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THE LEISURE VIEW



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TEXAS MARINE RESOURCES

THE LEISURE VIEW

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A Consensus Report of
"MARINE RESOURCES: LEISURE USES"
A Workshop for Texas Marine Tourism-Recreation Development

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FOREWORD

This booklet represents a summary statement of the third Texas A&M University Sea Grant Workshop, "Marine Resources: Leisure Uses." The meeting was one in a continuing series of working sessions designed to find out the views of various user groups concerned with marine resource development in Texas. Similar workshops have been held with industrialists, educators, attorneys and administrators and port and water developers and users. Others are planned for coastal land use, banking and commerce, and fisheries.

The statement issued here is one of consensus. It reflects the concern of each participant for a well-managed coastal zone for the state. It should not be assumed that all the ideas were unanimously voiced by all participants or that each individual subscribes to every detail.

The workshop was planned and conducted by the Recreation and Parks Department of the College of Agriculture, Texas A&M University. Dr. Clare A. Gunn, professor of tourism and recreation, was responsible for the conduct of the workshop and the compilation of this report. The Sea Grant Program is grateful for his effort in the workshop development.

It is the intention of the Texas A&M University Sea Grant Program that this statement may stimulate the growth of marine resources in the state. Comments and discussion on the material presented here are welcome. Please address remarks to the Sea Grant Program Office, Texas A&M University, College Station, Texas.

JOHN C. CALHOUN, JR.
Director, Sea Grant Program
Texas A&M University

June 1970

INTRODUCTION

One of the greatest assets of the nation and of Texas is its Gulf coast, especially for tourism and recreation. At the same time, it is an area of great concern. It is here that population growth brings greater and greater pressure for leisure uses upon the same resources that are important for other uses, such as for industry, navigation, and fishing.

Nationally, over 75 percent of the population lives in coastal areas and here the rate of growth is greatest. Furthermore, recreational demand is increasing at a rate generally double that of the population growth. Texas is no exception. Nearly half of the people of Texas already live near the coast. Those choosing the coast for recreation have doubled in numbers in recent years and they now spend over \$183 million annually for leisure uses there.

The natural growth of the region has produced some fine facilities and offers a variety of excellent services. Yet, as in most growth areas rapid expansion and fragmented decision-making have created many problems. As growth continues, there is evidence that the attractions which lure recreational use of the region are being depleted. Already, serious conflicts with other land uses are occurring.

To provide greater insight into the present and predictable coastal situation, approximately fifty persons with specialized interests convened at the Holiday Inn Emerald Beach, Corpus Christi, January 22-23, 1970. This workshop was called by the Recreation and Parks Department and was sponsored by the Sea Grant Program, both of Texas A&M University.

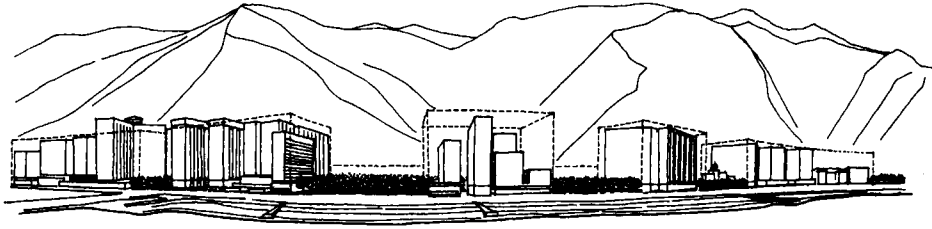
The workshop was one of several designed to establish benchmarks for marine resources development on the Texas Gulf coast. These workshops are arranged within the total context of the original Sea Grant Act of 1966 which has the purpose of initiating

and supporting activities that will result in the "gainful uses" of marine resources by providing "greater economic opportunities, including expanded employment and commerce; the enjoyment and use of our marine resources; new sources of food; and new means of development of marine resources" through research, education and training of skilled manpower, and advisory services. Tourism-recreation—a major marine activity at the present time and holding promise for even greater economic and social importance in the future—therefore became the focus of this workshop.

