelihood. Therefore, the feeling for state parks based upon cultural values - - - remained mostly in the imaginations of a few idealists".

We feel that New Hampshire has been a trend setter in terms of charging realistic rates for services rendered which would not put private operations offering similar services at a competitive disadvantage, while at the same time it has provided services which private enterprise has been either unable or unwilling to supply.

CONCLUSION

Today New Hampshire and the Nation face a most uncertain future. Many of our former guidelines, plans, policies, and services for outdoor recreation are archaic; perhaps even our philosophies as well. It is time for reevaluation; a time for sensitivity to the needs of our total constituency, a time for innovative thinking, and a time for commitment to dealing with an ever-changing society.

I feel confident that here in New Hampshire our institutions and our managers will continue to rise to the challenges of providing services and facilities in the field of outdoor recreation. We have the natural resources for it; we have a sound track record. In a sense New Hampshire has been a laboratory in this field, a microcosm of the national scene. I suspect we shall continue in some fashion to be a trend setter. The spirit of independence which we have inherited here has stood us in good stead. New Hampshire people have demonstrated resourcefulness and leadership when the need has arisen. As Robert Frost said:

"When I left Massachusetts years ago between two days, the reason why I sought New Hampshire, not Connecticut, Rhode Island, New York, or Vermont was this: where I was living then, New Hampshire offered the nearest boundary to escape across. I hadn't an illusion in my hand-bag about the people being better there than those I left behind. I thought they weren't. I thought they couldn't be. And yet they were ---".

RECREATION TRENDS: INDICATORS OF ENVIRONMENTAL QUALITY¹

Roy Feuchter²

As you probably know, tomorrow is Earth Day-80, the 10th anniversary of the original Earth Day, so it is certainly appropriate that we talk these next few days about environmental quality and the relationship of outdoor recreation to that quality. However, perhaps the title should be more of a question such as: Are recreation trends indicators of environmental quality? Or do recreation trends follow environmental quality trends?

Maybe they should, but I think it is probably not so! For example, we have had many new environmental laws in the last decade, and much significant progress towards environmental improvement. But recreation trends haven't included a commensurate recognition of the importance of recreation, nor of an enhancement of the quality of the experience! In fact, the trends in outdoor recreation have been towards a reduction of the environmental quality! Overcrowding, reduced services, limited expansion of facilities and programs have all been leading to degradation of the social environment or quality of the recreation experience.

Further, recreation management has not been keeping up with the level of management we had attained 20 years ago! Our use is increasing rapidly, but I'm afraid that our management expertise is not! In addition, our clientele is changing and our response has been to react in terms of old norms rather than provide leadership to dampen or reverse the change. As a consequence, quality of experience is slipping.

In the past, we simply provided more opportunities and the quality of the experience went up because our users were either experienced or had backgrounds that allowed them to participate easily and fully. In the future as we continue to urbanize, we will probably have to teach people what is available, where it is, how to reach it, and how to participate-- in addition to providing quality opportunities. And providing the opportunities will also be more difficult since there will be more people, more conflicts, more impacts, and probably relatively less resources to work with.

¹ Paper presented at the National Outdoor Recreation Trends Symposium, Durham, NH, April 20-23, 1980.

² Director, Recreation Management, USDA Forest Service, Washington, D.C. 20250.

This leads me to conclude that we must do more in the future than we have in the past to influence the direction of future recreation trends. We need to establish some trends for management (Management trends) to insure that the pattern of future recreation trends will clearly indicate increased environmental quality rather than decrease it. As you move through this symposium, I hope you will keep that possibility in mind; and to help you with that, I will suggest some management trends that I feel are needed. Some of them are responses to trends you will be discussing here at the symposium. Others are efforts to influence our future trends.

