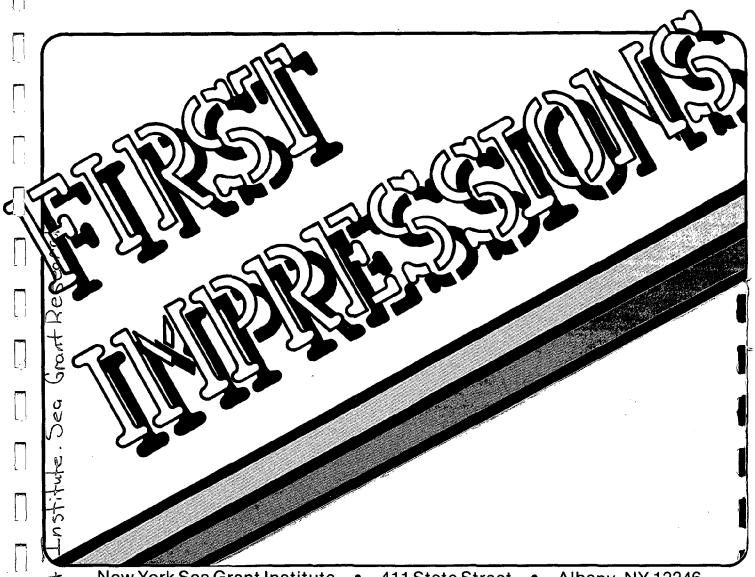COASTAL ZONE

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Great Lakes Recreation/
Tourism Futurescapes

F.M. Domoy

Great Lakes Recreation/Tourism
Futurescapes

A First Impressions Report*

Submitted by

Center for Management Study,
College of Business,
Rochester Institute of Technology

Authored by

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May, 1981

Preface

The research project "Great Lakes Recreation/Tourism Futurescapes" was an attempt to portray future scenarios. The future scenarios have been linked to the Delphi planning process into which opinion leaders surrounding the Great Lakes have contributed time and effort.

As a result I wish to personally thank those individuals as well as the Sea Grant Regional Specialists and New York Sea Grant Institute who assisted in making this study possible.

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Introduction

The decisions made by the State of New York Department of Commerce Tourism Division to recognize and support their tourism economies through promotion and packaging, as evidenced by the "I Love New York" and new "New York Loves You" logos, has posed new challenges for agencies directly involved with recreation and tourism development. Furthermore, at the Federal level the introduction of Senate Bill S.304 known as the "National Tourism Policy Act" has focused attention on the national recreation and tourism economy. As a result, those local, state, and federal agencies with field responsibilities find difficulty in designing programs to support and assist their clients serving the tourism economy as a whole. In response to this need, the following analysis is an attempt to identify trends and scenarios which describe future formulations of the tourism industry in the Great Lakes Region of New York State. From future scenarios, field agents may utilize the settings to either intensify or redirect educational programs in assisting present or new client groups.

The objectives of this forecasting effort can simply be listed below:

1) To determine future economic, social, and physical environmental scenarios for the Great Lakes coastline.

2) To identify trends within specific time periods as suggested by the years 1985, 1990, and 2000.

3) To make recommendations as to educational programming areas based upon specific scenario characteristics and descriptors.

Forecasting Process

Various quantitative and qualitative methods have attempted to forecast tourism consumption patterns. Each method possesses constraints in predicting future profiles in recreation and tourism. One of the major issues contributing to forecasting is restrictive assumptions limiting projections beyond one or two years. As we begin to extend our thinking into extended planning horizons, uncertainty increases with the more static quantitative models. Furthermore, quantitative models become overly complex as researchers attempt to integrate tourism demand and supply factors, consumer behavior, technological advances and public and corporate planning strategies. Therefore, qualitative models utilizing informed judges with possible opinion-leader characteristics may lend substantial insight in describing future tourism environment. However, the selection of informed judges also has produced limitations if short run biases constrain the overall effort. With these acknowledged limitations the following was the Delphi forecasting process instituted by this research project:

1) In order to comprehensively investigate the future of recreation and tourism in the Great Lakes Region it was necessary to categorize the economy into public, private, and institutional sectors either supporting or industrially providing recreation and tourism goods and services. The categories selected include public agencies involved with the production of "collective" goods and services, private industry supplying the consumer with an array of products influenced by effective demand, and academic institutions researching future consumption.

