

# **CHAPTER I: INTRODUCTION TO THE CANADIAN OUTDOOR RECREATION DEMAND STUDY TECHNICAL NOTES**

## **GENERALITIES**

The Canadian Outdoor Recreation Demand Study (CORDS) Technical Notes (TN) are a tangible product of the CORDS. Following the acceptance of the design by J.L. Knetsch (see DESIGN FOR ASSESSING OUTDOOR RECREATION DEMAND IN CANADA below), which contained plans for data collection, it was necessary to specify the analyses needed. Technical Note (TN) 34, the "Working Paper", was prepared as a first step in meeting the need for specific analysis strategies. In TN 34, Knetsch stated:

If demand relationships can be understood with even a modicum of success, various kinds of productive analyses are possible that provide at least partial answers to many difficult problems. This is not to suggest, as was pointed out in the original design paper, that demand analyses can provide clear-cut answers to planning problems. They cannot. Rather, it is to suggest that demand analyses can provide important information useful for planning and policy decisions.

An integral aspect of research must be to anticipate policy and planning needs. However, it is necessary to remember that every Canadian 'parks' organization has its own particular policies and priorities. No one research effort can concentrate on all needs of all organizations; rather, all organizations involved in recreation research will have only certain basic concerns in common. While policies and objectives may vary, there will be large areas in which important exchanges can take place. These can include exchanges of quantitative information, of conceptual development, and of research findings related to methods and ways of evaluating policy. It is within the context of such exchange that a CORDS type of cooperative effort has the greatest promise of success.

CORDS could never provide specific answers to questions about how much outdoor recreation land should be acquired in Canada, and where. The "why" behind this is very simply that the "shoulds" in relation to need for recreation land can be defined only when comprehensive recreation policies are specified. Land policy, manpower or program needs, should only be specified in a plan when details of budgetary priorities and the issues of trade-offs between having parks and historic sites rather than hospitals and schools (or at least the trade-offs between competing recreation activities) have been worked out. Part of negotiating such trade-offs, (as indicated in the "Working Paper"), from an economist's perspective should include learning what value is put on park or historic site use, in comparison to other consumption.

In 1976 (as in 1967), when one starts to consider using "research" to aid policy makers and planners, one finds a rather "shabby" collection of tools. Even though the CORDS made major progress in many areas, more methodological development remains to be done. Often, what staff researchers and consultants do for organizations using accepted methods is methodologically unsound, and unbiased "intuition" might offer better results (and cost much less).

In preparing this CORDS volume researchers have had to confront two sets of circumstances, (1) a set of circumstances suggesting the necessity of a volume such as

this, and (2) situations that have pointed out the fallacy of, and problems with, conclusions that show how much hurting, fishing, driving for pleasure, tent camping, etc., there will or should be in the future. Although many researchers and consultants estimate “demand”, and conduct “sophisticated modelling”, such work is scratching the surface of a very complex problem. Generally, in a conceptual, structural, and statistical sense, good models and methods have not been defined. For example debate on the use of consumer surplus to measure park value was at its peak in the mid–sixties. Critiques of work in these areas were needed to give researchers guidance so they could know which work by others should be used and which should not. CORDS Technical Notes to a large extent are intended to offer researchers this type of critique.

TN 34, the Working Paper, is presented to indicate how the CORDS analysis developed along lines laid down in 1969. It provides a framework in which to illustrate how certain Technical Notes relate to the efforts made to understand the demand for outdoor recreation. It also indicates the rationale for dividing this volume into various collections of Technical Notes.

Given the methodological thrust of CORDS and given that the “Working Paper” specified certain research areas and relates methodological problems, the Technical Notes came to be classified under a number of specific headings. The classification scheme used in this volume is only one possible classification scheme for organizing the Technical Notes (see Table 1). Part of the problem in classifying them arises because a single note can be placed under several headings. The non–mutually exclusive classification of some of the TN given in Table 1 illustrates that the inclusion of an article in a particular section is somewhat arbitrary. Introductory material to the TN in each chapter gives the reader some information about the events leading, to the preparation of specific TN and provides other background that the technical editor believes the reader will find interesting and useful.

The reviews at the ends of most chapters differ substantially from each other in terms of (1) their thrust or objective and (2) authors’ styles. The reviews do not point out detailed relationships between TN in various chapters,. The approach taken was to make each review primarily a review of the TN in one chapter. Discussion of relationships and implications is found in Chapters X and XI. However, numerous cross-referencing does take place.

Table 2 indicates in numerical order, short titles for the forty-two CORDS Technical Notes. This table is provided to facilitate quick reference to the Technical Notes which are cited only by number in most references.

There has been no attempt to make the volume self-contained by providing lengthy explanations or descriptions of other research. This volume is intended for recreation research personnel who keep up with the demand analysis literature. Nevertheless, some of the references are obscure, and to prevent problems in locating such material, Parks Canada has made copies available of all listed references which are not in journals or otherwise readily available. Into the 1990s these documents were on file in the LEISURE STUDIES DATA BANK, of The Waterloo Research Institute; and copies could be obtained at cost. Many “obscure” documents are not available in the this millennium.

Finally, this volume does not provide general information on the Canadian Outdoor Recreation Demand Study, nor are there details on collection of processing of CORDS data. Persons interested in generalities about the CORDS may refer to Volume I: OVERVIEW AND ASSESSMENT. Those who wish to have more details on CORDS data collection and processing, or who wish to replicate analyses or carry out new analyses, may see Volume III: DATA COLLECTION AND DOCUMENTATION. References to both of these volumes in this work are given using abbreviated titles. These volumes are available through some Canadian university libraries.

**TABLE 1: TECHNICAL NOTES CLASSIFICATION SCHEME**

<b>TOPIC</b>	<b>TECHNICAL NOTE NUMBER</b>
Destination Modelling	1, 4, 7, 8, 11, 14, 18, 19, 30, 31, 32, 34, 35, 38
Park Attractivity	1, 2, 4, 9, 27, 28
Alternative Factors	1, 3, 9, 11, 33
Origin Modelling	6, 12, 13, 20, 29, 33, 34, 36
Use Trends/Future Use	7, 12, 13, 20, 22

**TABLE 2: TECHNICAL NOTES - SHORT TITLES**

1. Day-Use Model
2. Attractivity Indices
3. Alternative-Site Measures
4. Attractiveness, Emissiveness and Travel
5. Potentials and Needs
6. Origin Models Accuracy Estimates
7. Site Comparison Model
8. Loading Curves
9. Comparing Attractiveness Measures
10. Deriving Activity. Packages
11. Generalized Visitor Flow Model Participation and ANOVA
13. Statistical Projections
14. Distance Functions and Travel
15. Application of ANOVA
16. Calculating Supply
17. Allocating Supply
18. Enroute Overnight-Use Model
19. Use Estimates and Structural Adequacy
20. ANOVA With Interaction Effects
21. Monitoring Use
22. Participation Trends
23. LP Land Allocation
24. Data Comparability
25. Cost-Effectiveness Analysis
26. Participation Measures
27. River Quality Perception
28. Comparing Attractiveness Measures
29. Participation Data and Supply Measurements
30. Prediction Methods and Overnight Use
31. Consumer Surplus and Park Value
32. Cluster Analysis Applications
33. CORDS Unity
34. Demand Assessment Outline
35. Gravity Models
36. Origin Models and Values of R2
37. Substitutability Concept Comments
38. Consumer Surplus benefit Estimates
39. Estimating Park Economic Impact
40. Park impact: Case Study
41. Campground Development Indicators
42. Geographic Data Processing Applications