

# Principles of Resource-based Tourism

With examples from Idaho

RRT 287  
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## Introduction

- ◆ Today we will begin discussing tourism, particularly nature-based tourism.
- ◆ We will use examples from research in Idaho.
- ◆ We will demonstrate the link between tourism, outdoor recreation, and natural resource management.

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## Topics of Discussion

- ✓ Tourism is one of the largest industries in the USA & the world.
- ✓ Natural Resource Management & Tourism are dynamically linked.
- ✓ Tourism functions as a system.
- ✓ The tourism system affects the natural resource management systems & vice versa.

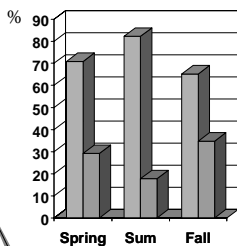
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*Tourism is one of the largest industries in the USA & the world.*

- ✦ In Idaho \$1,344,500,000 was spent by non-resident travel parties in 1993.
- ✦ Average expenditure per party per visit was \$143.
- ✦ California travel parties averaged \$378 per visit.
- ✦ Pleasure travel parties spent more than business travel parties.

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## Pleasure vs Business Travel

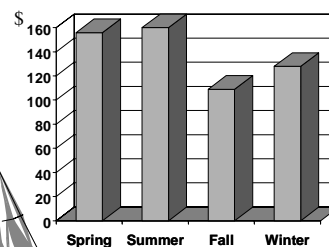


- ◆ Pleasure travellers outnumbered Business travellers,
- ◆ and they spent more!

\$154

\$124

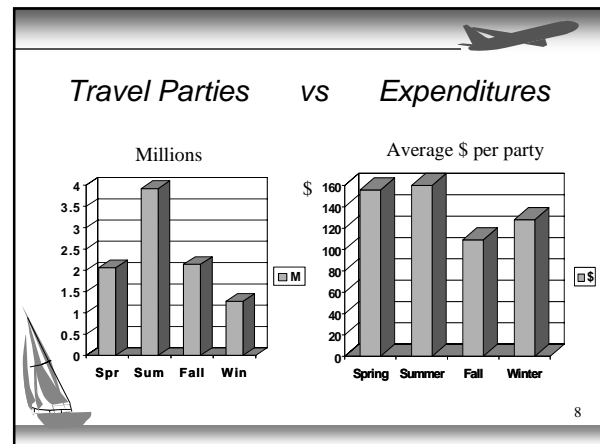
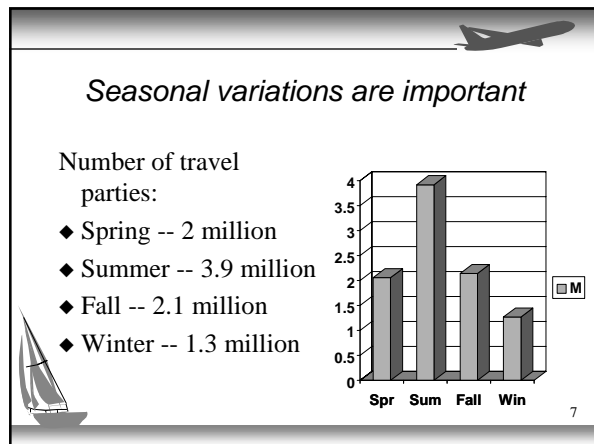
## Seasonal variations are important



Expenditures per party:

- ◆ Spring -- \$156
- ◆ Summer -- \$160
- ◆ Fall -- \$109
- ◆ Winter -- \$128

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### Resource Management & Tourism are Linked

Percent	Primary Reason of Travel
75%	<b>Pleasure Trip</b>
25%	<b>Business Trip</b>
	(Idaho Destination travelers)
29%	<b>Visit attractions or natural areas</b>
42%	<b>Visit friends or relatives</b>
	(Passing through Idaho)
36%	<b>Visit attractions or natural areas</b>
35%	<b>Visit friends or relatives</b>

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### Tourism Operates as a System

- ◆ Transportation
- ◆ Lodging
- ◆ Attractions
- ◆ Retail Services
- ◆ Marketing/Information