2) Once the specific categories were outlined a communication was sent to the New York Sea Grant Regional Specialists to assist in the process of selecting opinion leaders for each of the categories. Each agent was requested to submit names and addresses of individuals involved within recreation and tourism for each of the categories. A list of names was developed from the agents with additional opinion leaders identified by the author in an attempt

to comprehensively sample the Great Lakes Region.

3) One hundred and five received three generalized questions related to the future of recreation and tourism in the Great Lakes Region. A total of 52 participants returned the survey with 44 fully completing questionnaire #1. Each question was designed to extract very generalized observations concerning each of the environmental settings. Furthermore, various interpretations of the individual questions encouraged a diversity of answers formulating a comprehensive analysis of the future event (see Appendix I).

4) From the outlined observations recorded on questionnaire #1, specific characteristics and descriptors were recorded for each of the generalized questions used to describe a future event, ie: "there will be an increased emphasis on seasonal homes within the Great Lakes Region." (characteristic - seasonal homes, descriptor - increased emphasis.) The characteristics and descriptors became the basis for questionnaire #2, in order to fully analyze all observations stated in questionnaire #1. A second aspect of questionnaire #2 was an attempt to time line the forecasted events into the years 1985, 1990, and 2000. This was accomplished by requesting each respondent to select a characteristic and descriptor predominating the respective time periods within each of the economic, social, and physical environmental settings (see Appendix I).

Summary of Results

Analysis of the characteristics with corresponding descriptors was completed by tallying responses and computing percentages for each of the three areas. These percentages appear within Tables 1-4 whereas Tables 5-7 represent the changes perceived over time for each of the three areas.

In order to identify future scenarios from the characteristics and descriptors for each of the environmental settings, a simple ranking procedure was designed. From each environmental setting the highest ten characteristics and descriptors represented by percentages were listed in descending order (Tables 8-10). The rankings indicated the degree of consensus of the opinion leaders within the Great Lakes Region. The ten characteristics and descriptors help portray each of the environmental settings for the total time period from 1985 to the year 2000.

To forecast changes over the years 1985, 1990, and 2000 the opinion leaders were requested to select the characteristic and descriptor best indicative of the time period for each of the settings. Tables 5 thru 7 are the responses recorded from Part IV of questionnaire #2. In attempting to gain consensus for the individual time periods the most frequent listed characteristics and descriptors were recorded. As a result Table 11 reflects the consensus of the opinion leaders for the years and settings.

TABLE 1

Computed Percentages for Economic Characteristics and Descriptors

Part I. "Please describe the economic environmental setting that you foresee
in recreation and tourism for the years 1985, 1990 and 2000 in the
Great Lakes Region."   (Questionnaire #1)

The following questions reflect the descriptive terms utilized by
the aggregate group to describe future economic conditions in
recreation/tourism.

A. How would you describe the characteristics of recreation/tourism
facilities within the Great Lakes Region?

	Descriptors	Characteristics	Descriptors	
41%	Concentrated	Location	Disperse	59%
47	Human-intensive	Type of Investment	Capital-intensive	53
62	Local	Ownership	Corporate	38
60	Corporate-owned	Ownership	Corporate Franchise	40
25	Public	Ownership	Private	75
55	Local Capital	Financing	Outside Capital	45
29	Public	Management	Private	71
27	Full-time	Employment	Part-time	73
67	Small scale	Size	Large-scale	33
12	Vertical	Integration	Horizontal	82
49	Minimize costs	Strategies	Maximize revenues	51
31	Decrease	Energy cost	Increase	69
70	Increase	Rate of growth	Decrease	30
85	Service-oriented	Economy type	Production oriented	15
70	Decrease	Role of Government	Increase	30
88	Increase	Role of Technology	Decrease	12
77	Reinvestment	Investment strategies	Divestment	13
82	Decrease	Government subsidization	Increase	18