WORKSHOP APPROACH

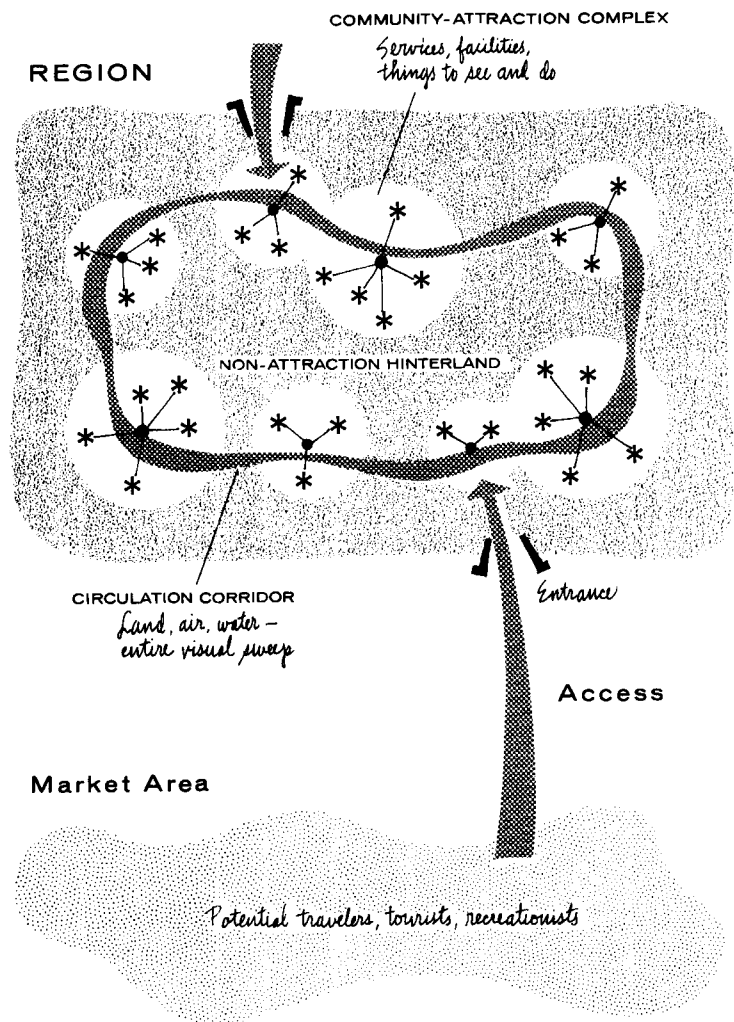
Most tourism and recreation meetings deal exclusively with one or the other of two leisure-use modes—recreation or tourism. This workshop included both tourism and recreation as well as related factors such as ecology and industry because of their importance along the Texas Gulf coast. Each of the 50 participants was invited on the basis of his reputation for objectivity and his knowledge and experience in a field of endeavor within one of the following broad categories: (1) tourism-recreation leaders, promoters, and developers, (2) planners, architects, landscape architects and other designers, and (3) scientists, industrialists, engineers, and researchers. While specific geographic representation was not possible, the participants were drawn from the entire coast and from state and federal agencies.

Prior to the workshop, each participant was furnished a brochure of basic information on coastal recreation, the purposes and program of the Sea Grant Program of the National Science Foundation, the present program of the Texas A&M University Sea Grant Program, the functions of the Texas Interagency Natural Resources Council, and papers submitted by some of the participants.



Makai building corridor envelopes with relief zones for Waikiki.

Illustrations of presentations during workshop



THE AGENDA

The workshop consisted mainly of group discussion preceded by brief introductory remarks. A special talk on coastal planning in Hawaii was featured in an evening session.

Dr. John C. Calhoun, Jr., vice-president, Texas A&M University and director, Texas A&M University Sea Grant Program, described the University's Program and the scope of its marine resources development efforts. Mr. Arthur G. Alexiou, Office of the Sea Grant Program, National Science Foundation, Washington, D. C., described the overall purposes of the national effort. Mr. William Stoll, Division of Planning Studies, Office of Planning Coordination, Office of the Governor of Texas, outlined the objectives and programs of the executive office and the Interagency Natural Resources Council, especially those of the Gulf Coast Study Committee. From Dr. Leslie M. Reid, head, Department of Recreation and parks, Texas A&M University, came a description of the research, teaching, and extension activities of this new educational facility in Texas. Dr. Clare A. Gunn, professor of tourism-recreation development, also of the Department of Recreation and Parks, described the present state of the art and science of tourism-recreation development, design, and planning and offered a concept for growth.