Probably we all subscribe to the philosophy of improving the quality of the recreation experience. We subscribe, but we have had trouble producing the quality. What is needed are some better ways to manage for that quality. Coupling that with the obvious changes in clientele, or potential clientele, that can be foreseen, and the need to strengthen management, leads me to believe that the field of interpretation needs to be one of our management trends. It can help to improve the quality of the experience by helping users participate and by helping solve management problems, and by providing user-feedback systems which develop real ways of talking to users and measuring satisfaction and involving the public in our actions in educational ways. I would include here development of measures of how well we are meeting our goals, and also measures to identify factors that influence user participation.

Much of this kind of information could be of great value to the private sector as well as public suppliers of recreation, and this leads to another management trend. We must somehow involve the private sector more in the supply of natural resource-based outdoor recreation. Most public recreation administrators have offered this goal for years, but it appears to me that the trend doesn't predict fulfillment of that goal. For the most part, we are probably no further ahead than we were 20 years ago. Consequently we need to:

- (a) Reduce public sector competition with the private suppliers of outdoor recreation opportunities. We in the public sector have been slow to fully consider the possibilities of pricing, location, and substitutability in relation to reducing competition.

- (b) Encourage more complete recreation packages for private sector operations while keeping in mind our goals for high quality experiences in natural resource-based outdoor recreation. An example here would be more summer use of winter sports sites, complete with interpretive programs.
- (c) Help make private land more accessible. Basically, of course, it must be profitable or otherwise beneficial to the landowner. Consequently, we need more attention to tax incentives, to reduce liability, and again, to reduce competition from the public sector. We might also consider enabling legislation to provide more flexibility for public sector use of private professionals in design, inspection, and consulting.

We also need to develop a management trend towards more professionalism in our recreation managers. They need to make better use of what's gone before, and have a better knowledge of the techniques and aids that exist for management. They will also be learning more of what is happening in the profession and with users--and they will need to know more about why and how to influence it. And they will need to learn how to develop more economic analyses to determine cost-effectiveness--of dispersed recreation, for example.

Monitoring must be a management trend. It's a legal requirement now under many of the environmental laws. It's also going to be a necessity if we are to know whether we are, in fact, really providing those quality experiences. We will need to monitor user satisfaction and participation and demands, of course, but also we need to monitor professional performance, and we must learn to monitor or determine need as well as demand. Our ability to identify and monitor that difference will be a measure of our expertise as recreation professionals! We must, to some extent, be willing to make determinations of need and then influence trends by designing to meet those needs.

But probably the biggest management trend of all is the need to quantify the social (non-economic) values of natural resource-based outdoor recreation--or at least develop ways to demonstrate that value. I believe there is, in fact, a relationship between the quality of our outdoor recreation and environmental quality or the quality of life in America. But we need measures of that quality and that relationship, and measures of the value of that recreation. We must develop output measures that can be converted to targets so that we can demonstrate recreation's relative importance with the other renewable resources--and to allow us to manage for quality.

Now you may feel there are already adequate measures of value. Certainly the "willingness-to-pay" concept is one good way to develop value of recreation, but it can measure only that element of need that the user recognizes. That is, if we recognize the relationship of natural resource-based outdoor recreation to some of our social needs then our willingness to pay for that recreation can establish a value. But often, in fact probably in the majority of cases, recreationists do not fully recognize such relationships. Consequently we recreation professionals must take the lead in identifying those relationships and in demonstrating the true value and importance of outdoor recreation to the American people.

We must identify that outdoor recreation can provide social values, and demonstrate that it offers alternatives to the pressures of urbanization, specialization, and modernization. During this symposium, you will be looking at trends in urbanization and the pressures they generate, and I imagine you'll be discussing possible changes that may take place in cities to reduce those pressures and to reduce the need to leave the cities temporarily to escape the pressures. And certainly fuel constraints may also influence the ability to go very far in search of natural resource-based outdoor recreation. But I expect that the need for such recreation--and in remote areas--will continue high during most of our careers.