Table 1 (continued)

Descriptors	Characteristics	Descriptors	
16 Increase	Constraints to business	Decrease	64%
86 Regional	Markets	Local	14
16 International	Markets	National	64
4 Decrease	Water-based facilities	Increase	96
91 Increase	Land-based facilities	Decrease	9
78 Increase	Strength of U.S. Dollar	Decrease	22
57 Boats	Allocation of discretionary dollars	Second homes	43
76 Travel vacations	Allocation of discretionary dollars	Second homes	24
74 Travel vacations	Allocation of discretionary dollars	Boats	26
83 Increase	Charter fishing boats	Decrease	17
83 Increase	Lake cruise boats	Decrease	17
48 Possible	Rationing of recreation/ tourism consumption	Not possible	52
38 Decrease	Commercial fishing	Increase	62
6 Decrease	Sports fishing	Increase	94
84 Sports fishing	Priority area	Commercial fishing	16
82 Marina development	Priority area	Commercial port development	18
58 Hydro power	Priority area	Sportsfishing	42

Table 2

Computed percentages for Social Characteristics and Descriptors

Part II. "Please describe the social environmental setting that you foresee in recreation and tourism for the years 1985, 1990 and 2000 in the Great Lakes Region." (Questionnaire #1)

The following questions reflect the descriptive terms utilized by the aggregate group to describe future social conditions in recreation/ tourism.

A. How would you describe the social characteristics of population in relation to recreation and tourism consumption in the Great Lakes Region?

Descriptors	Characteristics	Descriptors	
35% Low Density	Recreation consumption pattern	High density	65%
56 Group	Recreation consumption pattern	Individual	44
31 Peer group	Recreation consumption pattern	Family	69
67 Group travel	Travel pattern	Individual travel	33
71 Auto	Form of transportation	Bus	29
63 Air	Form of transportation	Rail	37
58 Water	Form of transportation	Rail	42
54 Truck	Form of transportation	Rail	46
41 Individual purchases	Vacations	Packaged	59
5 Impromptu	Vacations	Planned	95
43 Increase	Family	Decrease	57
85 Two parent	Household structure	Single parent	15
39 Urban areas	Population growing	Rural areas	61
62 Suburban	Population growing	Urban	38
3 Low income	Greatest participation by income group	Middle-income	97
78 Middle-income	Greatest participation by income group	High-income	22

Table 2 (continued)

	Descriptors	Characteristics	Descriptors	
65%	Increase	User conflicts	Decrease	35%
12	Decrease	Supply of recreation/ tourism activities	Increase	88
37	Elementary school	Educational introduction of recreation/tourism	Jr. High-High	63
60	High school	Educational introduction of recreation/tourism	College	40
84	Increase	Public access	Decrease	16
25	Local	Appreciation of recreational attractiveness	Regional	75
70	Regional	Recognition of recreational attractiveness	National	30
77	Longer	Vacation period	Shorter	23
66	Decrease	Role of National Parks System	Increase	34
3	Single	Family income source	Multiple	97
100	Increase	Tourist season	Decrease	0
22	Young	Population structure	Middle aged	78
61	Middle-aged	Population structure	Senior citizen	39
49	Owned home	Living place	Apartment condominium	51
88	Active recreation forms	Baby boom market will seek	Passive recreation	12
85	Increased	Role of handicapped	Decreased	15
72	Flex-time	Work week	Traditional structure	28
28	Stream	Fishing preference	Lake	72
27	River mouth	Fishing preference	Lake	63

Table 3

Recorded Types of Behavior Form Describing
Recreation Consumption (Social Environmental)

B. Please identify the specific behavior forms which best describe the types
of consumption within the Great Lakes Region (select three).

21 Socializing in informal settings

25 Associative behavior dictated by common interests

8   Competitive behaviors within recreation activities against others

4   Risk-taking behavior

13 Exploratory behaviors to gather new knowledge

7   Vicarious experience with others viewing a specific event

22 Sensory stimulation related to one's physical and mental needs

13 Physical expression to improve bodily performance

Table 4

Computed Percentages for Physical Characteristics and Descriptors

Part III. "Please describe the <u>physical environmental setting</u> that you foresee in recreation and tourism for the years 1985, 1990, and 2000 in the Great Lakes Region." (Questionnaire #1)

The following questions reflect the descriptive terms utilized by the aggregate group to describe future physical conditions in recreation/ tourism.