Especially enlightening was a presentation by Mr. Aaron Levine, President, Oahu Development Conference (ODC), Honolulu, Hawaii. The ODC is known world-wide as an outstanding citizens' planning organization. The purpose of incorporating this into the workshop agenda was to learn how tourism-recreation planning problems in another area had been approached and alleviated. While Hawaii and Texas have obvious differences, it was learned that many similarities such as congested beach use, competition for resources, and haphazard development were evident.

The ODC is administered by a board of directors made up of thirty top executives of the major business establishments of Hawaii. Three standing committees, including sixty citizen volunteers from business, labor, education, clergy, professional associations, service clubs and women's organizations, develop recommendations for action by the board. All issues that pertain to the coast and its use are now tested by the public agencies against this sounding board of informed, responsible, and articulate citizens. Through the professional planner-designers on its staff, the ODC has become involved in over

thirty technical advisory committees of public agencies. In addition, the ODC has prepared several of its own planning studies directly influencing development of apartments, hotels, businesses and circulation corridors along the coast.

The illustrations used by Mr. Levine demonstrated that a combination of motivated citizens, professional planners and designers, and responsible public agencies could exert a positive influence on the development of coastal areas for tourism and recreation. The participants of the workshop saw many opportunities for utilizing similar techniques and concepts for improving seacoast hotel development, highway and street circulation as well as protecting basic landmarks important to leisure uses of the Texas Gulf coast.

Most of the two-day workshop was devoted to the discussion of the following six questions, each becoming the theme for extensive workshop effort:

1. *What are the most important natural and man-made resource assets of the Texas Gulf coast?*
2. *What tourism - recreation activities are expected to grow the most in the coming years?*
3. *What conflicts or problems now inhibit or prevent growth?*
4. *What are the most important topics needing research?*
5. *In what ways could the management of the coast be improved?*
6. *What followup after this meeting is most desirable?*

The workshop participants met both as a committee of the whole and as smaller discussion groups. In order to avoid polarization of views by specialized interests, each of the discussion groups contained representatives of the three primary areas of specialty: decision-makers, planners - designers, and other related fields.

The following represents a summary of the topics discussed and the resulting consensus of the workshop participants. This rigid condensation does an injustice to the high-level of discussion that was carried on with great enthusiasm and diligence. All participants are to be commended for their conscientious approach to the development of this very important region.



ASSETS

An important preface to broad-scale planning and development for tourism and recreation uses anywhere is a thorough understanding of the resource base. Therefore, as a first step toward evaluating the Texas Gulf coast, the participants identified those natural and man-made resource assets they believed to be most important.

Although some of these appear to parallel items popularly promoted, it is significant that they grew

from discussions by ecologists, scientists and industrialists as well as tourism and recreation leaders. Several of these assets have not yet been exploited to a very great degree. Others represent prudent resource allocation and development of long tenure. Comparing this list with the list of problems identified by the group, one can readily observe some of the same topics. In other words, some assets are qualitatively and quantitatively not as good as could be. The following were named as the more important assets of the region:

