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ISSRM 2005

The 11th International Symposium on Society and Resource Management
June 16–19 2005 Östersund, Sweden

BOOK OF ABSTRACTS


Mittuniversitetet
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ETOUR
EUROPEAN TOURISM ORGANIZATION


FjällMistra

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

William E. Hammitt

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Texas A & M University, USA

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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 camp settings, 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

Anna Dora Sæthorsdottir

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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 analysed 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

counted in 1999. Because of its notoriety, it provided an opportune site to conduct a baseline backcountry visitor use survey that could not only supply information for the opportunity of Yellowstone management use in their decision-making process, but also as a process guideline for studies in our other national parks. The theme of this presentation is to discuss the characteristics and opinions of backcountry campers in our Yellowstone National Park and how these opinions affect the future management decisions of the park administrators for backcountry visitor use. The objectives of the session are to provide a brief background on gathering visitor use data, present the techniques used in constructing this survey study, address how the resulting information may be used to guide management decisions in Yellowstone, and then discuss how the baseline study may be used as a model for other parks and future comparison studies in Yellowstone.

Zoning and Opportunity Spectrum Planning in a Discontinuous Environment - Planning for Recreation in the Luleå Archipelago, Sweden

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Zoning is used generally as a planning instrument to handle land use conflicts. In recreation planning in Sweden zoning systems such as the recreation opportunity spectrum model are being applied in wilderness areas. An underlying assumption of the ROS-system is a gradient from the urban to wilderness allowing the planner to provide a spectrum of recreation opportunities. In contrast, the Swedish coastal areas consist of a discontinuous environment which challenges a geographical zoning. Archipelagos are essentially discontinuous with respect to many of the important spatial variables. Zoning in the archipelagos in Sweden has so far followed a zoning logic from physical geography; the assumption being that the gradient from inner, wooded zones to outer treeless would also be a gradient from the more urban or human influenced cultural landscape to a more pristine, "marine wilderness" in the outer. However, patterns of traditional resource use, settlements including farming and seasonal fishing villages as well as modern conservation interests, access by private or public transport make the environment highly discontinuous. In 2003, a questionnaire

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., Absher, 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