

MINNU-T-83-002



MINNESOTA SEA GRANT PROGRAM

THE NORTH SHORE EXPERIENCE
RESEARCH REPORT NO. 8

THE NORTH SHORE EXPERIENCE

Timothy B. Knopp, Associate Professor of Forestry
Uel Blank, Professor Emeritus, Applied Economics

UNIVERSITY OF MINNESOTA

1983

This work is the result of research sponsored by MINNESOTA SEA GRANT INSTITUTE, supported by the NOAA Office of Sea Grant, Department of Commerce, under Grant Nos. NA81AA-D-00114, & NA82AA-D-00039. Project No. R/C-4, Research Report No. 8, 1983.

The University of Minnesota is committed to equal opportunity policies. Copies of this reprint may be obtained free of charge by writing the Minnesota Sea Grant Office, 1994 Buford Ave., 116 COB, St. Paul, Mn. 55108. ATTN: Editor

CONTENTS

	<u>Page</u>
PREFACE.	7
ABSTRACT	8
PART 1. North Shore Tourists: who are they? What are they looking for? What are they finding?	9
INTRODUCTION	9
GEOGRAPHY AND CLIMATE OF THE NORTH SHORE	10
HISTORY OF TOURISM ON THE NORTH SHORE.	14
METHODS OF INVESTIGATION	16
STUDY RESULTS.	18
Travel Patterns	18
A Description of North Shore Tourists	23
Residence.	23
Previous experience on the North Shore	25
Annual household income.	25
Education.	26
Occupation	27
Sex.	28
Age of respondent and household composition.	28
How the North Shore Was Chosen as a Vacation Destination.	30
Decision time frame.	30
Source of information.	30
The North Shore Experience - a General Profile.	32
Reasons for visiting the North Shore	33
Activities that added to the North Shore visit	33
Features liked or disliked	36
Adequacy and satisfaction with facilities and services	37
Suggestions for improvement.	40
Variability Among Sub-groups.	41
Income	41
Education.	45
Residence.	49
Experience	55

	<u>Page</u>
SOME CONCEPTUAL INSIGHTS.	61
The Distance Factor.	61
The Experience Factor.	62
Identifying the Dominant Attractions and Capabilities of a Tourist Region	64
CONCLUSIONS	65
PART 2. Alternative Directions for Planning and Development. . . .	67
INTRODUCTION.	67
SOME PRINCIPLES	68
Protecting Basic Resources	68
Captured Market vs. Enhancement.	69
Scale and Levels of Planning	70
CHOOSING DEVELOPMENT GOALS AND STRATEGY	73
Natural and Human Elements of the Environment: The Regional Park Idea.	73
Small Scale Specialization	74
The "Ladder Model" for Corridor Recreation Planning and Development.	75
CONCLUSION.	79
REFERENCES.	81
APPENDIX: Survey Questionnaire	82

LIST OF TABLES

<u>Table</u>	<u>Page</u>
1. Land ownership in the region adjacent to the North Shore of Lake Superior	12
2. Traffic counts obtained at a station on Highway 61 at the border of St. Louis County and Lake County	15
3. Adjusted frequencies, number and percent, for each origin or residence category of tourists on the North Shore during the summer of 1981	17
4. Vehicle type of tourists visiting the North Shore during the summer of 1981	19
5. Occupants per vehicle, tourists on the North Shore during the summer of 1981	20
6. Number of nights away from home and number of nights on North Shore, tourists on the North Shore during the summer of 1981 . .	21
7. Location of most southerly overnight stay, tourists on the North Shore during the summer of 1981.	21
8. Type of lodging utilized by tourists who spent one or more nights on the North Shore during the summer of 1981.	22
9. Primary and secondary trip purpose of tourists on the North Shore during the summer of 1981.	23
10. Previous experience on North Shore of tourists on North Shore during the summer of 1981.	25
11. Annual household income of tourists on the North Shore during the summer of 1981	26
12. Amount of formal education, tourists on the North Shore during the summer of 1981	27
13. Occupational categories of tourists on the North Shore during the summer of 1981	28
14. Age of tourists on the North Shore during the summer of 1981 . .	29
15. Age composition of households of tourists on the North Shore during the summer of 1981.	29
16. Length of time before trip that decision made to visit the North Shore, tourists on North Shore during the summer of 1981 .	30
17. Sources of information said to be most helpful to tourists visiting the North Shore during the summer of 1981	31
18. The importance of reasons for visiting the North Shore, tourists on the North Shore during the summer of 1981	34
19. Satisfaction derived from activities. Tourists on the North Shore during the summer of 1981.	35

<u>Table</u>	<u>Page</u>
20. Visitor responses to major features of the North Shore. Tourists on the North Shore during the summer of 1981	37
21. Satisfaction with facilities. Tourists on the North Shore during the summer of 1981.	38
22. Adequacy of services found on the North Shore. Tourists on the North Shore during the summer of 1981.	39
23. Suggestions for improvements. Tourists on the North Shore during the summer of 1981.	40
24. The importance of reasons for visiting the North Shore according to income categories. Tourists on the North Shore during the summer of 1981.	42
25. Satisfaction derived from activities according to income categories. Tourists on the North Shore during the summer of 1981.	43
26. Visitor response to major features of the North Shore according to income categories. Tourists on the North Shore during the summer of 1981	44
27. The importance of reasons for visiting the North Shore according to the years of formal schooling. Tourists on the North Shore during the summer of 1981.	46
28. Satisfaction derived from activities according to years of formal schooling. Tourists on the North Shore during the summer of 1981	47
29. Visitor response to major features of the North Shore according to years of formal schooling. Tourists on the North Shore during the summer of 1981.	48
30. The importance of reasons for visiting the North Shore according to residence categories. Tourists on the North Shore during the summer of 1981	50
31. Satisfaction derived from activities according to residence categories. Tourists on the North Shore during the summer of 1981	53
32. Visitor response to major features of the North Shore according to residence categories. Tourists on the North Shore during the summer of 1981	54
33. The importance of reasons for visiting the North Shore according to previous experience on the North Shore. Tourists on the North Shore during the summer of 1981.	56
34. Satisfaction derived from activities according to previous experience on the North Shore. Tourists on the North Shore during the summer of 1981.	57

<u>Table</u>	<u>Page</u>
35. Visitor response to major features of the North Shore according to previous experiences on the North Shore. Tourists on the North Shore during the summer of 1981.	58

LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
1. Map: Regional relief in the North Shore watershed	11
2. Map: Land ownership in the area adjacent to the North Shore . .	13
3. Map: Orientation of North Shore and origin areas of tourists. .	24
4. The Ladder Model for coastal-corridor recreation facility development.	78

PREFACE

The following is one of two major reports resulting from a study of tourism on the North Shore of Lake Superior sponsored by the Minnesota Sea Grant Institute. Most of the data was collected during the period June 1981 through 1982.

The reports differ in two important ways: each is based on a slightly modified data base, and each defines tourism from a somewhat different perspective. The companion to this report is entitled: Research Report No. 7. The North Shore's Travel Tourism Industry and Its Market Segments. As the title suggests, the latter defines tourism as an economic activity and therefore stresses the quantitative, dollar values associated with all travel away from home. For this reason the data base was adjusted to account for the total expenditures of travelers on the North Shore.

In contrast, the focus of this report is the individual visitor's experience in a destination away from his/her home and work place. In this context, the quality dimension is emphasized over quantity or dollar measures. The data base for this analysis consists primarily of responses to questionnaires administered to summer tourists on the North Shore. A significant difference in the data base stems from the fact that in this report the "vicinity" origin category was not expanded to account for all of the travelers from this origin area, many of whom were traveling for strictly work related purposes.

The reader will also notice a difference in tone or style between the two reports. In the case of the report presented here, the senior author takes full responsibility for the choice of words, any omissions or excesses, and the opinions expressed, whether explicit or implicit.

Each report begins from a different point of view -- one from that of the tourism industry, the other from the view of the tourist him/her-self. They come together in the recognition that the "North Shore Experience" is a product of a natural resource and a commercial/public enterprise that can either enhance or destroy the underlying attraction.

ABSTRACT

An analysis of responses from North Shore tourists contacted in 1981 helps to describe a region that provides a unique opportunity for a meditative, appreciative kind of experience. The North Shore differs from many tourist destinations in that visitors are motivated primarily by a desire for communion with nature and aesthetic benefits, and less by a desire for the more consumptive, artificially contrived forms of recreation.

From this knowledge we can formulate a strategy for maximizing the benefits derived from the North Shore for both the tourism industry and the tourists themselves. This strategy recognizes the need to protect this basic resource and the advantages of tapping many specialized markets. The "Ladder Model" is offered as a guide for shaping future developments and marketing. This model is consistent with the stated objectives and with the current patterns of development.

THE NORTH SHORE EXPERIENCE

by Timothy B. Knopp and Uel Blank

PART I. NORTH SHORE TOURISTS: WHO ARE THEY? WHAT ARE THEY LOOKING FOR? WHAT ARE THEY FINDING?

INTRODUCTION

A 1941 publication, "The Minnesota Arrowhead Country," describes the North Shore in this manner:

Norway pine, mountain ash, and white birch grow along the shore. Strawberries, raspberries, blueberries, and huckleberries are abundant in season. Blossoming chokecherry and pine cherry trees, violets, cowslips, fireweed, and buttercups add color to woods and rocks. Back of the lake is a line of hills marking the escarpment - a geologic fault or dislocation of the earth's crust (see Geology) - that extends into Canada. At intervals along the shore, on bays and inlets, are fishermen's cottages, and nets stretched out on frames to dry. The cascades and high falls of streams draining the north shore enhance the beauty of the drive." (Writers Program, WPA, 1941).

Little has occurred to alter this impression. Although the fishing cottages have almost disappeared, and the road is now paved all the way to the border of Canada, nature -- the northwoods and the cold, clear waters of the inland sea -- still dominates the landscape.

The North Shore is unique among our scarcest resource - relatively undisturbed coastline. It is unique because it fronts the largest body of fresh water in the world (surface area). The coolness of the waters and the ruggedness of the adjoining terrain have discouraged the kind of recreational development typical of our ocean beaches; it does not invite participation in swimming, sunbathing or other indulgences characteristic of warmer climes. Rather, it appeals to those seeking a place that stimulates the mind and challenges the spirit. The very harshness of the landscape can serve to magnify the significance of life. Not that the North Shore doesn't have its gentler moments: a cool evening breeze at the end of a hot summer day as the setting sun sets the western sky ablaze and waves lick the smooth rocks at the shore.

Tourism has played a significant part of human activity along the shore almost from the beginning. Even the relatively small areas used for commercial/industrial purposes, e.g., iron ore shipping or pulpwood

storage, have an aspect of tourism. These developments are interesting elements of the environment. There is no question that the North Shore is a major attraction -- what needs to be determined is, exactly what is the appeal, and how can it best be enhanced and utilized for the benefit of people?

The study reported here was designed to obtain a description of the magnitude and form of North Shore tourism. In addition, a major objective was to separate visitors into groups that could be distinguished on the basis of socio-economic characteristics, use patterns, motivations and preferences. It is almost self-evident that not all visitors to the North Shore are seeking the same benefits; this study attempted to document this fact and identify the various experiences sought and provided in this region. Often referred to as "market segmentation studies," efforts of this kind are generally concerned with selling a product to a specific portion of the consumer public. The goals of this study are somewhat different in that there was a need to ascertain exactly what the product is and how it can be "packaged" and distributed without undue exploitation or destruction of the product itself.

Briefly, the methods utilized in this investigation consisted of roadside and service station contacts, short interviews, and passing out questionnaires to be returned by mail. This source of data was supplemented by information from resort guests, second home owners and traffic counts.

The data was analyzed to determine how visitors varied in the benefits they sought, according to their experience, residence, income and education. A conceptual analysis helps to describe relationships and the mechanisms operating to influence the individual's decisions and the satisfaction they receive.