About 1100 miles of Gulf of Mexico seacoast, including extensive beaches

Unusual configuration—bays, estuaries, islands, fresh water

Extensive areas yet in primitive or sparsely developed state

Climate conditions very favorable to leisure use

Abundance and variety of fish and wildlife

Good transportation and ready access for several million people

Good accommodations, convention facilities

Good park developments—urban to wild open spaces

Many important historical and archeological sites, features

Commercial attraction complexes

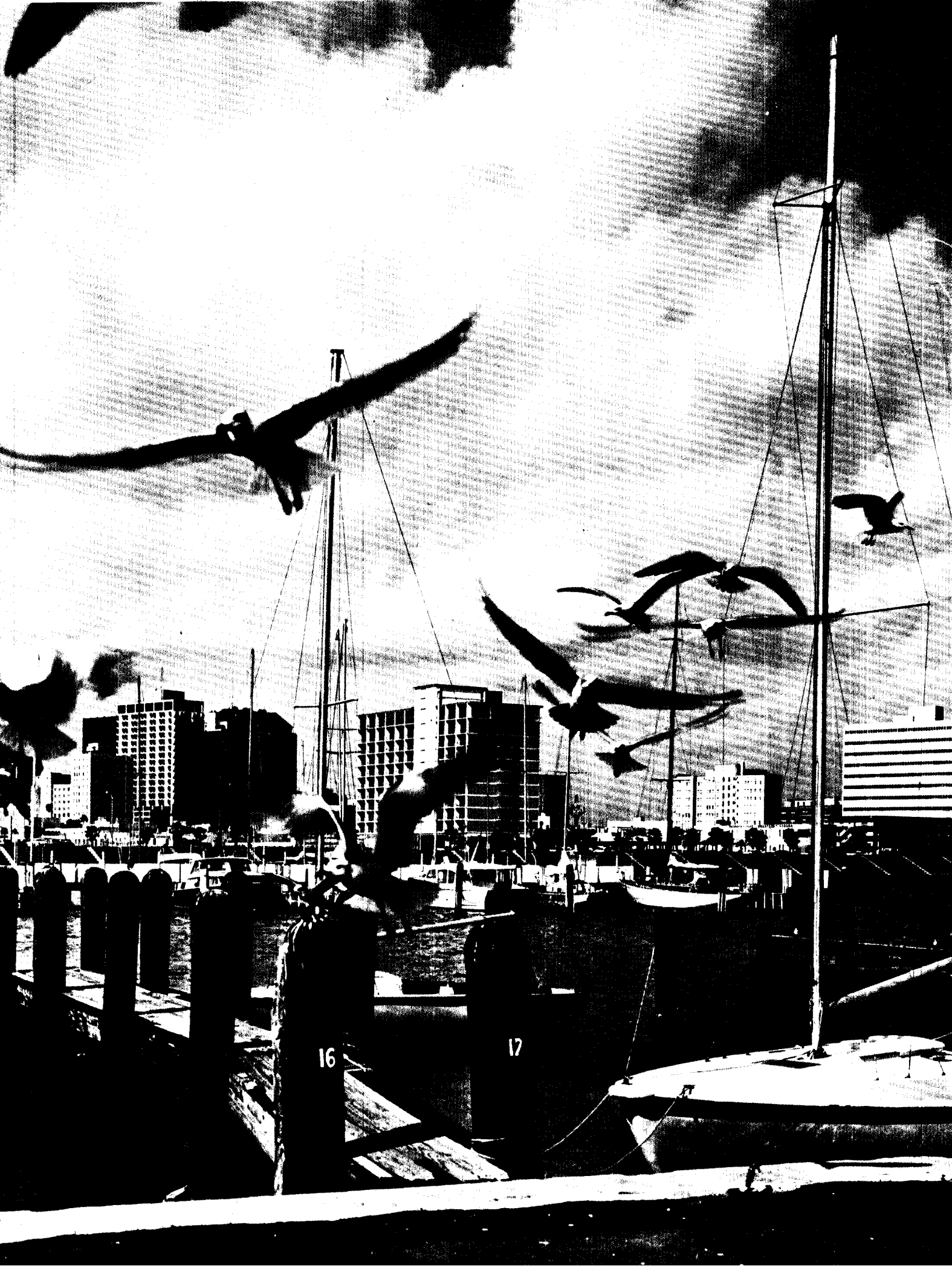
Nearness and ease of access to a foreign country

A generally hospitable attitude toward visitors

Availability of utilities

Low cost vacation opportunities

Intracoastal waterway



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GROWTH PRESSURE

The workshop participants were in accord in their opinion that Texas, and especially the Gulf coast, would probably experience greater growth pressure than many other states in the near future. Reasons cited were the impact of jet travel, expressway linkage with markets, amelioration of the hot climate, and large-scale advertising and promotion. Already, the expansion of vacation home development and increased day-use along the beaches are evidence of this growth pressure. Some predicted a total ten-

fold growth in demand for tourism-recreational opportunity in the next decade.

