



CTRD Projects: 2001

Heritage Tourism Study: St. Johns County, Florida

This study examined the profile and the economic impacts of visitors to the St. Augustine, Florida region. Based on a year long on-site data collection among visitors, some specific analysis included: 1) the number visitors; 2) key factors of selecting St. Johns County as a vacation destination; 3) main activities of heritage travelers; and 4) the economic impact created by heritage travelers. This study was funded by the St. Johns County Tourist Development Council and the St. Augustine, Ponte Vedra & the Beaches Visitors & Convention Bureau. <http://www.getaway4florida.com/>

Needs Assessment for a New Community Park: West Boynton, Florida

A feasibility study was conducted to assess local residents' needs for a new community park. The study was conducted for the West Boynton Park and Recreation Center. <http://www.co.palm-beach.fl.us/parks/recreationcenters/westboynton>

Developing a Strategic Market Plan for the Sweet Water Branch Inn: Gainesville, Florida

A strategic marketing plan was developed for a Bed and Breakfast in Gainesville, Florida. The marketing program included objectives, market analysis, marketing, promotional strategies, implementation and evaluation. This study was conducted for Sweet Water Branch Inn. <http://www.sweetwaterinn.com>

Developing an Agri-Tourism Program in Live Oak, Florida

An agri-tourism program was developed for Live Oak, Florida. An in-depth analysis of two cases to identify critical components of a successful program in agri-tourism was conducted. Recommendations for enhancement of quality tourism experiences were addressed. This study was conducted for University of Florida's Agricultural Extension Station. <http://solutionsforyourlife.ufl.edu>

Wildfires and Tourist Behaviors in Florida

This study examined the impact of wildfires on tourist behaviors in Florida. Based on a national sample of visitors, the following were identified: 1) a demographic profiles of tourists in Florida; 2) travel patterns; 3) level of perceived risk and future intention to visit; 4) attitudes and knowledge about wildland fires; and 5) impact of wildfires on travel decisions. The study was funded by the USDA: Forest Service, Pacific South West Research Station. <http://www.fs.fed.us/psw/>

Prospectus for a User Survey of Duval County (Florida) Nature Parks

The study explored user conflicts, crowding and planning priorities for the Timicuan Preserve area north east of Jacksonville in Florida. The study was funded by Preservation Jacksonville. <http://www.coj.net/default.htm>

Fee-Related Issues in the Pacific Northwest Forests: Oregon (Malheur National Forest, Mt. Hood National Forest, Umatilla National Forest, Wallowa-Whitman National Forest), and Washington (Colville National Forest)

The study examined user fee-related issues in five Pacific Northwest Forests. Based on extensive phone surveys, two major components were analyzed: 1) visitor attitudes; and 2) preferences and

behaviors regarding fees and expenditures on National Forests in the Pacific Northwest. This study was funded by the USDA: Forest Service, Pacific Northwest Region. <http://www.fs.fed.us/r6/welcome.shtml>

Recreation Monitoring in the Umpqua National Forest, Oregon

This study examined recreational use patterns in the Umpqua National Forests in Oregon. Based on field interviews, the following major areas were analyzed: 1) recreation users' visitation patterns; 2) customer satisfaction levels; and 3) economic expenditures. This study was funded by the USDA: Forest Service, Pacific Northwest Region. <http://www.fs.fed.us/r6/welcome.shtml>

Recreation Monitoring in the Gifford Pinchot National Forest, Washington

This study examined recreational use patterns in the Gifford Pinchot National Forest in Washington. Based on field interviews, the following major areas were analyzed: 1) recreation users' visitation patterns; 2) customer satisfaction levels; and 3) economic expenditures. This study was funded by the USDA: Forest Service, Pacific Northwest Region. <http://www.fs.fed.us/r6/welcome.shtml>

Visitor Use Monitoring Study: Pacific North West (Region 6): Visitor Preferences and Patterns in Oregon (Malheur National Forest, Mt. Hood National Forest, Umatilla National Forest, Wallowa-Whitman National Forest), and Washington (Colville National Forest)

This study examined visitors' preferences and patterns across five US National Forests in Oregon and Washington. Based on field interviews, the study analyzed the following major areas: 1) recreation users' visitation patterns; 2) customer satisfaction levels; and 3) economic expenditures. This study was funded by the USDA: Forest Service, Pacific Northwest Region. <http://www.fs.fed.us/r6/welcome.shtml>