GEOGRAPHY AND CLIMATE OF THE NORTH SHORE

The North Shore is a corridor of accessibility to an expansive seascape to the south and a forested wilderness to the north. The coastal region also includes some of the greatest relief in the state. The map, Figure 1, provides a description of the topography of the North Shore.

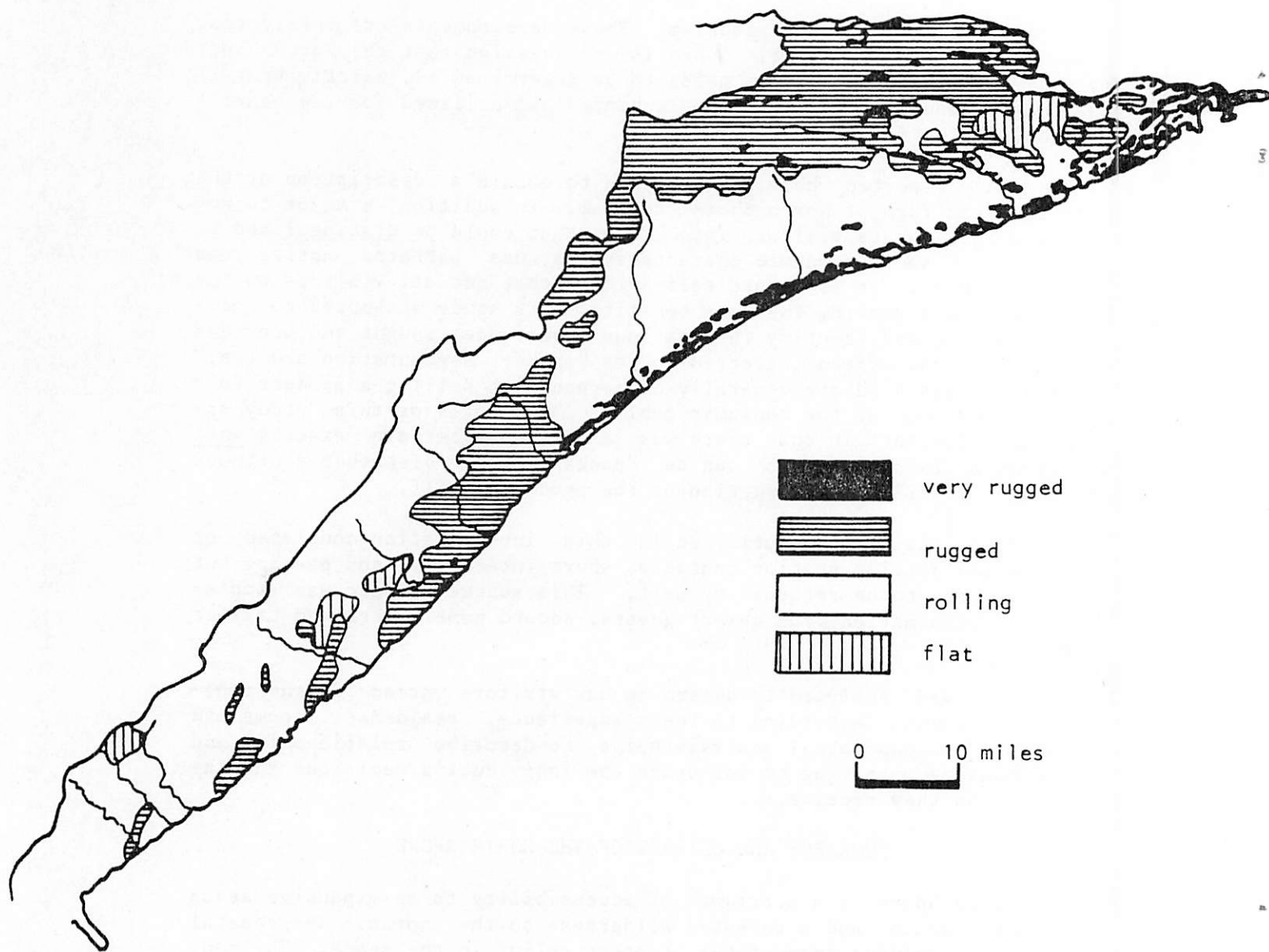


Figure 1. Map: Regional relief in the North Shore watershed. Simplified representation taken from North Shore Data Atlas. Original source, U. S. Department of Agriculture, Soil Conservation Service Arrowhead Region General Soil Map, 1973. Definitions: very rugged - 150 foot change in elevation from one 40 acre cell to another; rugged - 60 - 100 foot change; rolling - 12 - 60 foot change; flat - 0 - 10 foot change.

Land ownership and land use are also important characteristics. Figure 2 is a map derived from a number of sources for a coastal zone management atlas (Minnesota State Planning Agency, 1979). The area and percent of each ownership category is given in Table 1.

Table 1. Land ownership in the region adjacent to the North Shore of Lake Superior.*

<u>Class</u>	<u>Acres</u>	<u>Percent</u>
Private	133,392.5	62.1
Federal	42,657.5	19.9
State	18,727.5	8.7
County	18,890.0	8.8
Municipal	995.0	0.5
Total	214,392.5	100.0

*Source: North Shore Data Atlas, published by the Minnesota State Planning Agency, et al., ca 1979. Area included defined as "detailed study area." No part is over ten miles from the shore.

Climate and weather also help to define the North Shore as a unique resource. Lake Superior has a profound effect on both temperature and precipitation. July and August high temperatures average 12-14 degrees cooler than those in the Minneapolis-St. Paul metropolitan area. This natural "air conditioning" is reason enough to attract people seeking relief from summer heat. The moderating effect of the lake is also evident in the winter, at least until, and if, a significant portion of the lake freezes over. Winter temperatures on the shore tend to be no colder than those in the southern part of the state, although a short distance inland, lows in January may be 10 to 15 degrees colder.

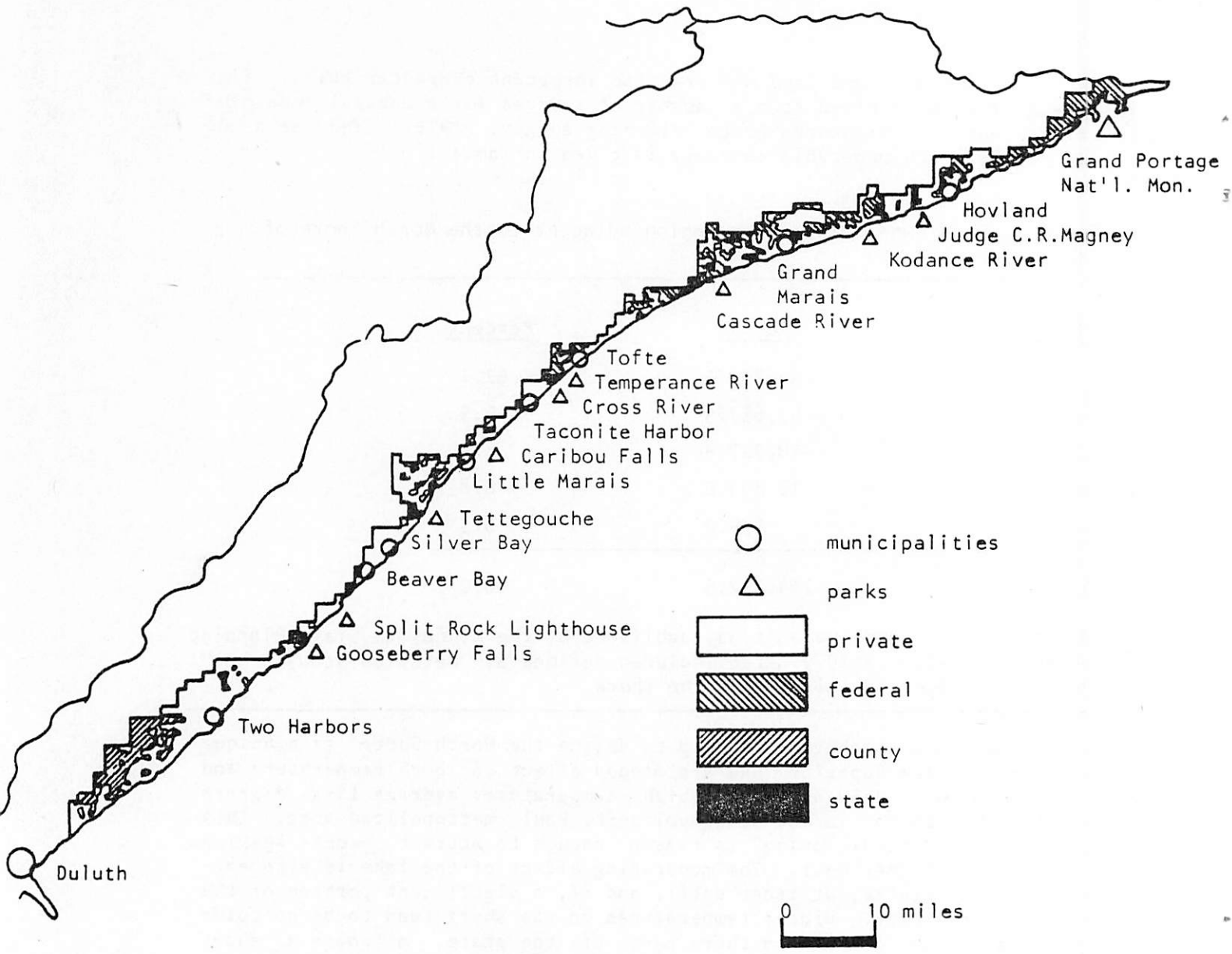


Figure 2. Map: Land ownership in the area adjacent to the North Shore. Simplified representation of area defined as "detailed study area" in North Shore Data Atlas. Original sources: U.S.D.A.; U.S.D.I.; B.I.A.; Corps of Engineers; Minnesota Dept. of Natural Resources; Minnesota Department of Transportation; St. Louis County Dept. of Lands and Forestry; Lake County Zoning Dept.; Cook County Register of Deeds.

The state's area of greatest annual snowfall is also found in the region immediately adjacent to the lake. Although there may be considerable melting near the shore, a short distance away conditions often assure good snow cover from November through most of April (Watson, 1975).

HISTORY OF TOURISM ON THE NORTH SHORE

The appeal of the North Shore as a refuge from the heat and grime of urban areas was recognized quite early. In 1871, six Duluth hotels announced that they were ready for summer guests. Regular steamboat service carried visitors up and down the coast. Commercial fishermen erected cabins to accommodate the growing influx of tourists (Lydecker, 1976).

The major growth in tourism, however, didn't occur until a public road was completed between Duluth and the Pigeon River in 1918. A 1919 road map indicates that this road was largely gravel and followed a route some distance inland, close to the path of a railroad, between Two Harbors and Shroeder. In 1925 this section was rerouted along the shore and the entire highway was designated as part of U.S. 61. The first pavement was established from Duluth to the Lake County line in 1927. By 1940 the remainder was labeled a "primary bituminous road."

A more or less continual upgrading of highway 61 has taken place since 1959 when construction of a re-aligned shore route north of Reservation River was begun. The following year construction began on a four-lane expressway between Duluth and Two Harbors. These new sections were opened to traffic in 1966 and 1968. The four-lane portion was routed farther inland and the older "scenic route" was maintained. Future plans call for realignment and major improvements on a 49 mile section between Two Harbors and Minnesota Highway 1 (D.O.T. 1983).

Road improvements, better automobiles and increased affluence following World War Two all contributed to a steady growth in tourism travel to the North Shore. By the early sixties a complementary highway was completed in Canada and a "Circle Tour" became a popular travel objective. Numerous State Parks were established at intervals along the shore. The first was Gooseberry Falls, in 1920. This protected special scenic features and provided rest stops and camping facilities.

