



CTRD Projects: 2003

Communication Behaviors in Outdoor Recreation: Mono Basin Scenic Area, California

This study examined information use and communication behaviors among visitors to Mono Basin Scenic Area, California. The following were analyzed 1) visitors' demographics; 2) preferred information; 3) perceived usefulness of information; 4) visitors' use and gratifications; and 5) a comparison of use and gratification among visitor's segments; and 5) recommendations to improve management of information services. The study was funded by the USDA: Forest Service, Pacific South West Research Station. <http://www.fs.fed.us/psw/>

Developing a Sustainable Tourism Plan for Jackson County, Florida

This study was conducted to provide a Sustainable Tourism Development Plan for Jackson County, Florida. The following were examined among residents: 1) attitudes and preferences for tourism development in the area, 2) types of tourism supported, 3) perceived potential impacts as a result of tourism development; and 4) respondents' profiles. This study was funded by the Jackson County Tourism Development Council. <http://www.jctdc.org>

Economic Impact of Gaming Day Cruise Industry in Florida

This study examined the economic impacts of the gaming day cruise industry on the Florida economy. The analysis included: 1) seasonality of industry, 2) number of employees and passengers carried, 3) annual vendor purchase and fee paid to port; 4) vehicle and vessel leases; and 5) local, state and federal taxes. This study was funded by the Day Cruise Industry of Florida.

Economic Impact of GSOC Events, Gainesville Florida

This study examined current visitors and their economic impact on Gainesville sporting events of Alachua County. The following were analyzed: 1) travel behavior; 2) trip planning behavior and; 3) economic impact. This project was funded by the Gainesville Sports Organizing Committee. <http://www.gsoc.com>

Hurricanes, Coastal Tourism and Visitor Displacement in Florida

This study proposed to examine the impacts by an impending hurricane on tourists to Florida. It focused on 1) a storm's impact to current visitors; 2) and impacts to potential visitors to Florida. Subsequently, to develop a monitoring strategy to manage tourists displaced by natural disasters. This study was not completed due to unforeseen events. This study was funded by the International Hurricane Center. <http://www.ihc.fiu.edu/>

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

This comprehensive study of visitor use and monitoring was examined in two phases. First, a preliminary survey data concerning recreational use and visitors' need across five US National Forests in Oregon and Washington was conducted. Second, a synthesis study based on four years of data collection was conducted under the National Visitor Use Monitoring Study and the Region 6 Recreation Fee Program in the Pacific Northwest. The study analyzed and synthesized the longitudinal field data. Some of the highlights included: 1) origin and visitors' use pattern; 2) satisfaction level; 3) expenditure; and 4) size and types of visitors groups. The results of the study were used to improve program

delivery of the USDA Forest Service. This study was funded by the USDA: Forest Service, Pacific Northwest Region. <http://www.fs.fed.us/r6/welcome.shtml>

National Visitor Use Monitoring Study: Willamette National Forest, Oregon

The study measured recreational use and its impact on the Waldo Lake area of Willamette National Forest. Based on field interviews, the following were analyzed: 1) visitor's usage patterns, expectations and desires; 2) place attachment; and 3) satisfaction levels. The study also addressed recreational issues related to potential visitors' need. This study was funded by the USDA: Forest Service, Pacific Northwest Region. <http://www.fs.fed.us/r6/welcome.shtml>