A. How would you describe the characteristics of the physical environment within the Great Lakes Region?

Descriptors		Characteristics		Descriptors	
92%	Increase	Water quality	Decrease		8%
30	Increase	Great Lakes water level	Decrease		70
25	Increase	Amount of toxic substances	Decrease		75
89	Increase	Construction of recreation facilities	Decrease		11
11	Decrease	Number of fishing piers	Increase		89
12	Decrease	Accessibility to inland bay areas	Increase		88
22	Decrease	Water quality standards	Increase		78
81	Increase	Conversion of abandoned "rights-of-way" to recreation	Decrease		19
15	Increase	Health risk of fish consumption	Decrease		85
86	Increase	Fish stocking level	Decrease		14
63	Increase	Acid rains	Decrease		37
89	Multiple use	Facility function	Single use		11
68	Increase	Water supplies	Decrease		32
64	Increase	Shoreline erosion	Decrease		36
94	Increase	Coal power generation	Decrease		6

Table 5

Listing of Priorities for Economic Characteristics and Descriptors

1985	1990	2000
Reinvestment	Travel vacations	Private management
Increase corporate ownership	Outside capital financing	Increase field of technology
Local ownership	International markets	Discretionary income for travel vacatic
Service oriented industry	Increased rate of growth	Maximize revenue strategy
Decrease on travel for recreation/tourism	Discretionary dollars for low capital investments	Increase in lake cruises
Outside capital financing	Decrease in incomes for travel vacations	Increase mass transportation
Increasing energy costs	Corporate ownership	Concentrated locations
Decrease in family vacations	Private ownership	Energy cost decrease
Increased inflation	Service-oriented economy	Packaged vacations
Role of government to decrease	High capital investments	Descretionary income for second homes
Minimize cost strategy	Increased inflation	Greater employment of white collar over blue collar
Role of government to increase	Energy cost decrease	International markets
Increase in blue collar unemployment	Discretionary income for second homes	Decrease rate of growth
Increase in local recreation activities	White and blue collar increase in employment rate	Decrease in private investment
Increase in sportsfishing	Discretionary income assigned to boating	Decrease in private investment
Capital intensive treatment	Maximize cost strategy	Regional markets
Increase in private investment	Increase in private investment	Regional markets

Table 5 (continued)

1985	1990	2000
Tourism concentration	Tourism concentration continued	Level off of sportsfishing
Regional markets	Regional markets	
	Dominance of sportsfishing in region	

Table 6

Listing of Priorities for Social Characteristics and Descriptors

1985	1990	2000
Social interaction slower than economic	Flex-time	Middle-age population structure
Planned family recreation	Longer vacation period	Recognition of recreation of the nationally
Planned vacations	Increase in tourism season	Packaged vacation
Supply of tourism to recreation	Passive recreation forms	Passive recreation forms
Longer reaction period	Group travel	Group travel
Active recreation forms	Increase in user conflicts	Increase in user conflicts
Individual travel increase in conflicts	Increase in user conflicts	Multiple family income
Multiple family income	Appreciation of regional recreational attractions	Middle income participation
Family recreation pattern	More active recreation	Packaged planned travel
Individual sports recreation declining	Urban population growing	Increase in education for leisure
Increase in recreational programming	Packed planned travel	Decrease in family recreation
Shorter vacation periods	Group vacations	Increase in public access
Increased group travel	Increase in public access	
High density recreation consumption	Bus transportation	
Increase in recreation consumption	Education for recreation and tourism	