A traffic counter located at the St. Louis - Lake County line provides an index of traffic flow along Highway 61. These figures include both commercial and tourist vehicles, see Table 2. As the figures show, steady growth faltered in the mid-seventies due to actual and perceived gasoline shortages. More recent decreases probably reflect economic conditions and a general decline in affluence.

Table 2. Traffic counts obtained at a station on Highway 61 at the border of St. Louis County and Lake County.*

<u>Year</u>	<u>Annual daily averages</u>
1966	2651
1967	----
1968	2965
1969	3045
1970	3131
1971	3298
1972	----
1973	3610
1974	3599
1975	3578
1976	3864
1977	----
1978	4811
1979	4740
1980	4021
1981	3992
1982	3757 (estimate)

*Source: Minnesota Department of Transportation.

In spite of changes in the economic situation, the North Shore will no doubt remain an important tourist destination -- especially to those living in metropolitan areas within a few hundred mile radius. At some

point in time public transportation (e.g., train, bus, boat) may play a more significant part of the travel patterns to and along the shore.

METHODS

The input for this report was obtained during the summer (June, July and August) of 1981 by contacting travelers as they exited the North Shore. The North Shore was defined as that portion of Lake Superior's shoreline between the Lester River (just east of Duluth) and the Pigeon River (the border between Canada and the United States), and included the region up to ten miles inland from the coast.

A sample of vehicles and their occupants was stopped as they left the North Shore at Lester River, the U.S.-Canadian border and Minnesota Highway 1. Standardized procedures were used, with the assistance of the Minnesota Department of Transportation, to divert three vehicles at a time. A brief interview was conducted with the occupants and a questionnaire given to those who fit the definition of "tourist" for the purposes of our study. Tourists were defined as those who did not reside within the North Shore as described above. Also excluded from those receiving a questionnaire were those who lived within fifty miles, but whose presence was strictly work or business. Although this latter group constituted a significant portion of the total traffic on the North Shore, it was felt that their responses would distort an attempt to determine attitudes toward the recreational attributes of the region. Upon completion of the interviews the vehicles were released and the next three vehicles exiting the shore were diverted.

The sampling days were June 16, July 1 and 11, and August 12, 13, 14, 15, 23, 24, and 26 of 1981. Traffic was sampled for a three hour daylight period each of these days.

Because of a strike by state government workers it was necessary to supplement the highway traffic study with interviews conducted at service stations. Highway traffic counters and observation were used to adjust these figures in order to arrive at an estimate of total volume of tourist traffic from each of the origin categories (Table 3). A more detailed description of the adjustment procedures is contained in the companion report: The North Shore's Travel Tourism Industry and Its Market Segments(Blank and Knopp, 1983).

Table 3. Adjusted frequencies, number and percent, for each origin or residence category of tourists on the North Shore during the summer of 1981.

<u>Origin/residence category</u>	<u>Adjusted frequency</u>	<u>Relative frequency (percent)</u>
vicinity*	10,530	8.5
Minnesota**	65,577	53.0
Wisconsin	6,753	5.5
Iowa, Dakotas	9,488	7.7
industrial midwest***	9,880	8.0
Canada	3,464	2.8
others	18,062	14.5
Total	123,754	100.0

*Defined as those whose residence is within 50 miles of the North Shore, but not within the study area. Includes some Wisconsin residents.

**The remaining Minnesota residents after those from vicinity and study area excluded.

***Residents of Illinois, Indiana, Michigan and Ohio.

At the original contact the following information was obtained by inspection: vehicle type, watercraft type (if any), and number of occupants in each vehicle. A brief interview solicited data on residence, major purpose of trip to North Shore, destination, nights away from home, type of lodging utilized, and expenditures while on the North Shore. A questionnaire, keyed to the interview, was given to those who fit our definition of tourist. These individuals were requested to complete and return the questionnaire at their earliest convenience.

The first page of the questionnaire contained a map upon which the respondent was asked to trace their route and indicate where they had spent any nights on the shore. The second section was designed to find out how a decision to travel to the North Shore was arrived at, and how and with whom they were traveling. Other questions dealt with experience on the North Shore and attitudes toward future visits to the area.

Nearly one page of the questionnaire was devoted to sources of information about the North Shore. A similar amount of space was designed to solicit information on the types of lodging accommodations used.

The core of the questionnaire consisted of sections on: level of satisfaction with various aspects of the trip; the importance of activities (a long list was provided); reasons for visiting the North Shore; attitudes toward specific features of the North Shore; the adequacy of facilities and services.

The tenth, and last page of the instrument asked for information on the socio-economic characteristics of the respondent, e.g., occupation, age, income, education. Although most of the results presented in this report were obtained from the sources just described, some reference will be made to data collected from a sample of second home owners and resort, motel and hotel guests (see Appendix A for: questionnaire, "A Study of Visitors to Minnesota's North Shore").

STUDY RESULTS

The data derived from this study will be presented in several ways. First, a general description of tourist traffic on the North Shore will be given. This will be followed by a discussion of the tourists themselves -- who they are, what they do, their motivations and their preferences.

Next, we will look at the different groups of tourists and how they vary. It will be particularly interesting to look at how attitudes vary according to income, education, residence, and experience. This detailed analysis will be helpful when we attempt to develop concepts that will provide direction for future management and development.

Travel Patterns

An estimate of the total number of tourist parties visiting the North Shore in June, July and August of 1981 is 123,754. Tourist travel was fairly evenly distributed among these three months, although it was somewhat higher in August. A breakdown by vehicle type is given in Table 4.

Table 4. Vehicle Type of tourists visiting the North Shore during the summer of 1981.

<u>Vehicle Type</u>	<u>Percent</u>
automobile	76.9
auto-camping trailer	6.0
truck-camping trailer	7.2
recreational vehicle	1.6
light truck	6.3
motorcycle	1.9

Although charter buses, bicycles and other vehicle types were present, they did not fall into our sample and constituted a very small part of the total traffic. However, in terms of future tourism, buses and bicycling may play an important role and they will be discussed later in the context of a model for development.

Approximately 13 percent of the vehicles were carrying or towing a boat of some kind -- either a motorboat or a canoe. Of the five out of thirteen carrying canoes, 1.7 had two canoes.

One half of the vehicles contained two persons. The distribution of occupants per vehicle is presented in Table 5. The average number of occupants per vehicle was 2.773. We can calculate the total number of North Shore tourists for this period as: $2.773 \times 123,754 = 343,170$ (NOTE: This total differs from that given in the companion report, The North Shore's Travel Tourism Industry and Its Market Segments, because travelers whose origins were within 50 miles were not included if their trip purpose was entirely work related.)

Table 5. Occupants per vehicle, tourists on the North Shore during the summer of 1981.

<u>Number/vehicle</u>	<u>Percent of vehicles</u>
1	9.0
2	50.1
3	13.6
4	14.3
5	9.4
6	2.4
7	.3
8	.7

A little less than 19 percent of the vehicles carried children (those 15 and under). Of these 26.3 percent had one child; 30.1 percent had two children; 30.6 percent had three children; and 11.8 percent had four. Two percent of the vehicles had more than four occupants classified as children.

The North Shore is often thought of as a place for a driving vacation. It is important to note the amount of overnight stays on the shore and how this compares with total nights away from home as given in Table 6. It is quite evident that although the North Shore was an important destination, it was also frequently included as part of a longer vacation.

Table 6. Number of nights away from home and number of nights on North Shore, tourists on North Shore summer of 1981.

Number of nights	Total away from home	On North Shore
	(percent of vehicles)	
0	11.7	0.4
1-2	19.5	24.5
3-4	22.0	23.2
5-7	22.0	16.0
8 or more	24.7	13.9

The questionnaire data helped to reveal where tourists were spending their nights while on the North Shore, see Table 7.

Table 7. Location of most southerly overnight stay. Tourists on the North Shore, summer 1981.

<u>Location</u>	<u>Percent of vehicles</u>
U.S. 61	9.9
Two Harbors	10.5
Gooseberry Falls	6.8
Silver Bay	8.4
Tofte	26.6
Grand Marias	31.0
Hoveland	4.5
Grand Portage	2.3

An indication of the type of accommodation utilized was provided by those who said that they had spent one or more nights on the shore (Table 8).

Table 8. Type of lodging utilized by tourists who spent one or more nights on the North Shore during the summer of 1981.

<u>Type</u>	<u>Percent of vehicles</u>
commercial	48.5
second home	14.4
camping	26.5
friends/relatives	8.1
other	2.5

The reader may recall that "tourist" was defined as anyone visiting the North Shore who was not a resident, driving a commercial vehicle or on a strictly work or business trip. The primary purpose of the visitor's trip was ascertained from an open-ended question asked at the time of the original contact. A second purpose may or may not have been given. The respondent was also asked to give a purpose for their overall trip, which may have included areas outside of the North Shore region. Table 9 provides a summary of trip purposes.

Table 9. Primary and secondary trip purpose of tourists on the North Shore during the summer of 1981.

<u>Purpose</u>	<u>Percent primary</u>	<u>Percent secondary</u>
work or business	4.5	0.9
convention-conference	1.8	- -
visit friends/relatives	6.3	5.8
sightseeing	64.1	4.7
other recreation	13.6	0.9
shopping	0.5	0.9
personal business	4.5	- -
pass through	4.3	0.5
other	0.4	- -

"Sightseeing" is, of course, an easy and somewhat vague response. However, in this situation it may have special significance relative to participation in the more physically active forms of recreation. This possibility will be explored further when we look at more detailed responses to questions about motivation, activities and preferences.

A Description of North Shore Tourists

This section describes the characteristics of visitors to the North Shore. These summary statistics will provide a picture of tourists in general; later we will look at sub-groups and how they vary.

Residence: An important factor in any study of tourism is the place of origin. This tells us something about the size of the potential markets, and, by inference, something about the nature of a destination area's appeal. It seems logical to assume that individuals are seeking something that is not found in the immediate vicinity of their home.

The sample was divided into seven origin categories. The distribution of visitors from each origin area was shown in Table 3. "Vicinity" was defined as those tourists residing within 50 miles of the