So this brings me to my final management trend:

We have to think in terms of energy-efficient recreation and establish a management trend whereby we can help to make the more remote, rural, natural resource-based outdoor recreation opportunities more accessible to urban populations.

We will need:

- new and creative transportation planning,
- utilization and creation of new public transportation,
- coordinated vacation packages that involve many levels of suppliers, many of whom have historically not worked together, and
- innovative ways to make existing equipment or facilities more usable.

When we couple this with the interpretive efforts I spoke of earlier, we can make quality outdoor recreation opportunities available to urban residents including the special populations

So in closing, I would encourage all of you play a more active role in determining the future recreation trends so that they may indeed become indicators of environmental quality.

CONVERGING SOCIAL TRENDS--EMERGING OUTDOOR RECREATION ISSUES¹

Carl H. Reidel²

I can't recall when I have attended a national conference with a more clearly defined objective than this one. We are here to document outdoor recreation trends and explore their meaning for the future. The word "trend" appears no less than 45 times in the conference brochure, and the symposium organizers are determined that the proceedings will be "the most comprehensive assessment of outdoor recreation trends ever compiled."

It is a timely objective. Competition for scarce public appropriations and limited private capital will require solid evidence if new programs are to be funded. As professionals we must be constantly attuned to changing trends and able to interpret their implications for the future--especially those of us concerned with the management of natural resources. A forester colleague of mine put it this way: (He was talking about professional foresters, but I believe it applies to all of us here.)

Since our ultimate professional interest . . . is in management of our resources, our ultimate interest is in the shape of the future. For management is decision making, and decisions cannot be made about the past--or about the present, either. Only the future is subject to decision. The context of management lies in the future. (William A. Duerr)

Yet, knowing the truth of that statement, we know also that the future is increasingly difficult to foresee. Perhaps this is because of the speed with which we are approaching the future--a sort of professional "future shock." Perhaps it is because of our preoccupation with present crises and growing uncertainty about the likely outcomes--a loss of faith in the lessons of past experience. One might well

¹Paper presented at the National Outdoor Recreation Trends Symposium, Durham, NH, April 20-23, 1980.

²Director of the Environmental Program, and Daniel Clarke Sanders Professor of Environmental Studies, Professor of Forest Policy, University of Vermont. JOHN D. MEYERS, junior student in Environmental Studies, University of Vermont, contributed substantially to the ideas expressed in this address.

define the current economic inflation as the price of hopelessness; the cost of uncertainty; the economic expression of our unwillingness to plan for a tomorrow that we cannot comprehend.

But, whatever the reasons, we are finding future-telling an increasingly difficult task. Even with vastly improved methods of electronic data analysis and sophisticated planning techniques unknown a decade ago, we are aware that something is lacking in our understanding of the world in which we live, especially in the realm of social phenomenon. I am not alone in this feeling of doubt about our skills in interpreting the future implication of social information.

In the Social Science Research Council's recent annual report, the Council's president, Kenneth Prewitt, admits that social scientists are feeling "a serious and widespread uneasiness" over their inability to provide "intelligible and plausible" explanations for a number of important social phenomena." He lists "stagflation, Johnny's inability to read, artistic creativity, the rise of new religious movements, the causes and conditions of happiness, and radically different rates of economic development," among others. He points out that, while social scientists have adopted quantitative methods in most of their research, rigorous measurement and modeling hasn't provided the depth of understanding expected. As a result, he sees the social sciences "groping toward the humanities" in an effort to find better explanations and new perspectives.

Though not terribly comforting, I think Mr. Prewitt has discovered what most of you have learned from experience as practicing professionals: that no matter how much data you have, or how sophisticated your analytical skills, good decisions cannot simply be computed. It takes something more. Good management is an art, as well as science. And the "art" is a blend of creativity and intuition--the insight to read trends without making them self-fulfilling prophecies; to understand that trend need not be destiny.