While any projections are highly speculative, the desires of people, both within and outside the region, are expected to be quite varied. The group anticipated continued interest in fishing, beach lounging and contact water sports. But, they expected great increases in pressure to use the coast for sight-seeing, wildlife observation, visiting historic sites, visiting industries and camping with recreation vehicles.

The following is the group's prediction of the increased desires of people within the coastal travel market areas:

Sight-seeing, driving for pleasure

All beach and shoreline activities—lounging, girl-watching

Contact water sports—surfing, swimming, diving

Camping—dominantly recreation vehicle

Wildlife observation and photography

Vacation home development

Underwater recreation—glass bottom boats

Trail use—dune buggy

Commercial entertainment—nightlife, racing

Hunting

Use of historical and archeological sites

Use of industry as attractions



PROBLEMS

As equally important as assets for development are the problems of a region. In the opinion of the participants, the coast has its share of problems but they are outweighed by the assets. This suggests that the region does have great potential in spite of some difficulties. Public apathy toward problems appears to be a greater obstacle than lack of technology.

Generally, the problems are found at the population concentrations nearest bays and estuaries. Conflicts with industry, for example, must be dealt with in

specific locations rather than assuming that recreation can be located in remote areas.

The group identified both local and regional problems. On a regional basis, the group emphasized the need for greater governmental leadership, planning and guidance. The topics listed, such as expensive insurance, conflicts between developers and conservationists, beach legal rights, and conflicts of social goals seem to be widespread. Problems of inadequate parks, pollution, policing, and conflicts of land uses seem to be more localized.

The following were identified as problems of the region for tourism-recreation development today:

Overall environmental pollution—air, water, aesthetics

Lack of centralized concern—state government and regional

Lack of planning and growth guidance

Lack of private leadership (business and citizen) in regional planning development

Lack of legal tools to guarantee good land use

Conflicts with non-recreational users

Conflicts among recreational users

Poor maintenance—public and private

Poor policing and management of areas

High insurance rates

Excessive haphazard and low-quality development

Poor access to beaches

Conflict between developers and preservationists

Conflicting legal ownership and regulation of beaches

Not enough parks and recreational areas

Conflicts of social goals—parimutuel betting, liquor

Lack of potable water supply



RESEARCH NEEDS

It was obvious that a brief workshop such as this could not produce all the facts needed to establish a foundation for more adequate planning and development of the coast for leisure uses. Therefore, the participants were requested to name the research topics that they, as scientists, planners, and managers, felt were most urgently needed today.

Their discussion revealed that the topics needed different consideration depending upon time span. Certainly long-range study would be involved in obtaining meaningful answers to such questions as deter-

mining the ecology of the coast and creating methodology for quantifying tangible and intangible aspects of tourism-recreation. Some new studies could be related to ongoing research of others, such as measurement of pollutant sources.

Existing studies of tourism might be expanded to include data on markets for coastal recreation. Analysis of the land, growth trend patterns, and investigation of legal jurisdictions might be accomplished in a relatively short time span.

The following topics were stated as important research needs today:

Greater understanding of the market for Texas Gulf coastal recreation

Ecological studies that include man as a user

Research of pollutant sources and controls

Measurement of users' preferences toward attractions

Relationship between tourism-recreation and other segments of economy

Methodology of quantifying tangible and intangible aspects of tourism-recreation

Land analysis for recreational potential

Use pressure limitations (coastal and local)

Growth trends and patterns along the coast

Environmental planning and development alternatives

Investigation of both physical and social planning needs

Investigation of land control jurisdictional overlaps

Methods of attracting large-scale investment and development

Weather, flood, and storm protection

Investigating new types of insurance

Feasibility of large-scale coastal zoning

Anti-litter motivational research

Methods of research and planning implementation

Investigation of off-season attractions

Improved coastal promotion and advertising

Research of tourism potential of submerged lands



NEW MANAGEMENT NEEDED

Based upon observable problems along the Coast, it seemed appropriate to ask if there was need for improvements in overall management of the region. Fundamentally, the past policies of both business and government were considered adequate for former conditions. Present and predicted growth of both recreational and non-recreational land uses of the coast, however, suggest the need for new and improved methods. This new management is needed in order to prevent severe erosion of resources,

conflicts of use and eventual deterioration of the region's amenities and economy.