Table 7

Listing of Priorities for Physical Characteristics and Descriptors

1985	1990	2000
Increase in the water quality	Increase in fish stocking levels	Increase in construction
Increase in recreation construction	Increase in water quality standards	Decrease in acid rain
Decrease in toxic substances	Conversion of abandoned right-of-ways	Multiple use facilities increase
Decrease in water quality standards	Increase in shoreline erosion	Increase in water quality
Increase in multiple use facilities	Decrease in construction	Decrease in water supply
Increase in accessibility to inland bays	Increase in construction	Increase in shoreline erosion
Increase in acid rains	Decrease in health risk of fish consumption	Decrease in water quality
	Multiple-purpose facilities	
	Decrease in toxic substances	

Table 8

Economic Consensus of Opinion Leaders

Percentage of Consensus	Characteristic and Descriptor
96	Increase in water-based recreation facilities
94	Increase in sportfishing
91	Increase in land-based recreation facilities
88	Increase rate of technological development
86	Emphasis on regional markets rather than local
85	Predominance of service-oriented economy
84	Policy priority placed upon sportsfishing rather than commercial fishing
83	Increase utilization of lake cruise boats
83	Increase utilization of charter fishing boats
82	Policy priority placed upon marina development rather than commercial port development
82	Decrease in government subsidization
82	Horizontal integration of recreation/tourism rather than vertical integration

Table 9

Social Concensus of Opinion Leaders

Percentage of Concensus	Characteristics and Descriptors
100	Increase in length of tourist season
97	Greatest participation of middle-income group
97	Multiple family income source rather than single
95	Planned vacations rather than impromptu
88	Increase supply of recreation/tourism activities
88	Baby boom market to seek active recreation forms
85	Increase role of handicapped in recreation/tourism
85	Two parent household structure rather than single
84	Increase public access to recreation facilities
78	Dominance of middle-aged population structure
77	Longer vacation periods
72	Flex-time rather than traditional work schedule
72	Lake fishing preference rather than stream fishing
71	Auto form of transportation rather than bus

Table 10

Physical Concensus of Opinion Leaders

Percentage of Concensus	Characteristics and Descriptors
94	Increase in coal power generation
92	Increase in water quality
89	Increase in construction of recreation facilities
89	Multiple use facility function rather than single use
88	Increase accessibility to inland bay areas
86	Increase in fish stocking level
85	Decrease in health risk of fish consumption
81	Increase conversion of abandoned "right-of-ways" to recreation
78	Increase in water quality standards
75	Decrease in amount of toxic substances
70	Decrease in Great Lakes water level

Table 11

Economic, Social and Physical Consensus for Years 1985, 1990, and 2000

	1985	1990	2000
Economic	Increase corporate ownership	Increase outside capital financing	Increase in role of technology
	Increase in private investment	Increase in corporate ownership	Increase in international markets
	Increase in energy cost		
	Increase in sportsfishing		
Social	Increase supply of recreation/ tourism	Group vacations	Middle-aged population structure
	Multiple family income	Increase in user conflicts	Increase in user conflicts
	Increase in tourist season	Increase in tourist season	Packaged planned travel
Physical	Increase in recreation facilities construction	Increase in water quality standards	Increase in recreation facilities construction
	Increase in water quality	Increase in shoreline erosion	Increase in water quality
	Increase in fish stocking levels	Increase in recreation facilities construction	Multiple use facilities
	Multiple use facilities		

Recommendations

The preceding series of tables are a reflection and consensus of the opinion leaders within the Great Lakes Region. From tables 8-11, trends can be formulated by the reader in order that these observations can be applied to their specific roles in government and industry. It is not the researcher's intention nor objective to personally forecast Great Lakes futurescapes. Rather, the intent is only to seek consensus among the opinion leaders as the Delphi process mandates. However, the researcher wishes to make a list of recommendations directed toward the general areas of educational programming which may be considered by Sea Grant field agents. The basis of the following recommendations is derived from the consensus of the opinion leaders.

1) The economic consensus of opinion leaders indicates a major interest in water-based recreation facilities specifically relating to sportsfishing. Further, both corporate and proprietary ownership of recreation/tourism business will increase within the region. In order to insure economic viability of this commercial environment, Sea Grant's role should be directed towards existing, expanding, and proposed private development efforts. The allocation of economic topics will depend upon regional identification of commerical development stages perceived by the field agents, ie: human resource training, expansion, financing, economies-of-scale, new facility technologies, etc.