I am convinced that this understanding of decision making--and, thus, future telling--is especially important today. Change is coming too fast. Synergy and complexity are generating previously unknown social phenomena. Yesterday's data and last year's trends may, or may not,

explain today's situation or tomorrow's prospects.

In saying this, you may wonder what I am doing here attempting to explain the meaning of social trends and emerging issues; to talk about a future for which I am suggesting that there may be very little reliable information on which to base forecasts. I should have had the good sense to heed Mark Twain's sage advice that it is "better to remain silent and appear stupid, than to open your mouth and remove all doubt." But, on the other hand, why not? Only time can prove me right or wrong.

All this may seem like a lengthy build-up to suggesting that I can't really address the advertised topic. It isn't! Rather, I want to encourage you to do what I will be trying to do in the next few minutes: to participate in this symposium using imagination as much as reason; to depend on intuition as much as analysis; and to trust your insight as well as your data. This is not to suggest that we should be less rigorous in our analyses of the trend information to be presented, or that we abandon our quantitative tools. What I am saying is that even more than our data processing skills, we must depend on our creative abilities as we seek to understand the future.

Enough preamble. Let me attempt some future telling, relying on both facts and fancy. These are ideas you've probably heard before. You may not agree. But I'm not seeking your agreement as much as I am your willingness to speculate with me--your willingness to explore some alternative futures.

A Future of Change

If there is one clear trend today, it is that change is a permanent characteristic of modern life. We are learning the meaning of exponential rates of change in all realms of society. The pace is quickening, and our sense of uncertainty about the future is growing.

We see growing alienation of individuals to systems of centralized decision making, and a steady weakening of traditional social values as our institutions lag in their ability to adapt to technological change. We are frustrated that even our rapidly expanding knowledge of the world in which we live only seems to create more uncertainty. Every new solution suggests even greater problems; today's breakthrough is tomorrow's crisis. In a few decades, the promises of DDT and nuclear power, of saccharin and interstate highways, of PCB's and urban renewal have somehow soured.

Future shock is as common as the common cold, and we have no reason to expect the rates of change in our society to slow down in the near future. The best we can do is to be

flexible; to avoid building institutions and programs that cannot adapt to change.

But let me be more specific by focusing on a few changes that have special significance for outdoor recreation.

The Energy "Crisis"

No change has come upon us with such unexpected force than has the energy crisis. I will not burden you with the statistics that have become all too familiar in the past few years. Nor am I willing to debate the authenticity of this crisis, except to suggest that "crisis" is an inappropriate word to describe the present energy situation. The idea of a crisis infers the problem is severe, but passing. Nothing could be farther from reality. The "crisis" is already past. The situation is permanent. We will be living with reduced supplies and increasing prices for decades to come.

I doubt that I need to interpret the meaning of the energy situation for outdoor recreation. Pleasure driving and long-distance auto vacations will soon become genuine American Graffiti. I doubt, however, that Americans will simply stay home, jogging around the subdivision or playing tennis at the high school. But we'll surely shorten the range of our recreation trips. Recreation vehicles, energy-hungry boats and ORV's may not disappear, but it's clear they will not be the playthings of the average American.

With energy conservation the only realistic way to quickly reduce our reliance on imported oil, we must look forward to some profound changes in the way we live; certainly in the way we play. Whatever you may imagine about the future of outdoor recreation, it had better include some careful thinking about energy--thinking that cannot rely heavily on any past trends.

Changing Life Styles

But even if the energy situation hadn't changed so radically, I think we could still anticipate major revisions in the character of outdoor recreation in the United States. Our life styles are being reshaped by significant changes in demographic patterns and social values.

With the war babies moving into their thirties, our median age is rising toward a projected 35 years in 2000. With later marriage, lower birth rates, more frequent divorce, and rising social acceptance of unmarried women, single Americans will share power with the family in shaping recreation patterns. Coupled with increasing urbanization and restrained auto travel, pressures for expanded recreation opportunities in our major metropolitan areas will be immense. People will have more time off as work weeks shorten and, if current trends continue,

They will spend an increasing share of their incomes on leisure time activities; pushing demands on facilities even higher.

