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BOOK OF ABSTRACTS

from KNOWLEDGE to MANAGEMENT
BALANCING RESOURCE EXTRACTION, PROTECTION & EXPERIENCES
B5: Outdoor Recreation and ROS Planning

Place Bonding for Three Classes of Recreation Opportunity Spectrum (ROS) Camp Settings

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The Recreation Opportunity Spectrum is a framework for planning diversity and choice into resource based, recreation resources and activity experiences. With a diversity of recreation opportunities available, users have a choice in the selection of settings necessary for desired experience outcomes. This paper investigates the degree of distinctiveness in camper choice among three Recreation Opportunity Spectrum (ROS) classes of campsettings, and the differences in place bonding for the three settings. Personal characteristics, experience use history, alternate site substitution, and dimensions of place bonding were examined for users of developed, walk-in, and designated Wilderness camp settings, all three located within a 5-mile radius of each other. A survey of 424 Forest Service campers revealed that they were distinctly different in personal characteristics and that they were users of primarily only one of the three readily accessible ROS settings. Place bonding differed significantly (....)

Planning Nature Tourism Based on the Purist Scale and Tourist Experience

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The aims of outdoor living are diverse. Tourists have different expectations to the environment depending on what kinds of experience they seek. In some places considerable change in the natural environment is acceptable as well as some crowding, but in other places this spoils the experience of the guests. The aim of this study is to analyze tourist's experiences in wilderness and nature reserves and from that come to a conclusion about what kind of land use at these places goes with tourism planned agrees with the tourism planned there. Six different nature destinations in Iceland are considered that vary with respect to accessibility and development. In the study tourists are divided into market segments according to the Purist Scale. The scale divides tourists into groups depending on their opinion on the environment. The results are analyses by using the Recreation Opportunity Spectrum, a model that has been used in organizing outdoor recreation land use. Lately major land users have published plans about land use with emphasis on their own interests. This includes land use for electric production, nature conservation, forestry and transport. The plans are aimed at maximizing the interests of these sectors. The tourist industry in Iceland has not put forward a comparable plan for land use. This puts it at a disadvantage as the plans for land use will affect the development of tourism in the whole country with unseen consequences. In this study development in these nature destinations is considered in the light of the expectations and wishes of the tourists with the aim of maximizing the experience of the tourists visiting them. If these considerations are taken into account the result will be a maximum use of land for tourism, as well as stronger and more sustainable tourism industry. In this way these places can accommodate a maximum number of tourists of different categories without destroying the resources tourism depends on.

Survey of Backcountry Campers in Yellowstone National Park. Characteristics and Management Preferences

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The identification of the complexities of the sociological dynamics of visitors and visitor use in our national parks has been a challenge to the field of human dimensions for the past thirty years. We continue to gather data through a variety of techniques and attempt to make sense of those complexities to help guide current and future management practices. Our first national park, Yellowstone was designated in 1872. Visitation in the park currently averages around three million annually with over six thousand permits issued and over 43,000 person use nights
survey to visitors was conducted in the Luleå archipelago, Sweden. Based on the results, the study examines the spatialization of visitor attributes, activity patterns etc in relation to the ongoing planning of the area. This paper explores the planning challenges in adapting zoning to cope with recreation and tourism development as well as with the other land and resources uses that municipal development planning is charged with. Thereby possible conflicts are identified, and the potential of zoning is explored.

**Understanding Wildland Recreationists Service Quality Indicators as Predictors of Overall Service Quality**

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This study examined customer service quality measures as they apply to people who recreate in the national forests of Oregon and Washington (USA). Over the past few decades, the construct of service quality has received a significant amount of attention from services marketing researchers, including the provision of outdoor recreation in a public setting. Customer satisfaction literature, particularly in the marketing field, has grown in abundance since its establishment in the mid 1980’s (Brady, Cronin, &; Brand, 2002; Rosen et al., 2003. Recently, numerous studies have examined and measured customer satisfaction and service quality to better understand the customer’s perception of satisfaction (e.g., Abshar, 1998; Burns et al., 2003; Burns, 2000; Manning 1999; Mackay &; Crompton, 1990). Specifically, this study examined the component dimensions of service quality and identified which variables are associated with an overall rating of service quality attributes. There were two proposed customer service models in this study. The first model examined the strength of 22 individual items within six customer service domains. The second conceptual model examined the strength of the same 22 items in predicting overall service quality. Telephone interviews were conducted with a random sample of residents of the states of Oregon and Washington between September-December 2001 (n=2,005). The models predicting service quality within the domains explained 29-50% of the variance. The final model predicting overall service quality accounted for 71% of the variance. A total of nine of the 22 items were found to be significant.