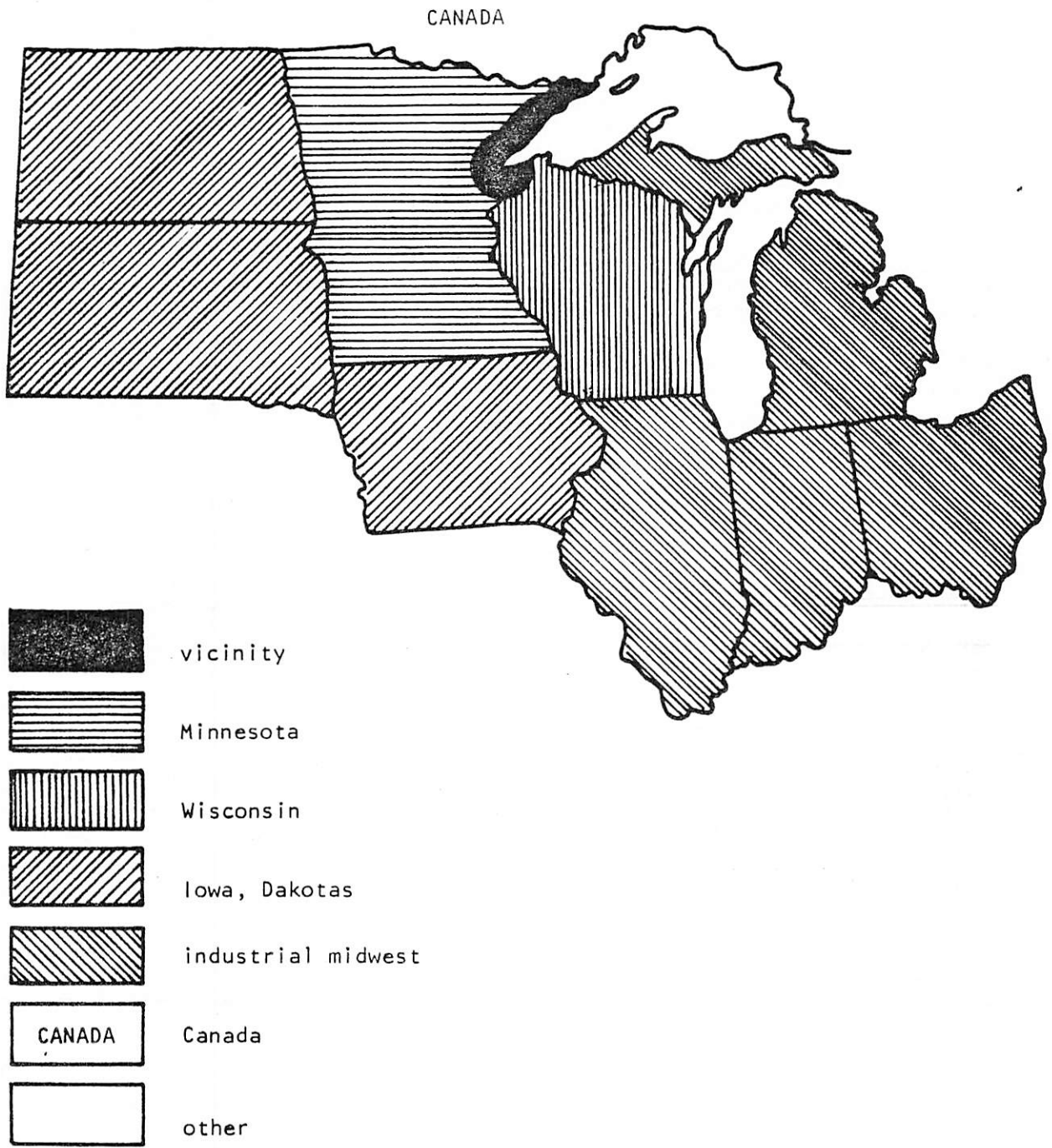


Figure 3. Map: Orientation of North Shore and origin areas of tourists

North Shore, but not on the North Shore itself. All other state residents are included in the category, "Minnesota." The industrial Midwest includes the states of Illinois, Indiana, Michigan, and Ohio. As explained earlier, residence was used as the basis for expanding our sample to an estimate of total tourist traffic to the North Shore.

Previous experience on the North Shore: The most important source of knowledge and attitudes toward an area is on site experience. This view was substantiated by responses to an explicit question regarding sources of information utilized by tourists. The "experience factor" will also help to develop a concept of self-selection to be discussed later in this report. The breakdown of the expanded sample according to experience is given in Table 10.

Table 10. Previous experience on North Shore of tourists on North Shore during the summer of 1981.

<u>Experience category</u>	<u>Percent of tourists</u>
-no previous visits to the North Shore	4.2
-had not been to North Shore during previous five year period, but had visited earlier	24.9
-had made 1 to 5 other trips to North Shore during last 5 years	44.2
-had made 6 or more trips to North Shore in last 5 years	26.6

It is clear that the North Shore has a great deal of repeat visitation. From this fact we can infer that an individual is not easily satiated with whatever the shore has to offer. It may be that some of the benefits are of a subtle type and are acquired through a gradual process of discovery and appreciation.

Annual household income: Income is a crude measure of a person's means or capability to utilize a resource. Although other factors are

important -- e.g., family situation, competing commitments, physical limitations -- income is probably the single most determining influence. Table 11 provides some indication of the financial status of North Shore tourists. North Shore tourists have incomes far above the average for the state of Minnesota or the nation. It should be recognized, however, that almost any study of tourism will show visitors to be above average in terms of income. It is true, almost by definition, that those who leave home to visit a distant area will have greater means than those who stay at home. The more remote an area, the truer this will be.

Table 11. Annual household income of tourists on the North Shore during the summer of 1981.

<u>Income category</u>	<u>Percent</u>
under \$10,000	6.3
\$10,000 - \$14,999	7.0
\$15,000 - \$19,999	10.8
\$20,000 - \$24,999	16.8
\$25,000 - \$34,999	26.0
\$35,000 - \$49,999	15.6
\$50,000 and over	17.4

The relationship between income and participation is not a simple one, such as, the more a person's income, the more they participate. For one thing, income is (or has been in the past) quite closely associated with education; education appears to influence preferences; those with more education do not necessarily prefer more expensive pastimes. On the contrary, intellectual capacity may enable a person to enjoy more subtle, less consumptive, therefore less costly forms of recreation. As suggested earlier, the North Shore may have a unique appeal to those are seeking a quiet, meditative kind of experience.

Education: Formal education is a commonly used index of intellectual achievement. It is much easier to ask an individual how many years of schooling he or she has had than it is to test their actual knowledge and intelligence. Although useful, data on formal education should not be construed as an absolute measure of intellectual ability. The sig-

nificance of schooling is also clouded by the effect of tastes acquired through the social milieu of institutionalized learning.

The respondents placed themselves in the educational categories shown in Table 12. Again, the respondents are above average. The results are probably somewhat biased in that those with more education are more likely to respond to questionnaires.

Table 12. Amount of formal education, tourists on the North Shore during the summer of 1981.

<u>Years of formal schooling</u>	<u>Percent</u>
0 - 8	2.5
9 - 12	20.5
13 - 16	41.9
17 or more	35.1

The data on occupation, sex and age may not be as useful in describing North Shore tourists in that it relates more directly to those who responded to the questionnaire; more than likely the "head of household" or the "leader of the party." Nevertheless, it should help to identify the decision maker, or the person who had the most to say about selecting the North Shore as a vacation destination.

Occupation Occupation is closely associated with education and income; it also tells us something about the needs of an individual. One hypothesis suggests that a person with seek contrasts to their daily routine; another, that people are reluctant to risk the unfamiliar. In any case, a person's occupation provides a clue to how that individual spends his/her typical workday. The sample was distributed as shown in Table 13.

Table 13. Occupational categories of tourists on the North Shore during the summer of 1981.

<u>Occupation category</u>	<u>Percent</u>
professional	22.3
managers-administrators	9.0
sales workers	6.5
clerical workers	5.5
craftspersons	8.9
operatives,	0.7
laborers, farmers	2.5
service workers	11.8
students	4.4
housepersons	7.2
self-employed	1.3

Sex: Again, it is difficult to say whether the respondents reflect the composition of North Shore visitors. The sample showed 67 percent male and 29 percent female. This is not an unreasonable mix. Relatively undeveloped, somewhat harsh environments such as the North Shore typically attract more males than females. This is a rapidly evolving phenomenon, however, and sex is probably becoming a less significant determinant of outdoor recreational preferences and behavior.

Age of respondent and household composition: Age, per se, may not be as important as a person's family orientation or the period in which he/she matured and formed their habits and values. Nevertheless, age distribution does add to the description of our respondents. Table 14 summarizes the age groupings.

Table 14. Age of tourists on the North Shore during the summer of 1981.

<u>Age category</u>	<u>Percent</u>
19 - 30	20.7
31 - 40	22.9
41 - 50	16.3
51 - 60	17.1
61 and over	20.2

Although the under 40 age group is somewhat overrepresented, this is to be expected in any survey of outdoor recreational behavior. It is interesting to note the large percentage of respondents in the 61 and over group, which, in the sample, did not include anyone over 71 years old. This probably indicates a heavy "early retirement" component and may tell us something about the appeal of the North Shore drive.

Another age related characteristic is household composition. Here we can obtain some idea of the family orientation and speculate on how it might affect recreation behavior. Table 15 shows the age group distribution within households.

Table 15. Age composition of households of tourists on the North Shore during the summer of 1981.

<u>Age category</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>
	(percent of respondents with this number)						
1 - 17	61.8	13.4	10.0	12.4	2.2	0.3	0.0
18 - 24	74.6	10.7	11.1	3.1	0.4	0.0	0.0
25 - 34	70.6	16.6	10.6	1.4	0.0	0.3	0.4
35 - 44	70.1	11.9	18.1	0.0	0.0	0.0	0.0
45 - 54	71.4	15.8	10.6	0.9	1.2	0.0	0.0
55 - 65	78.9	12.3	8.8	0.0	0.0	0.0	0.0
over 65	79.9	10.1	10.0	0.0	0.0	0.0	0.0

Again, there is evidence that the North Shore is attracting young adults without children, retirees and empty nesters.

How the North Shore was chosen as a vacation destination

Choosing is a complex process. It may occur as a deliberate, rational weighing of the costs and benefits of a number of alternatives. More probably, it involves a series of step-wise decisions and events along a tortuous pathway. It is beyond the scope of this study to analyze the intricacies of individual decision-making. We can, however, look at two important factors that may help us to understand how the North Shore was chosen as a tourist or vacation destination.

Decision time frame: The survey instrument contained the question, "About how many months before you took this trip did you decide to go to the North Shore?" The responses are given in Table 16.

Table 16. Length of time before trip that decision made to visit the North Shore. Tourists on North Shore during summer of 1981.

<u>Time before trip</u>	<u>Percent</u>
less than 1 month	42.0
1 - 4 months	33.7
5 - 8 months	8.3
9 - 12 months	8.3
over one year	5.9
can't remember	1.8

The large percent of relatively short-term decisions is consistent with the heavy use of the North Shore by nearby Minnesota residents. It may also indicate that a trip to the North Shore does not necessarily involve a lot of advance planning and preparation.

Source of information: Information, the quality, quantity and availability, is obviously an important factor in decision making. The respondents were asked to indicate which source of information they found to be most helpful. The list shown in Table 17 was provided.

Table 17. Sources of information said to be the most helpful to tourists visiting the North Shore during the summer of 1981.

<u>Source</u>	<u>Percent that found most helpful</u>
chamber of commerce	3.3
U. S. Forest Service	2.3
National Park Service	3.5
friends or family	11.8
newspapers	0.4
previous experience	16.1
tourism association	5.3
resort or outfitter	3.8
other local business	1.6
travel agency	0.9
highway information station	2.3
travel-auto club	2.5
other	4.9
don't know	0.7
blank	40.7

The large number of missing responses gives an indication of how difficult it is for a person to recall specific sources. In this age of information glut, individuals are constantly bombarded with messages, both printed and electronic. Bits and pieces gradually accumulate in the person's data bank and influence decisions in unperceived ways. Nonetheless, it may be significant that a high percentage of our respondents indicated "friends or family" or "experience." It is quite likely that these sources were felt to be most helpful because they had a higher level of credibility and had left a more indelible impression.

These results also reflect the nature of many outdoor recreation experiences, i.e., people may view them as an act of exploration and resist the idea of getting "too much" information beforehand.

The North Shore Experience -- a General Profile

There are a number of ways to approach an examination of recreational experiences. It seems logical to begin with some inquiry as to why a participant or tourist undertook the trip. We might expect their experience to be consistent with their reasons to the extent that they had knowledge of what the destination had to offer and few unexpected events occurred. However, as suggested earlier, "surprises" may be the very thing a tourist is looking for, and if they (the surprises) are not of the negative type, they will add a great deal to the satisfaction derived from a trip.

Another well established area of focus is the activity the recreationists engages in -- the number, variety, the intensity of involvement, and the satisfaction derived from them. Activities are more likely to be learned forms of behavior that individuals bring with them to a recreational setting. The total experience has both activity and setting components. Although we expect some congruity between setting and activity, there may be inconsistencies and conflict when the character and purpose of an area are not made clear to the visitor, or when a visitor, as a matter of convenience or for other reasons, chooses to "do his/her own thing," in spite of the impact on the setting or other visitors. Another exception to the pattern is the person who is attempting a new (to him/her) form of recreation in an appropriate setting. Quite often they will be in the company of more experienced participants.

The setting or environment may be the most important aspect of the overall experience. This component can be investigated by soliciting the visitor's reaction to landscape features. The "language" of environment is not nearly so much a part of common usage as that of activity. It is difficult to describe settings in a universally understood, unambiguous manner. Nevertheless, it is obvious that we need to know more about how specific features contribute to the individual's experience. This study obtained responses to the major features of the North Shore, especially those that are particularly characteristic of the area.