2) The perceived social consensus indicates that participation will occur at a greater level of consumption than previously consumed. This is based upon an increased tourist season with a high degree of planned vacationing. Furthermore, there is consensus that consumers will evolve from both regional and international markets. With this increased consumption, user conflicts may develop. However, if programmed effectively, activities may also become complementary or symbiotic. In order to maintain a desired level of consumer

satisfaction, Sea Grant agents may continue to interact with specific user groups as well as other agencies such as local and regional tourist boards. The major emphasis should be directed at the logistics and servicing of specific user groups within the resource base, ie: vacation packaging, event scheduling, market development, needs identification, etc.

3) The consensus of the physical environment is a perceived increase in the use of the water resources of the Great Lakes. It is believed that water quality will increase and that there will be a decrease in amount of toxic substances associated with the role of technology. Also, an increase in construction of recreation/tourism facilities will occur, placing a greater demand on existing carrying capacities. As a result, Sea Grant's role to maintain programs with emphasis on physical water-based planning seems necessary to insure a higher perceived quality, ie: shoreline protection, marina construction, facilities planning, chemical emissions, etc.

It is hoped that this project has offered the regional field agents of Sea Grant a description of the future. Furthermore, it is suggested that the basis of this investigation be continued in order to maintain effective educational programming for coastal audiences.

Appendix I

You have been identified by New York Sea Grant Extension
Program agents and researchers as perceived opinion leaders
within the recreation and tourism industry. Furthermore,
the selection is based upon your contributions, insights,
and expertise to plan for recreation and tourism. As a
result, I am asking if you will participate in a planning
process to determine future educational programming needs
for recreation and tourism for the Great Lakes Region.

The enclosed questionnaire is first in a series of two
survey instruments that will be sent to you for completion.
The first questionnaire is designed to broadly view the
future economic, social, and physical environments of recreation
and tourism for the years 1985, 1990, and 2000. The design
of the second questionnaire is contingent upon your observations
and comments conveyed by questionnaire #1. From areas of
agreement, disagreement and potential priorities a more
objective instrument will be constructed to seek an overall
consensus. Once a consensus has been approximated, the
study has reached its completion. Please record your
observations on the attached questionnaire and return it in
the stamped enclosed envelope by March 1, 1981.

The findings of this study will be shared with you upon its
completion.

Thank you for your sincere interest in this project entitled,
"Great Lakes Recreation/Tourism Futurescapes".

Sincerely,

Francis M. Domoy
Associate Professor
School of Food, Hotel & Tourism
Management

FMD:ds

Enc.

QUESTIONNAIRE #I

1)   Please describe the economic environmental setting that you
     foresee in recreation and tourism for the years 1985, 1900,
     and 2000 in the Great Lakes Region.

     A.   Year 1985

          1.

          2.

          3.

     B.   Year 1990

          1.

          2.

          3.

     C.   Year 2000

          1.

          2.

          3.

2)   Please describe the social environmental setting that you foresee
     in recreation and tourism for the years 1985, 1990, and 2000 in
     the Great Lakes Region.

     A.   Year 1985

          1.

          2.

          3.

     B.   Year 1990

          1.

          2.

          3.

C. <u>Year 2000</u>

    1.

    2.

    3.

3) Please describe the <u>physical environmental setting</u> that you foresee in recreation and tourism for the year 1985, 1900, and 2000 in the Great Lakes Region.

A. <u>Year 1985</u>

    1.

    2.

    3.

B. <u>Year 1990</u>

    1.

    2.

    3.

C. <u>Year 2000</u>

    1.

    2.

    3.

I sincerely wish to thank you for your completion of the first phase of the "Great Lakes Futurescape Project." A great deal of time and effort was apparent in the submitted comments. As you realize, Questionnaire #1 was designed to extract very generalized observations concerning the economic, social and physical environmental settings requested for the years 1985, 1990, and 2000. The questionnaire was purposely designed to allow for various interpretations of the individual questions. As a result, each of you presented a diversity of answers which allows us to comprehensively forecast the future.