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### Tourism Operates as a System

- ① Transportation
  - Airports
  - Interstates & Highways
  - Buses
  - Trains
  - Autos, campers & motor homes

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### Tourism Operates as a System

- ② Lodging
  - Resorts
  - Hotels/Motels
  - Campgrounds
  - Bed & Breakfast
  - Family & Friends

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## Tourism Operates as a System


- ❶ Transportation
- ❷ Lodging
- ❸ Attractions
  - Natural (29+%)
  - Man-made
  - Cultural/Historic
  - Special events
  - Family & friends









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## Tourism Operates as a System

- ❶ Transportation
- ❷ Lodging
- ❸ Attractions
- ❹ Retail Services
  - Shopping
  - Dining
  - Supplies/Repairs
  - Personal









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## Tourism Operates as a System

- ❶ Transportation
- ❷ Lodging
- ❸ Attractions
- ❹ Retail Services
- ❺ Marketing/Information
  - Advertising
  - Promotions
  - Local, State, Regional, Nat'l, Int'l

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## Tourism Systems Interact with our Natural Resource Management Systems

- ◆ Transportation
- ◆ Lodging
- ◆ Attractions
- ◆ Retail Services
- ◆ Marketing/Information





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## 5 Phases of People's Outdoor Recreation Experience.

1. Anticipation / Planning
2. Travel to
3. Participation
4. Travel back
5. Recollection

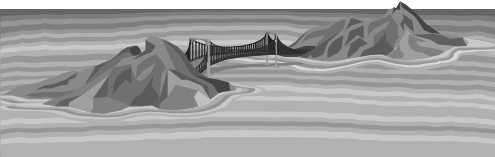






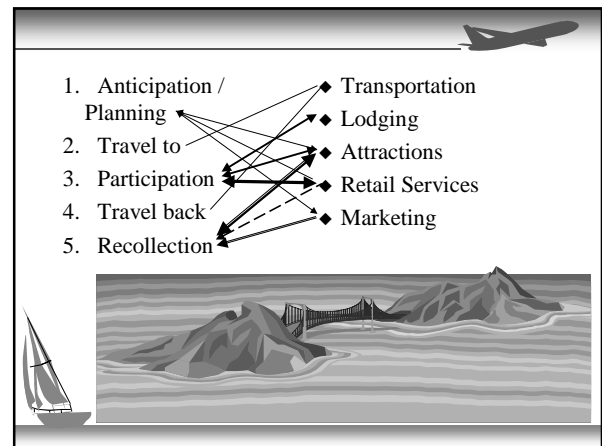
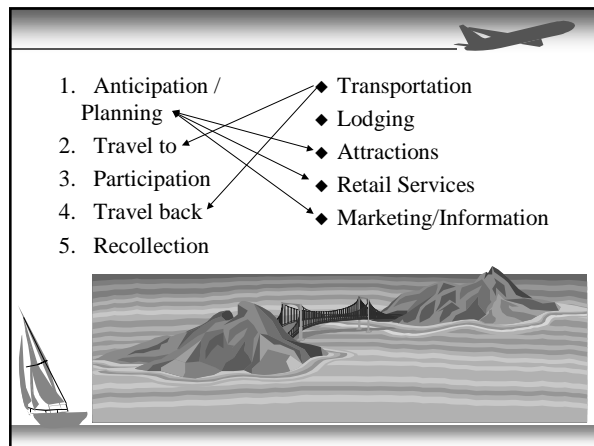

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1. Anticipation / Planning
2. Travel to
3. Participation
4. Travel back
5. Recollection

- ◆ Transportation
- ◆ Lodging
- ◆ Attractions
- ◆ Retail Services
- ◆ Marketing/Information

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### *Tourism & Natural Resource Management*

- ◆ Outfitting & Guiding
- ◆ Ecotourism
- ◆ Green travel industry
- ◆ Public policy
- ◆ Advocacy
- ◆ Regulation
- ◆ Nature-based Tourism extends the reach of NR managers beyond the area boundaries:
  - On-site interpretation
  - Local audiences
  - Remote audiences

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