Because the study was intended to provide some direction for tourism development, the respondents were also asked to comment on the adequacy of various services and their satisfaction with lodging facilities when these were utilized. A "bad" experience with the commercial sector can

ruin an otherwise enjoyable trip. Conversely, the commercial host or the public service sector can greatly ameliorate the negative aspects of poor weather, lousy fishing or an emergency situation. The positive role of the commercial and public service sectors are greatly enhanced by a sensitivity to the visitor and his/her goals and needs.

The following sections describe how the sample of North Shore visitors responded to each of the measures of experience discussed above.

Reasons for visiting the North Shore: The questionnaire listed twenty reasons for taking a vacation or recreation trip. Table 18 summarizes the importance of each of these reasons to the respondents.

The most important reasons for visiting the North Shore fall into three broad categories: one, getting away from routine pressures; two, nurturing a relationship with family and/or friends, and; three, enjoying the natural amenities of the region. Several items reflected the importance of the third reason. "(To) enjoy the scenery" received the highest rating. Responses to other items, such as, "(To) be in the wilderness," and, "(To) be where it's peaceful and quiet," and "(To) be close to nature," were consistent with this pattern.

Equally, if not more significant, were responses indicating that the more physically active or consumptive experiences were not as important. For example, "(To) catch fish," "(To) be where there are lots of different things to do" and, "(To) engage in active outdoor recreation" all ranked relatively low as reasons for visiting the North Shore.

Activities that added to the North Shore visit: Thirty-nine activities were listed in the questionnaire. The respondents were asked to first indicate whether they had engaged in each activity, and then if they had, to indicate how much it added to their visit. The activity items are presented in rank order in Table 19.

The responses are consistent with an "appreciative" orientation to the environment, as opposed to a setting for physical activity or consumption. The relatively "simple," low consumptive activities, such as picnicking and hiking appear to be compatible with this relationship.

Some activities, e.g., sailing, jogging, and industry tours were engaged in by a small number of individuals. It is important to note, however, that these activities provided a very high level of satisfaction to nearly all of those who participated.

Table 18. The importance of reasons for visiting the North Shore. Tourists on the North Shore during the summer of 1981.

<u>Reason</u>	<u>VERY IMPORTANT or EXTREMELY IMPORTANT (%)</u>	<u>NOT IMPORTANT (%)</u>
enjoy the scenery	87	2
spend time with my family or close friends	80	8
be where it's peaceful and quiet	73	5
get away from pressures at work or home	71	7
be close to nature	69	7
go to a place I'd been to before and liked	69	16
be in the wilderness	68	12
bring to mind pleasant memories	58	17
get some physical rest	43	18
go to places I'd never been to before	43	38
spend some time alone	38	35
get some exercise	31	32
engage in active outdoor recreation	28	38
catch fish	25	52
have educational experience	23	37
be where there are lots of different things to do	22	36
develop my outdoor skills and abilities	19	55
go to places that are well known	18	55
make new friends	14	61
go some place most of my friends have been	8	72

Table 19. Satisfaction derived from activities. Tourists on the North Shore during the summer of 1981.

<u>Activity</u>	<u>ADDED STRONGLY TO SATISFACTION (%)</u>	<u>PERCENT WHO ENGAGED</u>
watching Lake Superior	70	80
observing nature	70	76
driving for pleasure	64	78
taking pictures	58	72
hiking	50	65
dining for pleasure	45	62
visiting historical/cultural museums or sites	34	54
socializing with people	32	48
fishing	30	37
picnicking	26	40
reading	25	40
shopping	23	49
cooking	23	37
canoeing	22	25
camping: wilderness site	21	24
picking wild berries	20	30
camping: developed site	18	23
sun bathing	17	31
motor boating	17	21
visiting interpretive centers	14	23
swimming	14	23
back packing	11	12
festivals or community events	6	10
driving off-road vehicles	5	7
seeing live entertainment	5	6
using a sauna	4	7
sailing	4	6
jogging	4	5
tennis	3	5
going on industry tours	3	4
hunting	3	4
golfing	2	5
bicycling	2	3
waterskiing	2	3
going to movies	2	2
horseback riding	1	2
ski touring	1	2
downhill skiing	1	1
snowmobiling	1	2

One must be very careful in interpreting the significance of participation in activities. Remember that these are by and large learned behavior patterns and may represent an almost reflex reaction to an obvious opportunity or a vacuum created by lack of information or imagination.

Features liked or disliked: The list of features is very generalized and limited. Nevertheless, the responses to these items provide the most direct measure of how the North Shore environment attracts and satisfies those who visit the region.

From the rank ordered table of responses (Table 20) it is clear that the lake itself (Superior) and the northern forest are the most perceived and liked aspects of the landscape. The sample, of course, was not a fair measure of preferences for certain seasonally determined characteristics of the region, e.g., fall colors and winter scenes.

A few features such as wildlife, were well liked by those fortunate or knowledgeable enough to view them. Least liked were those features that intruded on the natural quality of the setting, e.g., "activities of tourists and other travelers," and "views of mining activities." Even here there may have been some ambivalence. A significant number of people did like these features. A lot depends on previously held beliefs and the manner in which these features are interpreted. Man-caused alterations and structures are subject to a great deal of variation and potential modification. Both physical structures and individual behavior can be made more compatible with a given experience. This compatibility can be deliberately encouraged on the basis of an understanding of what the tourist is seeking.

Table 20. Visitor responses to major features of the North Shore. Tourists on the North Shore during the summer of 1981.

<u>Feature</u>	<u>LIKED (%)</u>	<u>DID NOT SEE (%)</u>
views of Lake Superior	97	5
views of the north woods	96	3
views of natural formations	94	5
vistas from high points	88	10
views of inland lakes	75	24
seeing wildlife	69	26
facilities to serve travelers	68	11
seeing the small cities or towns	63	7
driving the rural roads	60	28
views of local houses	42	8
greening of plants in spring	42	51
views of sawmills, etc.	34	34
views of mining activities	31	38
fall leaf colors	30	65
activities of other travelers	28	18
winter scenes	18	76

Adequacy and satisfaction with facilities and services: Tables 21 and 22 give some indication of how well the tourists' needs were met by the commercial sector. Interpretation is difficult because a large number of visitors did not seek or utilize many of the facilities listed.

Table 21. Satisfaction with facilities. Tourists on the North Shore during the summer of 1981.

<u>Facility</u>	<u>SATISFIED or VERY SATISFIED (%)</u>	<u>DISSATISFIED or VERY DISSATISFIED (%)</u>
lodging accommodations	47	3
campground accommodations	34	4
food services: quality	43	2
food services: quantity	44	1
overall upkeep and quality of grounds	62	5
hospitality of accommodations personnel	51	3
organized activities for guests	10	2
things for pre-teenage children to do	15	3
things for teenage children to do	18	2
experiences with other guests	22	1
things to do and see at the facility	34	1
game room	10	4
laundromat	6	3
guide service	8	4
outfitting service	12	-
accuracy of prior information	42	1
view of Lake Superior	49	1
views of the northwoods	54	1
access to the beach, fishing, boating, etc.	52	1
cost of food, lodging, and services	50	8
availability of boats	19	2
nature interpretive program	9	2
instructions in fishing, boating	8	1

We must be particularly cautious about placing too much importance on the apparent inadequacy of spectator type entertainment and bar and night club facilities. A desire for these kind of opportunities may reflect a misconceived notion of what the North Shore has to offer or a general lack of ability to take the initiative necessary to engage in less passive activities.

Table 22. Adequacy of services found on the North Shore. Tourists on the North Shore during the summer of 1981.

<u>Service</u>	<u>ADEQUATE (%)</u>	<u>INADEQUATE (%)</u>
general shopping downtown	76	4
shopping for sports equipment or clothing	61	4
availability of antique and art shops	57	4
information services	72	5
services by salespeople in the towns	75	6
automobile services	61	6
spectator-type entertainment	25	17
bar and night club facilities	33	14
information pieces	79	7
participant-type entertainment	22	8
restaurant and dining facilities	72	8

People are always going to be reluctant to express dissatisfaction with any aspect of what was meant to be an enjoyable experience. They will often ignore negative events in order to enhance the memories they take back with them to their homes and workplaces. For this reason we may want to pay special attention to the few complaints we are able to uncover. For example, those five percent that were dissatisfied with the overall upkeep and quality of the grounds may be evidence of a much larger problem. A number of previous studies have shown that a little litter or disrepair can go a long way toward ruining an individual's recreation experience.

Suggestions for improvement: One of the last questions in the questionnaire was an open-ended request for any suggestions for improvement of North Shore services. A rank ordered list of suggestions is shown in Table 23.

Table 23. Suggestions for improvements. Tourists on the North Shore during the summer of 1981.

<u>Suggestion</u>	<u>Percent making suggestion</u>
leave as is	20.2
improve roads	12.6
improve rest areas	7.7
preserve area	7.5
limit access	4.8
lower prices	4.6
dump garbage	3.6
better camping facilities	3.6
better boat launches	2.8
ban snowmobiles	2.7
improve residents' attitude	2.7
improve access	2.7
less advertising	2.7
more detailed maps	2.7
honest fishing evaluation	2.7
Amtrak-bus packages	2.7
improve restaurants	2.3
bicycle paths	2.1
trained personnel	1.2
one-day vehicle permits	1.2
better information services	1.2
more phone booths	0.9
more motels in north portion	0.9

A large number of people took this opportunity to express their desire that the area should be preserved or left as it is. Others thought that the roads, rest areas, camping facilities, etc., should be improved. These somewhat contradictory views were probably considered compatible by those who looked upon the North Shore trip as a driving vacation. All of the suggestions, even those voiced by one or two individuals, may be worth investigating and considering. Once they are made visible they could attract a much larger base of support. Interest in public transportation, bicycle paths, and better information reveal areas of potential development.

Variability Among Sub-groups

Thoreau commented that men "... were made several in order that they might be various." Although a great deal of individuality must be recognized, the basic challenge of sociological investigations is to derive some semblance of order from the infinite variability of human nature.

In this study of tourism an attempt was made to discover associations between attitudes, preferences, motivations, behavior, etc., and the more easily categorized characteristics, such as residence, experience, education and income. Any associations thus revealed can help us to better understand the mechanisms that influence a person's decision-making process; it will also enable us to target specific groups with appropriate messages about the opportunities the region has to offer.

The data has been cross-tabulated according to four principle characteristics: income, education, residence and experience. The first two are those typically used to examine differences in recreational behavior. Residence and experience are of special interest in respect to tourism.

Income: Three income categories were compared along the dimensions of reasons, activities and preference for landscape features. Tables 24, 25, and 26 summarize the results.

The most significant result of the comparison of motivations for travel is the lack of much difference among the various income groups. The medium income group shows a slightly higher tendency to be motivated by a desire to be with family and friends, to get away from home and job and to be alone.

Table 24. The importance of reasons for visiting the North Shore according to income categories: low (under \$20,000); medium (\$20,000 to \$35,000); high (over \$35,000). Tourists on the North Shore during the summer of 1981.

Reason	low		medium		high	
	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)
enjoy the scenery	89	2	84	4	89	0
spend time with my family or close friends	72	11	86	6	79	8
be where it's peaceful and quiet	71	4	79	7	76	5
get away from pressures at work or home	57	14	83	1	71	6
be close to nature	65	7	72	6	70	9
go to a place I'd been to before and liked	70	21	74	13	70	16
be in the wilderness	62	12	69	11	73	14
bring to mind pleasant memories	59	20	58	16	64	17
get some physical rest	39	26	47	16	41	17
go to places I'd never been to before	50	36	44	37	38	39
spend some time alone	47	43	47	24	24	39
get some exercise	31	37	25	23	41	34
engage in active outdoor recreation	15	40	28	37	38	37
catch fish	11	79	36	37	23	49
have educational experience	24	30	18	40	29	31
be where there are lots of different things to do	25	32	22	39	22	29
develop my outdoor skills and abilities	14	73	12	52	33	46
go to places that are well known	26	47	13	55	19	55
make new friends	11	66	11	63	21	55
go some place most of my friends have been	11	60	5	73	11	76

Table 25. Satisfaction derived from activities according to income categories: low (under \$20,000); medium (\$20,00 to \$35,000); high (over \$35,000). Tourists on the North Shore during the summer of 1981.