The group felt that existing policies were not clear, that some overlapped and that some issues were not under the control of anyone. Even during the workshop, much information on agency policy was exchanged, suggesting that a serious communication gap exists.

Although some recommendations were made for the private sector, greatest emphasis was placed on the role of government for new management. The following coastal managerial needs were identified:

Establish a standing legislative committee on coastal and waterway resource development

Develop new state regional planning and coordinating function

Establish land use areas and rules for use

Enforce land use regulations; law enforcement

Establish a private development organization (standards, goals, objectives, regulations)

Create a coastal tourism-recreation development advisory council from both government and private interests

Liberalize lending and insurance policies and practices

Create a coastal resources information and education body

Review, analyze and restructure coastal laws

Stimulate business to innovate

Coordinate federal coastal functions and integrate with state and local governments

Motivate greater public concern over coastal development for tourism-recreation

Make existing data and technology more readily available to businessmen and new investors

Establish greater incentives for investment in tourism (by government)

Strengthen existing anti-pollution management practices

Relate established business and industry more to leisure

Establish bay and estuarine area development organizations

Establish scholarships for training tourism-recreation business-resource specialists



FOLLOWUP

In spite of the diverse backgrounds and interests among the participants, they were in accord regarding followup. Inasmuch as the Sea Grant Program and Recreation and Parks Department of Texas A&M University were the sponsors and had demonstrated interest and competence in this field they were charged with the responsibility of certain specific action following this meeting:

1. Initiate public educational programs that would stimulate citizen and political interest in coastal tourism development opportunities and problems including pollution abatement.
2. Assume leadership in cooperation with the Texas Parks and Wildlife Department, the

Governor's Office and the Texas Tourism Development Agency for study of the Texas Gulf coast and preparation of a tourism-recreation plan;

3. Develop an action program to initiate and implement such a plan;
4. Assume leadership in establishing a task force for broad based study on Texas and the sea to work with and through the Interagency Natural Resources Council;
5. Publish an evaluation as well as summary of the results of this workshop at the earliest possible date and distribute widely to governmental and private interests concerned with the coast.

EVALUATION

Representatives of industry, science, planning design, tourism and recreation were in accord on the need for a comprehensive coastal approach. Perhaps agreement on this fact—that the quality of the total environment is important to individual success, no matter how measured—was the most significant accomplishment of the workshop.

The participants generally agreed that the coastal region was well blessed with resource assets, natural and man-made. Considering both extensive and intensive types of recreation, the latter appear to face the greater problems of development, such as polluted water, foul air, and conflicts of land use. However, even these problems do not appear to be insurmountable. The group expressed the need for

collaboration and coordination in all development. The workshop emphasized the present condition that state and local agencies of government as well as business groups are not now structured to cope with these problems nor to identify opportunities. The participants sought a more solidly structured responsibility, either by a citizens planning organization, or by combined private enterprise and government. High interest among the participants was exhibited for more orderly physical development and better management of the coastal region for tourism and recreation. The goals of better land utilization, greater profits, better conservation of resources, and increased satisfactions to those making leisure use of the region appeared feasible. The group emphasized, finally, that these goals can be attained only by initiating the proper research, planning, and responsible leadership and control.

RESOLUTION

At the end of the workshop. Mr. William Anderson, planner for the City of Corpus Christi, moved

that the following resolution be adopted by the participants. The motion was seconded by Mr. Robert W. Kneebone. The motion passed by a unanimous vote.

WHEREAS

this workshop for the Texas Marine Tourism-Recreation development, held January 22-23, 1970, in Corpus Christi, conducted by Texas A&M University Sea Grant Program has been an exceptionally good opportunity for many individuals representing a wide variety of disciplines, agencies, and backgrounds to get together and exchange points of view, experiences, and information, and

WHEREAS

this type of workshop or similar meeting would be a useful and valuable way of bringing about a better understanding and appreciation of the problems and opportunities associated with marine tourism-recreation development on the Texas Gulf coast, now therefore,

BE IT RESOLVED

that at an appropriate time another similar workshop or extension of this workshop be held.

PARTICIPANTS

Group I: Tourism-Recreation Leaders, Promoters, and Developers

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Tunnel
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Others:

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Bob Alderdice
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Rep. Ray Lemmon
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