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.

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.

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.

Seasonal variations are important

Expenses per party:
- Spring ~ $156
- Summer ~ $160
- Fall ~ $109
- Winter ~ $128

Pleasure vs Business Travel

- Pleasure travellers outnumbered Business travellers,
- and they spent more!
Seasonal variations are important

Number of travel parties:
- Spring -- 2 million
- Summer -- 3.9 million
- Fall -- 2.1 million
- Winter -- 1.3 million

Travel Parties vs Expenditures

Resource Management & Tourism are Linked

<table>
<thead>
<tr>
<th>Percent</th>
<th>Primary Reason of Travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>75%</td>
<td>Pleasure Trip</td>
</tr>
<tr>
<td>25%</td>
<td>Business Trip</td>
</tr>
<tr>
<td>29%</td>
<td>Visit attractions or natural areas</td>
</tr>
<tr>
<td>42%</td>
<td>Visit friends or relatives</td>
</tr>
<tr>
<td>36%</td>
<td>Visit attractions or natural areas</td>
</tr>
<tr>
<td>35%</td>
<td>Visit friends or relatives</td>
</tr>
</tbody>
</table>

Tourism Operates as a System

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

Tourism Operates as a System

- Transportation
- Lodging

Resorts
Hotels/Motels
Campgrounds
Bed & Breakfast
Family & Friends
Tourism Operates as a System

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

Tourism Systems Interact with our Natural Resource Management Systems

- Transportation
- Lodging
- Attractions
- Retail Services
  - Shopping
  - Dining
  - Supplies/Repairs
  - Personal
- Marketing/Information

5 Phases of People’s Outdoor Recreation Experience.

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

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

1. Anticipation / Planning
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