Activity	low		medium		high	
	ADDED STRONGLY (%)	PERCENT WHO ENGAGED	ADDED STRONGLY (%)	PERCENT WHO ENGAGED	ADDED STRONGLY (%)	PERCENT WHO ENGAGED
watching Lake Superior	77	87	66	81	72	77
observing nature	74	78	81	86	55	64
driving for pleasure	68	85	76	86	52	70
taking pictures	76	84	52	71	56	65
hiking	60	74	50	76	46	61
dining for pleasure	47	60	52	63	37	63
visiting historical/cultural museums or sites	55	71	31	51	27	48
socializing with people	28	48	37	48	32	49
fishing	18	21	39	47	25	35
picnicking	33	56	25	38	24	32
reading	30	41	20	38	24	40
shopping	26	56	21	47	23	46
cooking	16	37	29	42	19	32
canoeing	19	21	23	26	24	28
camping: wilderness site	15	22	23	26	19	19
picking wild berries	24	27	21	38	16	30
camping: developed site	20	25	18	25	15	20
sun bathing	19	38	16	31	17	27
motor boating	4	4	21	26	19	26
visiting interpretive centers	9	11	16	25	21	28
swimming	--	12	27	32	19	23
back packing	5	5	14	14	12	15
festivals or community events	7	12	6	9	7	11
driving off-road vehicles	--	0	6	7	8	8
seeing live entertainment	5	7	4	5	8	8
using a sauna	4	4	5	6	3	10
sailing	2	2	2	6	3	7
jogging	10	10	3	3	2	5
tennis	--	3	3	5	1	3
going on industry tours	2	4	6	6	--	2
hunting	5	5	2	4	3	3
golfing	--	0	5	9	--	3
bicycling	--	0	4	6	0	2
waterskiing	2	2	--	0	3	7
going to movies	--	0	1	2	3	5
horseback riding	--	0	3	4	--	0
ski touring	--	0	--	3	3	3
downhill skiing	--	0	--	3	--	0
snowmobiling	--	0	--	3	3	3

Table 26. Visitor response to major features of the North Shore according to income categories: low (under \$20,000); medium (\$20,000 to \$35,000); high (over \$35,000). Tourists on the North Shore during the summer of 1981

Feature	low		medium		high	
	LIKED (%)	DID NOT SEE (%)	LIKED (%)	DID NOT SEE (%)	LIKED (%)	DID NOT SEE (%)
views of Lake Superior	98	0	96	1	98	0
views of the north woods	94	6	96	3	97	2
views of natural formations	96	4	94	5	93	6
vistas from high points	92	8	86	13	91	5
views of inland lakes	71	29	78	21	72	28
seeing wildlife	66	32	69	27	68	25
facilities to serve travelers	72	8	70	12	65	12
seeing the small cities or towns	56	13	64	7	65	5
driving the rural roads	55	33	71	26	48	70
views of local houses	55	7	55	9	45	8
greening of plants in spring	52	40	34	63	43	44
views of sawmills, etc.	29	35	35	38	31	30
views of mining activities	22	49	32	36	35	32
fall leaf colors	31	69	31	69	26	61
activities of other travelers	23	23	33	17	30	16
winter scenes	20	80	15	85	17	65

There is considerably more variation among income groups on the activity dimension. The low income group participated less in canoeing, motorboating, golfing, and fishing, i.e., many of the activities that required a special effort, and cost, to divert attention from the typical driving tour. Picnicking, photography, shopping, and visiting museums are more readily accommodated on an automobile trip and were more likely to be engaged in by the lower income group.

The high income group was more likely to participate in sailing and backpacking, but less likely to visit museums or observe nature. This pattern may reflect the greater degree of choice higher incomes provide. We could also postulate that those with higher incomes can afford to "specialize," i.e., they needn't try to do everything on one trip, and may, in fact, have "visited museums" and "observed nature" on previous trips to the North Shore.

There was almost no difference among the three income groups in their attitudes toward the major features of the North Shore.

Education: The sample of North Shore tourists was placed into four categories according to years of formal education. Tables 27, 28, and 29 show how these categories differ in their motivations, satisfaction derived from activities, and preferences for features of the North Shore.

More education appears to be associated with an "appreciative" orientation to the area as opposed to a "consumptive" relationship. For example, those with more education are more likely to consider important, reasons such as: "be where it's peaceful and quiet," "be close to nature," and "be in the wilderness." However, this does not appear to exclude a high level of physical activity; they also value "exercise," and "enjoying active outdoor recreation." Education seems to encourage active involvement as opposed to passive entertainment or a spectator relationship.

Again, we should remind ourselves that years of formal education is a poor surrogate for real education, knowledge and understanding. The important point is that any learning, regardless of the source, may stimulate an individual to become involved in his/her environment and to better appreciate the complexities of its natural and cultural components.

Activity patterns, although difficult to interpret, tend to confirm the association between education and motivation described above. Educated persons seem to make a more deliberate effort to seek out and do things as opposed to following the path of least resistance; they are

Table 27. The importance of reasons for visiting the North Shore according to years of formal schooling. Tourists on the North Shore during the summer of 1981.

Reason	0 - 8		9 - 12		13 - 16		17+	
	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)
enjoy the scenery	0	24	85	2	90	3	92	0
spend time with my family or close friends	20	24	73	4	87	6	78	11
be where it's peaceful and quiet	20	24	53	5	81	5	81	5
get away from pressures at work or home	20	24	46	18	83	4	75	3
be close to nature	45	55	46	5	77	9	75	4
go to a place I'd been to before and liked	17	20	59	19	64	19	86	9
be in the wilderness	45	55	62	7	67	19	74	6
bring to mind pleasant memories	76	24	51	16	58	15	62	20
get some physical rest	45	55	35	17	44	23	45	12
go to places I'd never been to before	31	38	34	42	45	36	46	38
spend some time alone	20	80	41	34	38	43	39	23
get some exercise	20	80	24	40	25	34	45	18
engage in active outdoor recreation	20	80	18	42	26	42	35	26
catch fish	45	55	30	46	24	60	24	41
have educational experience	20	24	22	47	26	37	20	29
be where there are lots of different things	0	80	19	44	14	38	35	23
develop my outdoor skills and abilities ^{to do}	0	80	13	65	14	61	30	40
go to places that are well known	20	80	21	58	19	52	14	52
make new friends	45	55	12	68	13	68	14	48
go some place most of my friends have been	0	80	12	67	7	70	8	75

Table 28. Satisfaction derived from activities according to years of formal schooling. Tourists on the North Shore during the summer of 1981.

Activity	0 - 8		9 - 12		13 - 16		17+	
	ADD STR. (%)	PER-CENT DID	ADD STR. (%)	PER-CENT DID	ADD STR. (%)	PER-CENT DID	ADD STR. (%)	PER-CENT DID
watching Lake Superior	63	63	61	74	69	76	77	90
observing nature	17	37	72	80	54	69	79	85
driving for pleasure	63	63	63	74	65	80	66	80
taking pictures	31	31	58	73	55	68	64	78
hiking	17	17	35	61	50	63	60	75
dining for pleasure	17	37	50	58	41	54	50	74
visiting historical/cultural museums or sites	56	56	39	63	38	51	22	52
socializing with people	17	17	21	41	30	45	43	61
fishing	17	17	30	41	26	26	37	52
picnicking	17	63	31	42	24	34	30	45
reading	0	17	40	54	13	30	32	46
shopping	17	17	32	48	15	47	27	54
cooking	17	17	14	30	22	28	31	56
canoeing	17	17	18	20	16	19	31	35
camping: wilderness site	--	0	30	35	15	15	23	28
picking wild berries	--	0	28	33	9	20	29	38
camping: developed site	17	17	13	18	16	20	24	32
sun bathing	17	17	23	31	10	23	22	41
motor boating	--	0	24	24	16	16	16	29
visiting interpretive centers	--	0	8	21	26	33	9	14
swimming	--	17	12	18	7	16	24	38
back packing	--	0	2	2	10	10	18	22
festivals or community events	--	0	16	19	4	4	5	14
driving off-road vehicles	--	0	6	12	6	7	5	5
seeing live entertainment	--	0	6	6	6	6	5	7
using a sauna	17	17	10	10	0	7	4	4
sailing	--	0	11	17	1	5	3	3
jogging	--	0	5	5	3	5	5	5
tennis	--	0	5	11	--	0	4	8
going on industry tours	--	0	5	5	1	2	4	6
hunting	--	0	6	9	4	4	2	2
golfing	--	0	2	8	4	4	0	5
bicycling	--	0	2	4	3	4	0	2
waterskiing	--	0	2	2	3	3	0	3
going to movies	--	0	2	2	3	4	0	2
horseback riding	--	0	6	8	--	0	--	0
ski touring	--	0	--	0	--	0	3	6
downhill skiing	--	0	--	0	--	0	0	3
snowmobiling	--	0	--	0	--	0	3	6

Table 29. Visitor response to major features of the North Shore according to years of formal schooling. Tourists on the North Shore during the summer of 1981

Feature	0 - 8		9 - 12		13 - 16		17+	
	LIKED	DID NOT SEE	LIKED	DID NOT SEE	LIKED	DID NOT SEE	LIKED	DID NOT SEE
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
views of Lake Superior	100	0	100	0	95	1	99	0
views of the north woods	100	0	94	4	96	4	96	3
views of natural formations	76	24	91	7	94	6	96	3
vistas from high points	76	24	92	8	87	10	90	7
views of inland lakes	76	24	76	21	70	30	79	21
seeing wildlife	45	55	59	33	70	25	74	25
facilities to serve travelers	100	0	52	17	74	5	70	15
seeing the small cities or towns	45	0	54	15	62	8	69	3
driving the rural roads	45	0	67	26	55	33	64	23
views of local houses	45	0	70	2	54	10	41	11
greening of plants in spring	45	55	59	25	41	55	35	59
views of sawmills, etc.	45	55	34	36	33	36	36	29
views of mining activities	45	55	23	49	39	34	27	34
fall leaf colors	--	100	51	39	29	68	23	75
activities of other travelers	0	55	26	23	25	21	34	10
winter scenes	--	100	43	48	14	80	10	87

not quite as inclined to take their cues from "Madison Avenue" and are more likely to explore a wider range of alternatives.

Most of the natural features of the North Shore are universally liked. There is less consensus in regard to man-made features such as mining activity, views of homes, etc. There is probably only a weak association with education if anything, more education seems to foster a greater appreciation for almost any feature that is encountered. One interesting pattern is revealed by the responses to the item "seeing wildlife." Wildlife (excluding mosquitoes, black flies and their kin) has nearly universal appeal. The differences in the contribution of wildlife was due mainly to differences in actually observing animals. Again, this indicates a more active involvement on the part of those with more education.

Residence: It is easy to appreciate the influence of residence on a person's motivations and preferences. As suggested earlier, rational behavior would seem to dictate that a person seeks something in a recreation or tourist destination that was lacking in their home environment. Actual behavior, of course, is affected by less than perfect information, the pressures from other individuals and other motivations that have little to do with the environment (e.g., friend or relatives happen to live in the area).

Distance itself can also have an effect. We can expect that stronger motivations are required of those who come from a longer distance to visit a tourist region.

Here we will examine a few of the differences in North Shore tourists that were associated with their place of residence. Table 30 present the effect of residence on reasons for visiting the North Shore.