It's not my task to define the recreation pursuits this older, urban, often single American will seek, but the present trend toward active physical recreation seems likely to continue. Concern with personal physical health is evident everywhere: herds of joggers along the Potomac, nutrition charts and diet books at supermarket checkout counters, and relentless TV ads about active living as the road to happiness, sex, and self-fulfillment. It's difficult to sort out whether this new preoccupation with one's body is a reaction to our increasingly unhealthy environment, simply a new form of national vanity created by media hype that looking healthy is half the fun of disco, or something deeper.

Regardless of the reason, I think it's here to stay. And I think it's a deeper social change than we suspect--a change reflecting our new awareness of environmental quality, better health education, and some important shifts in our attitudes toward ourselves and our work.

The Emerging American Women

With increasing numbers of women entering the work force, and with barriers to their assuming roles previously reserved to men gradually eroding, we should see a shift in female recreation interests. Like men, interest in challenging and high risk sports will grow as women seek the psychological relief of such recreation from work pressures. Whether singles or family members, women will also have an increasing influence in deciding on group and family recreation patterns. Old patterns of weekend recreation, backyard sports, and summer vacations dictated by Dad and the kids will give way to shared decisions. In families where the woman's income represents a substantial increase in discretionary income, she will further influence changes in recreation patterns by providing economic resources for new activities.

On the negative side, the emerging role of American women as equal partners with men in work and play could mean a substantial decline in the numbers of volunteers working with recreation organizations. Women have played a significant role in many youth organizations and, unless men now begin to share these volunteer tasks, we can expect decreasing recreation opportunities for youth through these traditional groups.

Changing Work Ethics

Changes in national attitudes toward work and play will not be confined to women, however. Something is happening to our view of work in an

even more profound way. We seem to be losing much of our earlier faith in the American Dream--that hard work will get you ahead; that one's work is the highest expression of freedom and choice in a democracy. Perhaps it is the heavy hand of inflation, coupled with the uncertainties of energy shortages and international tensions. Whatever the genesis, there is a growing sense that our freedom of opportunity--the chance to win a larger slice of the economic pie--is being constrained. If this is true, it has important implications for outdoor recreation.

While recreation was once considered a luxury or, at best, an earned respite from work, it is increasingly becoming an imperative. As opportunities for creative innovation at work are limited by economic constraints, and worker mobility is reduced by mortgage interest rates and transportation costs, recreation will become one of the few remaining realms of life where one can make personal choices. As recreation is recognized as the last chance to exert personal freedom, leisure will increasingly be valued as a civil right. And, as work options are limited, people will begin to define personal success in terms of their leisure accomplishments almost as commonly as we now do our career achievements. When that happens outdoor recreation will become a far more important political issue than ever before. With the possible exception of Robert Moses in New York, few political leaders have used public recreation as an effective political weapon. That may well be changing.

Economic Restraints

This change in the political stature of outdoor recreation could be further accentuated by current economic trends. As Proposition 13 thinking moves from the state house to Capitol Hill, we can clearly anticipate reductions in federal and state spending on outdoor recreation. And this could become a long-term trend as defense and energy mobilization programs command major new budget commitments for years to come. At the very time when rising consumer spending on recreation is expected, this proportional reduction in public spending will intensify user conflicts over facilities. As special interests compete for scarce public dollars and overused recreation sites, political tensions will escalate. For the outdoor recreation industry, however, this may be the golden opportunity for investment in heretofore publicly-supported facilities, with little fear of competition from free government areas.

Converging Trends?

These, then, are some of the broad social trends which will influence the future of outdoor recreation. But what do they add up to, in terms of specific recreation issues that those of us here must grapple with in the future? The answer to that question will, hopefully, emerge in part

during this symposium. And rather than a single set of answers, I expect we will find that there are several possible scenarios, depending on the kind of future we want and seek as a society.

