CHAPTER II: DESTINATION MODELS INTRODUCTION

The first analysis effort conducted within the CORD Study (CORDS) was the development of destination models. Cheung's work on a model of visitor flows for the day-use of parks began in 1970. His model is presented in Technical Note (TN) 1, A MODEL FOR ESTIMATING DAY-USE OF PARKS. TN 1 was important in the development of TN 7, AN APPLICATION OF MATHEMATICAL MODELS TO COMPARE TWO POTENTIAL PARK SITES.

Concern with overnight-use of parks arose early in the CORDS. Shortly-alter Cheung began work on a day-use model, it was recognized that if CORDS analyses were to be of broad importance in Canadian outdoor recreation planning, it would be necessary to develop models that would allow the prediction of the volume of a number of types of recreation use of parks, including overnight-use. For this reason, a contract was initiated to develop a work plan for a mathematical model to predict overnight-use of parks. Unfortunately, this work did not proceed beyond the stage of model development. Problems with the CORDS Park User Surveys prevented the work plan from being executed. Nevertheless, CORDS TN 30 presents ideas on 1) the need to disaggregate visitors into various classes, and 2) the kinds of models that are appropriate for different classes of visitors.

At about the same time that work on TN 30 was initiated, a proposal was received to develop a model for estimating park attractiveness and population centre emissiveness. Cesario proposed the development of a new modelling concept that appeared to have great but unproven potential for the analysis of certain recreation travel problems. When Cesario sought support to develop the model, it was thought that the CORDS Park User Survey data would not be satisfactory for building the proposed model. In fact, because of data problems, the initial proposal was held in abeyance. But, eventually the development of an attractiveness-emissiveness model was pursued as a CORDS project and resulted in TN 4. The Cesario modelling project made little use of CORDS data. Instead, accurate data on camping were obtained from the province of Ontario.

By its very success, the Cesario modelling effort raised unexpected questions that became the focus of concern in other TN. Specifically, Cesario defines what he calls the attractiveness of parks and the emissiveness of origins. These concepts give rise to questions about what attractiveness and emissiveness really are. Attractiveness is discussed in Chapter III. One issue regarding Cesario's emissiveness is whether it is a property of a city, or whether it is also related to the configuration of supply that occurs around the city. TN 11, which was one of the last TN prepared, presents proof that Cesario's emissiveness is not a simple concept. Rather, the emissiveness of a city is generated by its inherent emissiveness and the effect of alternative sites around it. The last TN prepared, TN 33 (Chapter IX), also deals with emissiveness and pursues the meaning of attractiveness in the Cesario model. It also shows how a generalized Cesario model "integrates" much of the work presented in this volume.