Persons living in the vicinity of the North Shore (i.e., within 50 miles, but not in the study area itself) appear to be strongly motivated by the social dimension, whether it means spending time with family or friends or an opportunity to be alone. The chance to catch fish and have an educational experience also ranked relatively high with this group.

Other Minnesota residents, the largest portion of the sample, have a somewhat different profile. Spending time with friends or catching fish are not nearly as important. A large percentage of non-vicinity Minnesota tourists are from the Minneapolis-St. Paul metropolitan area, which accounts for approximately one-half of the state's population.

Table 30. The importance of reasons for visiting the North Shore according to residence categories. Tourists on the North Shore during the summer of 1981.

Reason	vicinity		Minnesota		Wisconsin		Iowa, Dakotas		Industrial midwest		Canada		others	
	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)
enjoy the scenery	86	0	89	1	74	0	92	0	77	4	100	0	87	2
spend time with my family or close friends	100	0	77	7	93	0	87	9	68	16	50	50	84	8
be where it's peaceful and quiet	100	0	72	4	72	0	58	13	77	4	50	50	82	8
get away from pressures at work or home	88	0	67	9	64	0	75	4	64	4	100	0	91	8
be close to nature	67	17	69	3	56	0	78	13	77	4	50	50	65	16
go to a place I'd been to before and liked	100	0	66	15	78	8	64	12	54	41	75	0	79	13
be in the wilderness	67	33	66	8	56	0	75	13	77	4	50	50	70	27
bring to mind pleasant memories	86	0	61	18	43	0	62	33	65	22	50	50	40	11
get some physical rest	67	0	43	21	18	0	37	13	59	18	67	33	34	17
go to places I'd never been to before	25	50	35	45	56	16	56	34	54	23	0	100	62	26
spend some time alone	71	0	39	40	43	9	29	25	39	31	50	50	29	41
get some exercise	40	20	30	34	58	13	25	17	32	21	0	100	30	44
engage in active outdoor recreation	40	60	19	43	32	23	47	34	74	26	0	50	24	27
catch fish	86	0	17	62	18	56	12	42	44	36	0	100	34	45
have educational experience	40	20	20	42	17	22	21	25	47	26	0	100	21	35
be where there are lots of different things to do	25	50	21	41	16	8	21	30	36	14	0	100	21	35
develop my outdoor skills and abilities	25	50	16	58	24	35	12	67	11	32	0	100	38	50
go to places that are well known	25	50	22	56	18	9	0	59	16	43	0	100	12	68
make new friends	50	50	10	68	18	52	0	72	32	41	50	50	12	47
go some place most of my friends have been	40	20	6	70	9	74	0	86	0	88	0	100	18	71

Home environment and distance to various alternatives influence the choice of recreation destinations by this group. We might expect them to be seeking a rural to natural setting which contrasts with their urban origin. On other occasions these same individuals may seek an even more urbanized situation such as New York City or San Francisco; it's not likely that they'd be looking for this sort of experience on the North Shore.

If we draw a circle with Minneapolis-St. Paul as the center and the distance to the North Shore as the radius, the area enclosed will cover the range of alternatives available within a moderate weekend driving distance. It is clear that the North Shore offers the most contrast and one of the greatest scenic resources within this circle of options.

Visitors from Wisconsin constitute a rather small group. It is easy to understand why Wisconsin residents would not be as strongly attracted to the North Shore; their state has an abundance of similar "north woods" scenery, and their line of travel is more likely to be intercepted by the South Shore of Lake Superior. The motivations of this group are consistent with this view. Non-site specific reasons are a more important influence on their trip decision. For example, developing outdoor skills and abilities were more important to this group, and enjoying scenery less so. A strong motivation was simply to "go places I'd never been to before."

People from Iowa and the Dakotas provide a large market for Minnesota's natural landscapes. The appeal is fairly obvious, Minnesota offers an abundance of the very things that are lacking in these three states: natural lakes and streams, dense coniferous forests and spectacular rock formations. This group places a higher than average value on enjoying scenery, being close to nature and being in the wilderness.

Those from the "industrial midwest" (Illinois, Indiana, Michigan and Ohio) are also attracted to contrasts. In this case the pattern is slightly different. Scenery, per se, is somewhat less important, while nature, wilderness, and peace and quiet are of greater value. Again, it is easy to understand the value of these opportunities to those from a highly urbanized and industrialized region.

Our sample of Canadians was considered too small to draw any inferences from. The "others" group is a large and diverse group whose members have in common the fact that they traveled the farthest to visit the North Shore. Their profile of reasons is close to the norm; exceptions are the greater value they placed on "developing skills," "peace and quiet," and "going places I'd never been to before."

Activity patterns also vary according to residence. Table 31 summarizes responses.

The vicinity group appears to have a slightly greater utilitarian orientation toward the North Shore. Fishing is of relatively greater importance, while viewing scenery and hiking are less so than the average. Non-vicinity Minnesota residents approximate the average profile.

Wisconsin residents appeared to get more satisfaction from picnicking and canoeing. The proximity of the shore to the Boundary Waters Canoe Area Wilderness (BWCAW) may be especially significant for Wisconsin residents, i.e., they may visit the North Shore primarily because it provides access to the BWCAW. It is a little more difficult to explain the large number of Wisconsin residents who participate in fishing since they have fishing in their own state and a non-resident license is rather expensive. On the other hand, because Wisconsin is immediately adjacent to Minnesota they would have a greater opportunity than most non-residents to utilize their license.

Iowa and Dakota residents had a higher than average level of participation in most activities. Those activities, such as canoeing and sailing, are less common in their home states, and seemed to provide above average satisfaction. The relatively high participation and satisfaction derived from observing nature and taking pictures also reflects the contrast provided by the North Shore; e.g., an individual, while on vacation, is more likely to photograph those objects he/she perceives as rare in the context of their total experience.

The industrial midwest group also demonstrated a higher than average level of participation and satisfaction with most activities. Some exceptions were, "dining for pleasure," and "visiting museums;" both of these are readily available nearer to their homes.

The "others" classification was characterized by an above average interest in motorboating and fishing, and less interest in museums, shopping and socializing.

The final comparison of residence categories will be on the basis of preferences for landscape features - the most direct way of determining the appeal of the North Shore. Table 32 provides a summary of how well various features were liked by each group.

Table 31. Satisfaction derived from activities according to residence categories. Tourists on the North Shore during the summer of 1981.

Activity	vicinity		Minnesota		Wisconsin		Iowa, Dakotas		Industrial midwest		Canada		others	
	ADD STR. (%)	PER-CENT DID	ADD STR. (%)	PER-CENT DID	ADD STR. (%)	PER-CENT DID	ADD STR. (%)	PER-CENT DID	ADD STR. (%)	PER-CENT DID	ADD STR. (%)	PER-CENT DID	ADD STR. (%)	PER-CENT DID
watching Lake Superior	67	67	75	81	55	100	72	80	65	78	67	67	60	77
observing nature	60	70	68	74	69	93	84	88	83	83	--	0	71	71
driving for pleasure	44	44	64	79	55	79	80	80	65	92	75	75	61	76
taking pictures	62	62	57	71	74	91	72	84	48	65	0	33	59	72
hiking	28	38	47	71	62	79	56	56	58	73	--	0	52	52
golfing	38	50	43	58	78	85	54	68	35	35	50	50	48	82
visiting historical/cultural museums or sites	33	44	43	62	20	36	32	72	26	44	--	0	14	32
socializing with people	12	25	32	48	36	85	44	48	48	61	--	0	22	44
fishing	46	54	24	29	22	41	24	44	42	57	--	0	42	42
picnicking	33	44	22	40	44	63	44	56	35	35	--	0	21	30
reading	12	25	28	43	15	56	28	56	15	15	--	0	24	37
shopping	22	33	29	54	15	41	16	48	35	50	0	33	2	42
cooking	0	12	24	36	22	49	48	72	31	40	--	0	9	26
canoeing	--	0	21	22	30	30	29	29	26	39	--	0	24	32
camping: wilderness site	--	0	20	22	20	20	42	57	28	28	--	0	19	22
picking wild berries	14	14	22	29	0	15	24	52	22	44	--	0	18	25
camping: developed site	--	0	14	16	48	68	33	56	41	54	--	0	10	18
sun bathing	22	44	12	27	44	44	40	44	13	26	0	33	14	30
motor boating	22	22	14	16	8	8	16	32	17	17	--	0	30	37
visiting interpretive centers	0	12	19	25	19	26	8	24	22	22	--	0	8	18
swimming	--	0	8	15	8	30	34	72	26	26	--	0	21	28
back packing	--	0	10	10	--	0	17	17	16	16	25	25	14	21
festivals or community events	--	0	7	7	0	26	16	16	13	13	--	0	0	14
driving off-road vehicles	--	0	4	6	--	0	12	12	23	23	--	0	0	2
seeing live entertainment	--	0	5	6	0	8	12	12	4	4	--	0	7	7
using a sauna	0	12	2	4	8	8	28	28	--	0	--	0	0	7
sailing	--	0	4	7	8	8	12	24	--	0	--	0	--	0
jogging	--	0	5	8	--	0	--	0	--	0	--	0	7	7
tennis	0	12	2	5	--	0	16	16	--	0	--	0	--	0
going on industry tours	--	0	3	4	8	15	5	5	--	0	--	0	2	2
hunting	0	12	5	5	--	0	--	0	4	4	--	0	--	0
golfing	--	0	6	3	--	0	5	18	--	0	--	0	--	0
bicycling	--	0	2	4	8	8	0	4	--	0	--	0	--	0
waterskiing	--	0	3	3	--	0	--	0	--	0	--	0	0	7
going to movies	--	0	0	2	8	8	--	0	--	0	--	0	7	7
horseback riding	--	0	0	1	--	0	12	12	--	0	--	0	--	0
ski touring	--	0	--	0	--	0	0	12	--	0	--	0	7	7
downhill skiing	--	0	--	0	--	0	0	12	--	0	--	0	--	0
snowmobiling	--	0	--	0	--	0	0	12	--	0	--	0	0	7

Table 32. Visitor response to major features of the North Shore according to residence categories. Tourists on the North Shore during the summer of 1981.

Feature	vicinity		Minnesota		Wisconsin		Iowa, Dakotas		Industrial midwest		Canada		others	
	LIKED (%)	DID NOT SEE (%)	LIKED (%)	DID NOT SEE (%)	LIKED (%)	DID NOT SEE (%)	LIKED (%)	DID NOT SEE (%)	LIKED (%)	DID NOT SEE (%)	LIKED (%)	DID NOT SEE (%)	LIKED (%)	DID NOT SEE (%)
views of Lake Superior	83	8	98	0	100	0	100	0	89	0	100	0	100	0
views of the north woods	75	17	98	2	100	0	91	9	96	4	83	17	100	0
views of natural formations	70	30	93	5	93	0	96	4	100	0	67	33	100	0
vistas from high points	73	27	88	9	79	22	100	0	85	15	67	33	94	0
views of inland lakes	20	70	75	25	92	8	91	9	100	0	50	50	72	28
seeing wildlife	30	60	74	23	85	15	54	46	76	12	71	29	66	27
facilities to serve travelers	25	50	76	5	52	9	67	17	61	23	40	0	64	13
seeing the small cities or towns	25	50	65	7	70	8	78	9	58	0	17	0	63	0
driving the rural roads	50	50	63	24	72	28	50	38	73	12	17	67	57	30
views of local houses	44	33	63	6	56	0	34	0	27	15	43	0	41	9
greening of plants in spring	12	75	56	42	24	56	21	67	38	47	66	17	17	73
views of sawmills, etc.	20	70	38	34	24	16	25	33	43	31	33	33	27	32
views of mining activities	12	88	37	37	32	16	21	50	31	35	33	17	20	29
fall leaf colors	40	60	35	64	43	57	25	75	15	69	20	60	22	68
activities of other travelers	11	44	30	17	28	8	38	25	35	19	33	17	14	14
winter scenes	33	67	24	72	--	100	12	88	8	77	20	60	7	83

The vicinity group was generally less impressed with most of the North Shore's landscape features. An exception, "views of local houses along the road," may be attributable to a defense of local development options.