From your submitted observations, I have identified specific descriptors which were utilized to depict future settings. The descriptors will be the focus of questionnaire #2. Therefore, each recorded response will help determine the degree in which you feel a specific event or change will occur. Furthermore, it will help us to approach a position of consensus, therefore, allowing us to complete the planning process.

The following questionnaire is an attempt to further formulate a futurescape for the Great Lakes Region.

Please return questionnaire by April 24, 1981.

Thank you for your dedication to the project.

Sincerely,

Francis M. Domoy
Associate Professor
School of Food, Hotel & Tourism Management

/ds

QUESTIONNAIRE #2

This questionnaire is framed in four parts to reflect the ordering of Questionnaire #1. Therefore, the original questions will be repeated and all <u>descriptors</u> identified by you in the first phase will be tested.

Instructions: Please <u>check</u> the parenthesis box indicating your judgement for the following questions.

Part I. "Please describe the <u>economic environmental setting</u> that you foresee in recreation and tourism for the years 1985, 1990, and 2000 in the Great Lakes Region." (questionnaire #1)

The following questions reflect the descriptive terms utilized by the aggregate group to describe future economic conditions in recreation/tourism.

A. How would you describe the characteristics of recreation/ tourism facilities within the Great Lakes Region.

Descriptors	Characteristic	Descriptors
( ) Concentrated	Location	Disperse
( ) Human-intensive	Type of investment	Capital-intensive
( ) Local	Ownership	Corporate
( ) Corporate-owned	Ownership	Corporate Franchise
( ) Public	Ownership	Private
( ) Local Capital	Financing	Outside Capital
( ) Public	Management	Private
( ) Full-time	Employment	Part-time
( ) Small scale	Size	Large Scale
( ) Vertical	Integration	Horizontal
( ) Minimize costs	Strategies	Maximize Revenues
( ) Decrease	Energy cost	Increase
( ) Increase	Rate of growth	Decrease
( ) Service-oriented	Economy type	Production-oriented
( ) Decrease	Role of Government	Increase
( ) Increase	Role of Technology	Decrease

Descriptors	Characteristic	Descriptors	
( ) Reinvestment----------	Investment strategies----	Divestment	(
( ) Decrease--------------	Government subsidization--	Increase	(
( ) Increase-------------	Constraints to business--	Decrease	(
( ) Regional-------------	Markets------------------	Local	(
( ) International---------	Markets------------------	National	(
( ) Decrease -------------	Water-based facilities---	Increase	(
( ) Increase -------------	Land-based facilities----	Decrease	(
( ) Increase-------------	Strength of U.S. Dollar--	Decrease	(
( ) Boats----------------	Allocation of ---------- descretionary dollars	Second homes	(
( ) Travel vacations -----	Allocation of ---------- descretionary dollars	Second homes	(
( ) Travel vacations------	Allocation of----------- descretionary dollars	Boats	(
( ) Increase-------------	Charter fishing boats----	Decrease	(
( ) Increase-------------	Lake cruise boats--------	Decrease	(
( ) Possible-------------	Rationing of recreation/- tourism consumption	Not possible	(
( ) Decrease-------------	Commercial fishing-------	Increase	(
( ) Decrease-------------	Sports fishing----------	Increase	(
( ) Sports fishing--------	Priority area-----------	Commercial fishing	(
( ) Marina development----	Priority area-----------	Commercial port development	(
( ) Hydro power----------	Priority area ----------	Sports fishing	(

Part II. "Please describe the social environmental setting that you foresee in recreation and tourism for the years, 1985, 1990, and 2000 in the Great Lakes Region." (questionnaire #1)

The following questions reflect the descriptive terms utilized by the aggregate group to describe future social conditions in recreation/tourism.

A. How would you describe the social characteristics of population in relation to recreation and tourism consumption in the Great Lakes Region.