Let me suggest but one such scenario, in an attempt to address the specific topic assigned to me in the title of this address -- "converging social trends." If the trends I've touched upon in terms of energy, life style changes, and revised work ethics do converge, what is the probable outcome in human and social terms?

The country I envision will be one characterized by individualism, by special-interest group power, and by political and social regionalism. In sum, a nation considerably more decentralized than we have known for decades. Let me take these three characteristics one at a time.

First, we can expect people to place great importance on individualism; on unrestrained freedom of personal thought and action. This idea has been developed in some depth by Alvin Toffler in his new book The Third Wave. He foresees a new "de-massified society" where the computer will smash the mass culture of today; where the mass media will lose control as individuals at video terminals will select information and computerized, one-at-a-time custom manufacturing will make it possible to tailor-make almost anything.

While I am uncomfortable with Toffler's high-technology scenario, I am persuaded that the kind of individualism he suggests is on the rise. As the civil rights movements of the past few decades reshape our cultural attitudes, the acceptance of personal diversity will pervade society. People everywhere are rapidly becoming more accepting of others' values and life styles and they are seeking their own distinctive identities through clothing, home furnishings, career changes, alternative family styles, and, increasingly, through their recreation pursuits. Not only are they seeking unique and diverse forms of recreation in order to escape the anonymity of mass culture, but they are aspiring to new levels of achievement previously reserved for amateur fanatics and professional athletes.

What this means for the recreation industry is not completely clear. Perhaps it will mean less faddishness, with fewer major shifts in national recreation interests. Perhaps it will mean public support for a much wider range of recreation activities and deeper commitments to excellence, with growing demands for better quality facilities and equipment than in the past. But whatever these trends mean for the recreation industry, or in terms of consumer behavior, I am convinced that they will have

important political implications.

The Second aspect of the decentralized society will be a strengthening of special interest group power. In a way this seems to be a contradiction of the growing acceptance of personal individualism I've just described. But rather than reflecting personal prejudice and interpersonal conflict, however, the rapid growth of special interest groups reflects a reaction to centralized authority; to the power of big government and big business. The result may well be a struggle between interest groups as they compete for public monies, facilities, or land use control, but the real impacts will be felt in Washington, not among the minorities who lose a particular battle.

In the long run, the impact of this special interest infighting will be that timely and critical political decisions will be increasingly difficult to make at the national level. Coupled with the steady weakening of broad-based political parties, special interest power will make it impossible to build majority constituencies for enlightened national policies. We already see the Congress unable to develop comprehensive policies for energy, for the reorganization of natural resource agencies, or for a systematic classification of remaining roadless areas on public lands. And as Congress and the executive branch are further paralyzed by conflicting special interest group pressures, we can expect the already enormous backlog of litigation clogging the courts to increase. A recent example is the district court decision in California throwing out the Forest Service's environmental impact statement for RARE II, a ruling that could effectively nullify the entire RARE II program and send the problem of wilderness classification back to the Congress. If that happens, we will see the biggest special interest alley fight over natural resources in history.

The list of potential user conflicts is almost endless. Wherever a strong special interest group seeks special consideration, and resources are limited, conflict will be inevitable. Win-lose fights in the courts and legislatures will be common. Whether wilderness advocates against snowmobilers, the contests will be heated. Urban based conflicts will be even more common as limited open space and parklands are sought by team and court sport groups for expanded facilities. Wetlands will be another arena for conflict as preservationists battle recreation groups for limited shore and water resources, especially for previously polluted waters now clean enough for recreation development or wild area reservation.

These conflicts will further fragment the already shaky coalition of conservation and environmental interests in the Nation, weakening the ability of national organizations to mediate conflict and guide compromise bills through

Congress. The trend toward decentralization will be inexorable once it gets moving.

