



**Canadian
Outdoor Recreation
Demand Study**

**Vol. 2
Technical Notes**

Canadian Outdoor Recreation Demand Study

Vol. 2: Technical Notes

Parks Canada

Staff and Consultants

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Many people have contributed to the preparation of this volume. Jay Beaman was responsible for both the content and the format of the primary text. Considerable assistance was provided by the various members of the CORD Study Technical Committee, other provincial researchers, and Parks Canada personnel.

It will be obvious to readers of this volume that "putting it altogether" was a very complicated process. Original material was typed, and then edited for style and readability by John Nash, Robert Farrell, Barbara Doyle, Lynne Belfry, and Barry Roberts. G.O. Ewing and Stephen Smith both, at times, served as technical editors. Edited material was then "typed" on to magnetic cards, and the card images were transferred to magnetic tape. John Buck and Lacey Lavigne deserve special mention for conducting special computer processing in Ottawa, while Steven Breen and many staff members of the University of Waterloo Computing Centre were instrumental in processing the volume's content for final editing and printing in Waterloo. Printing plates were made from mylar printed computer "output" and original material, by personnel in the Graphic Services Department of the University. Stanley Valant coordinated operations in Ottawa during the final stages of the process.

Appreciation is due to the publishers of Technical Notes that originally appeared in a number of professional publications (see Appendix B). Special efforts were made by each of the authors of all Technical Notes in preparing revised versions of their work for this publication. Many have rewritten large sections of their articles and contributed additional graphic materials for illustrative purposes. Stephen Smith painstakingly examined each of the equations in this volume and edited them with respect to the narrative content and the apparent intent of each of the authors. This latter aspect of the editing process became necessary primarily because of the idiosyncrasies of the computer software and hardware used to produce this text. However, primary responsibility for this final version of the volume rests with myself and Terry Stewart, and other members of the staff of the Leisure Studies Data Bank of the Waterloo Research Institute.

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1976

FOREWORD

Parks Canada is pleased to make this material available to the research community. The contents of this volume are truly, as the subtitle suggests, technical. Whereas Volume I in this series is intended primarily for administrative and policy personnel, this volume is intended primarily for researchers. The contents include a wealth of new and exciting approaches to the study of outdoor recreation and approaches to recreation research in general.

In 1967, when Knetsch produced an exploratory CORD Study research program, the state of recreation research was embryonic. At that time no one could have predicted which available methodological techniques essential to the CORD Study needed to be revised and which new techniques would need to be developed. Work on park-use survey methods was released in 1968. The only discussions of motivation factors affecting participation rates that were being produced at that time were theoretical rather than practical. Needless to say each of us is aware of the rapid development of computer usage and methodology that has had a revolutionary effect upon large-scale data processing and analysis since 1967. Demand estimation methodologies were published in 1969. All this occurred while CORD Study researchers were in the field collecting data.

As this volume indicates, new analysis techniques had to be developed throughout the Study. Some of these techniques are still undergoing testing and refinement. In many ways, Canada has assumed a leadership role in this effort. As late as 1974, the United States Bureau of Outdoor Recreation still perceived the field of outdoor recreation to be in such a state that it held a National Seminar to define recreation research needs.

Considering all of the factors cited, it would have been easy to have abandoned the CORD Study in the face of developments which suggested possibly better ways to achieve the aims of the Study. However, by taking a flexible view of the original design, and solving methodological problems as they arose, the Study has produced much that can be considered a major contribution to research methodology. This volume then, in the years to come, will provide researchers and others with a text that can serve as a methodological reference and as an instructional source.

John I. Nicol,
Director General, Parks Canada.
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