Descriptors	Characteristic	Descriptors
( ) Low density	Recreation consumption pattern	High density
( ) Group	Recreation consumption pattern	Individual
( ) Peer group	Recreation consumption pattern	Family
( ) Group travel	Travel pattern	Individual travel
( ) Auto	Form of transportation	Bus
( ) Air	Form of transportation	Rail
( ) Water	Form of transportation	Rail
( ) Truck	Form of transportation	Rail
( ) Individual purchases	Vacations	Packaged
( ) Impromtu	Vacations	Planned
( ) Increase	Family	Decrease
( ) Two parent	Household structure	Single parent
( ) Urban areas	Population growing	Rural areas
( ) Suburban	Population growing	Urban
( ) Low-income	Greatest participation by income group	Middle-income
( ) Middle-income	Greatest participation by income group	High-income
( ) Increase	User conflicts	Decrease
( ) Decrease	Supply of recreation/ tourism activities	Increase
( ) Elementary school	Educational introduction of recreation/tourism	Jr.High-High School
( ) High school	Educational introduction of recreation/tourism	College
( ) Increase	Public access	Decrease
( ) Local	Appreciation of recreational attractiveness	Regional
( ) Regional	Recognition of recreational attractiveness	National

Descriptors	Characteristic	Descriptors	
( ) Longer----------------	Vacation period----------	Shorter	(
( ) Decrease--------------	Role of National Parks--- System	Increase	(
( ) Single----------------	Family income source-----	Multiple	(
( ) Increase-------------	Tourist season----------	Decrease	(
( ) Young----------------	Population structure-----	Middle aged	(
( ) Middle aged----------	Population structure-----	Senior citizen	(
( ) Owned home----------	Living place------------	Apartment-condominium	(
( ) Active recreation----- forms	Baby boom market-------- will seek	Passive recreation	(
( ) Increased------------	Role of handicapped------	Decreased	(
( ) Flex-time------------	Work week---------------	Traditional structure	(
( ) Stream---------------	Fishing preference-------	Lake	(
( ) River mouth----------	Fishing preference-------	Lake	(

B. Please identify the specific behavior forms which best describe the types of consumption within the Great Lakes Region (select three)

( ) Socializing in informal settings.

( ) Associative behavior dictated by common interests.

( ) Competitive behaviors within recreation activities against others.

( ) Risk-taking behavior.

( ) Exploratory behaviors to gather new knowledge.

( ) Vicarious experience with others viewing a specific event.

( ) Sensory stimulation related to one's physical and mental needs.

( ) Physical expression to improve bodily performance.

Part III. "Please describe the physical environmental setting that you foresee in recreation and tourism for the years 1985, 1990, and 2000 in the Great Lakes Region." (questionnaire #1)

The following questions reflect the descriptive terms utilized by the aggregate group to describe future physical conditions in recreation/tourism.

A. How would you describe the characteristics of the physical environment within the Great Lakes Region?

Descriptors	Characteristic	Descriptors
( ) Increase-------------	Water quality-----------	Decrease
( ) Increase-------------	Great Lakes water level--	Decrease
( ) Increase-------------	Amount of toxic substance-	Decrease
( ) Increase-------------	Construction of -------- recreation facilities	Decrease
( ) Decrease-------------	Number of fishing piers--	Increase
( ) Decrease-------------	Accessibility to -------- inland bay areas	Increase
( ) Decrease-------------	Water quality standards--	Increase
( ) Increase-------------	Conversion of abandoned-- "rights of way" to recreation	Decrease
( ) Increase-------------	Health risk of----------- fish consumption	Decrease
( ) Increase-------------	Fish stocking level------	Decrease
( ) Increase-------------	Acid rains--------------	Decrease
( ) Multiple use----------	Facility function--------	Single use
( ) Increase-------------	Water supplies----------	Decrease
( ) Increase-------------	Shoreline erosion--------	Decrease
( ) Increase-------------	Coal power generation----	Decrease

Part V. In order to complete the planning process, it is necessary to prioritize characteristics describing the Great Lakes Region for the years 1985, 1990, and 2000. It is necessary for you to select one characteristic and your recorded descriptor which you feel best forecasts each setting and time period.

Please fill in the following table to complete this survey.
i.e. (1985, Economic) red fishing lures - increase
(1990, Economic) blue fishing lures - decrease, etc.

	1985	1990	2000
Economic			
Social			
Physical			

Thank you!