On the positive side, however, the growing power of special interest groups can be viewed as the product of people's willingness to become involved; a reflection of their willingness to make a commitment to a cause with a group of likeminded enthusiasts. And, while the early impacts of this new era of special interest power may seem destructive of traditional American regionalism with its corresponding high level of local political involvement.

A New Regionalism

I'm obviously getting on thin ice to suggest that all the fact and fancy I've employed so far leads to such a single-minded convergence of forces, but the logic of such a scenario is compelling. Energy costs will certainly be a powerful force in reducing interregional transfers of resources, people, and commodities. Life styles appropriate to the southwestern United States, for example, will no longer be transferable to New England simply by an advertising blitz or corporate franchising. Nor will it be possible for the federal government to ignore regional energy limitations. New policies will have to be built on a sound understanding of unique regional needs, and designed to strengthen state and local institutions essential for policy implementation. Special interest groups will block federal initiatives unresponsive to their local constituents, making recognition of regional distinctives a national imperative.

I am convinced, therefore, that the future of natural resource management -- and the management of outdoor recreation resources -- will be decided at local, state, and regional levels. It has to be. That is where ecosystems, land use patterns, and cultural values come into focus in sufficient detail to make meaningful decisions possible. That is the level where special interest groups might be able to find common ground in terms of people's values and the economic realities of day-to-day living.

I personally find such a trend toward regionalism exciting. We might, as a people, be forced again to discover that special "sense of place" which defines our relationship to one another and the land where we live. This rediscovery of our "sense of place" -- this new regionalism -- need not be a return to local isolationism or parochialism. For, as Rene Dubos has suggested, we must "think globally and act locally." We must be fully aware of the national and global context in which we live. We must take full advantage of modern communications and electronic information processing to understand the limits and

opportunities of our special place. But, when it comes to making decisions about how to respond to outside forces and local capabilities, we will take action on a regional basis and ultimately at a very local level. It's a sort of "small is beautiful" philosophy tempered by a realistic awareness of global forces. It's a practical expression of our "sense of place" in action terms.

Lest you think I am painting a picture of a new Brigadoon, regionalism will have its own set of special problems and issues of significance for outdoor recreation. Struggles over basic questions of property rights will intensify as user groups contend for access to water and land resources. As new owners of increasingly smaller parcels of land in many regions post their lands against public use we will see new initiatives to limit property rights, especially as land values soar and public acquisition budgets are reduced. Conflicts between various user groups with specialized facilities needs will likewise intensify as federal revenue sharing programs are eliminated and local governments withdraw from recreation program management.

But because of decentralized modes of personal and political decision making, patterns of outdoor recreation will vary across the Nation. Distinctive regional identities will re-emerge with their own unique playtime and sport preferences. In addition, energy limitations and other emerging regional cultural values will influence outdoor recreation interests, merging into identifiable styles of living that will exert a powerful influence on where people seek to live and work.

The head of Vermont's Agency of Environmental Conservation, Brendan Whittaker, once speculated about such trends something like this: Places like Vermont, where energy limitations will be severe and where environmental awareness is high, will attract a certain kind of person. Other areas, where energy is relatively cheap and people value old-fashioned consumer patterns, will attract different types of people. Thus, he speculated, Vermont may be relatively poor in growth-economics terms, colder, cleaner, and populated by rugged individualists who value their environmental amenities and are willing to cut firewood. Other areas, perhaps in the southwest, will be warmer, richer, and dirtier, populated by people who prefer large cars, air conditioning, and electric heat, and who are too busy "to smell the roses."

In either place, those of us concerned about outdoor recreation will have our jobs cut out for us. We will have to be prepared to respond to local and regional differences; to adapt national policies and programs to regional patterns; and to reinterpret the meaning of past trends from yesterday's mass society. It will be hard, but fun. Our clients will be less fickle and unpredictable. They will be seeking higher quality experiences and more durable,