Other Minnesota residents were slightly above average in their expressions of how well they liked features of the North Shore. We should remember that Minnesota residents, to a large extent, determined what the average was.

Wisconsin residents were even more likely to like North Shore features, with the exception of a few items. They were less impressed by vistas, views of local houses, sawmills, mining and tourist facilities.

People from Iowa and the Dakotas liked most of the natural features of the North Shore; they were less favorably impressed with man-made developments. Their low response to seeing wildlife may simply be due to lack of opportunity. This group also indicated the highest liking for the activities of other tourists and travelers. Those from less populated areas may have a greater appreciation for other people, or they may have shared a general camaraderie among fellow travelers from outside the immediate region.

Persons from the industrial midwest expressed above average liking for most features of the North Shore. We can readily understand why they were less favorably impressed with views of houses and small cities.

The "others" group made a clear distinction between natural features and industrial sites, such as mining activities and sawmills. They were fairly average in respect to residential developments. Of all the groups, they liked least activities of tourists and other travelers.

Experience: As individuals gain experience, and thereby knowledge of the North Shore, we can expect them to alter their motivations, activity patterns and preferences for landscape features. The sample was sub-divided into four groups according to the number of trips they had made to the North Shore. Tables 33, 34, and 35 display a comparison of these four sub-groups.

Table 33. The importance of reasons for visiting the North Shore according to previous experience on the North Shore. Tourists on the North Shore during the summer of 1981.

Reason	none		no visits last 5 yrs		1-5 visits last 5 yrs		5+ visits last 5 yrs	
	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)	VERY or EXTR. IMP. (%)	NOT IMP. (%)
enjoy the scenery	85	0	84	6	86	1	94	0
spend time with my family or close friends	82	0	68	15	85	8	81	2
be where it's peaceful and quiet	90	0	72	3	76	9	67	2
get away from pressures at work or home	84	0	90	6	73	10	56	4
be close to nature	57	23	79	6	68	8	66	2
go to a place I'd been to before and liked	31	62	49	43	83	3	73	2
be in the wilderness	34	46	65	10	71	11	74	7
bring to mind pleasant memories	23	49	63	28	63	8	52	15
get some physical rest	31	0	47	15	49	19	31	21
go to places I'd never been to before	85	0	58	30	37	43	28	48
spend some time alone	8	92	40	29	45	32	32	33
get some exercise	0	30	29	39	38	34	28	20
engage in active outdoor recreation	16	46	25	57	35	26	21	36
catch fish	28	64	16	56	28	52	30	45
have educational experience	23	28	29	20	24	45	15	44
be where there are lots of different things to do	10	31	19	34	30	41	12	29
develop my outdoor skills and abilities	0	84	29	61	18	54	14	43
go to places that are well known	0	67	29	50	22	45	2	75
make new friends	0	82	18	59	15	62	10	57
go some place most of my friends have been	23	67	15	70	5	72	2	74

Table 34. Satisfaction derived from activities according to previous experience on the North Shore. Tourists on the North Shore during the summer of 1981.

Activity	none		no visits last 5 yrs		1-5 visits last 5 yrs		5+ visits last 5 yrs	
	ADD STR. (%)	PER- CENT DID	ADD STR. (%)	PER- CENT DID	ADD STR. (%)	PER- CENT DID	ADD STR. (%)	PER- CENT DID
watching Lake Superior	67	76	75	83	70	81	67	76
observing nature	45	45	78	80	64	73	77	81
driving for pleasure	70	85	68	85	71	83	46	63
taking pictures	45	54	52	65	62	75	59	75
hiking	24	32	44	60	53	68	54	73
dining for pleasure	38	47	39	61	51	63	41	63
visiting historical/cultural museums or sites	21	54	32	62	40	52	26	48
socializing with people	45	45	20	49	32	44	40	56
fishing	17	24	21	34	28	37	40	43
picnicking	8	35	19	39	30	36	31	49
reading	10	18	25	32	18	38	38	55
shopping	28	54	9	40	29	53	23	50
cooking	8	41	22	43	25	34	23	38
canoeing	17	17	23	31	25	25	17	22
camping: wilderness site	8	15	15	26	24	24	24	24
picking wild berries	8	15	22	32	15	28	30	34
camping: developed site	26	26	26	34	11	19	22	22
sun bathing	8	33	15	27	17	29	22	36
motor boating	--	0	10	25	13	15	32	32
visiting interpretive centers	23	23	20	26	17	24	8	18
swimming	8	17	10	20	13	27	18	22
back packing	--	0	16	20	10	10	10	10
festivals or community events	--	0	0	7	8	10	10	14
driving off-road vehilces	--	0	5	5	4	5	8	13
seeing live entertainment	--	0	5	8	5	6	8	8
using a sauna	--	0	--	0	4	6	8	15
sailing	--	0	--	0	3	3	8	19
jogging	--	0	10	10	2	3	2	6
tennis	--	0	5	7	1	3	4	6
going on industry tours	9	9	--	0	5	6	0	2
hunting	--	0	0	3	3	3	6	6
golfing	--	0	0	5	4	5	0	4
bicycling	--	0	--	0	3	5	0	2
waterskiing	--	0	0	5	1	1	4	4
going to movies	--	0	0	2	3	3	0	2
horseback riding	0	9	--	0	--	0	4	4
ski touring	--	0	5	10	--	0	--	0
downhill skiing	--	0	5	5	--	0	--	0
snowmobiling	--	0	5	10	--	0	--	0

Table 35. Visitor response to major features of the North Shore according to previous experience on the North Shore. Tourists on the North Shore during the summer of 1981.

Feature	none		no visits last 5 yrs		1-5 visits last 5 yrs		5+ visits last 5 yrs	
	LIKED	DID NOT SEE	LIKED	DID NOT SEE	LIKED	DID NOT SEE	LIKED	DID NOT SEE
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
views of Lake Superior	90	0	100	0	97	0	96	0
views of the north woods	90	10	97	3	97	2	93	5
views of natural formations	100	0	96	4	92	6	91	7
vistas from high points	90	10	94	6	93	4	74	22
views of inland lakes	77	23	79	21	79	20	64	33
seeing wildlife	57	33	64	26	69	28	76	22
facilities to serve travelers	69	0	70	8	72	11	69	17
seeing the small cities or towns	64	0	69	6	52	8	76	8
driving the rural roads	61	31	51	28	67	24	57	32
views of local houses	64	10	48	3	49	9	57	10
greening of plants in spring	30	62	36	58	37	53	58	39
views of sawmills, etc.	54	10	24	38	36	34	34	35
views of mining activities	33	43	20	52	31	32	40	35
fall leaf colors	0	92	14	84	25	69	58	39
activities of other travelers	31	23	18	19	33	20	28	13
winter scenes	0	92	12	87	14	81	34	58

A little over four percent of the visitors had never made any previous trips to the North Shore. This group appeared to be motivated more than the average by the abstract, less site specific reasons, e.g., "spend some time alone," "be where it is peaceful and quiet," "go places that I'd never been to before." The latter reason may indicate an urge to explore and discover new (to them) areas. This interpretation is reinforced by the relatively lower importance they placed on seeking active outdoor recreation or specific aspects of the environment, e.g., nature or wilderness.

The first timers activity patterns were consistent with their reasons. Generally, they had a lower level of participation in most activities. Exceptions were, driving for pleasure, visiting interpretative centers, and socializing with people. All of these activities fit the concept of individuals exploring new territory.

In spite of their lack of motivation toward viewing specific features of the environment, this group seemed to like what they saw. They were only slightly less likely to like views of the north woods and Lake Superior. Their lack of experience could explain why they were less likely to observe and like seeing wildlife. Those who had never been to the North Shore before showed a slightly above average appreciation for man-made features, such as houses, sawmills and mining activities.

The categories of experience do not constitute an exact continuum. The next group is those who had not visited the North Shore previously within the past five years; it is not known how many times they may have been on the shore during an earlier period.

It is difficult to see any distinction in this group's profile in respect to motivation (Table 33). If anything, they attributed more importance to most reasons than did the average visitor. Among the few exceptions were, "spend time with family or close friends," and "catching fish."

In regard to activities, this group was less involved than the average. There is reason to believe that they may have been somewhat older and thus less likely to engage in activities other than driving, camping and observing nature.

In response to landscape features, this group expressed less appreciation for man-made or caused alterations such as sawmills, mining activities and the activities of other tourists or travelers. At least a part of this group may have felt that developments of this kind were intrusions on the scene as they had recalled it from much earlier visits.

The third category consisted of those who had visited the North Shore one to five times in the last five years (44 percent of the sample). These last two categories, along with the first group, are more logically comparable.

The one to five visit group attributed more importance than average to most of the reasons offered in the questionnaire. Minor exceptions were reasons that did not relate directly to the North Shore, e.g., "go places most of my friends have been," and "go places I'd never been to before."

Participation and satisfaction in activities seemed to reflect the same high level of enthusiasm, although their responses seldom varied significantly from the average. Keep in mind, this group constitutes 44 percent of the sample.

The one to five group was also slightly above average in how well they liked the features of the North Shore. The single exception was seeing small cities and towns.

The fourth group was defined as those who had visited the North Shore six or more times during the past five years (25 percent of the sample). The responses of this group is likely to have been affected somewhat by the fact that they were also more likely to live closer to the North Shore. Their proximity could have affected the frequency of trips as well as their attitudes toward the area.

The six plus group fell below the average in the importance they placed on almost all the reasons offered for visiting the North Shore. In particular, this was true of reasons that implied a negative force or escape motive, e.g., "get away from pressures at work or home," and "get some physical rest." Because of their familiarity with the area it was not surprising to see that they placed a low level of importance on, "going places I'd never been to before," and "going places that are well known." The few above average responses may be revealing. "Catch fish," may reflect a local, utilitarian orientation as well as the experience necessary to become an effective fisherman. Items such as, "enjoying the scenery" and "be in the wilderness" may indicate the kind of appreciation that encourages individuals to make repeated visits to the North Shore.

It was hardly surprising to find that this group was above average in both their level of participation in most activities and the satisfaction they derived from participation. They were most likely to be aware of the range of opportunities available and also to have the experience and skill required to enjoy them. This is especially true of activities

such as picking wild berries and fishing, both of which are enhanced if one knows the territory. The popularity of reading suggests that this group knew the area well enough that they did not feel the compulsion to spend all of their time "rubber-necking." The importance they placed on socializing reinforces the validity of this orientation. Driving for pleasure was one of the few items that fell below the average in terms of satisfaction. This group was no longer on a voyage of exploration and discovery, they knew what they were seeking and distance and transportation were merely logistical problems to be overcome.

Finally, a look at the most experienced group's responses to landscape features of the North Shore. Generally they had the same high level of appreciation as the others. A couple exceptions were "views of the inland lakes," and "vistas from high point and scenic overlooks." Chances are, individuals in this category had long ago indulged in these more "touristy" types of opportunities; they were now ready to appreciate the more subtle aspects of the region. Their greater tendency to like developments such as houses, small cities and mining activities may reflect a local orientation, or it may indicate an evolving sensitivity and appreciation for the less obviously aesthetic features of the region.

SOME CONCEPTUAL INSIGHTS

Up to this point, we have looked at a lot of data, observed a great deal of variation and indulged in wide ranging speculation as to the causes of those variations. Now an attempt will be made to meld this complex, somewhat overwhelming morass of details into a coherent theoretical framework that can guide understanding and policy decision. The major unifying principles are based on the effect of distance and experience. These in turn will aid in identifying the dominant attraction and capabilities of a tourist region.

The Distance Factor

The fundamental, underlying effect of distance is to select for those persons who are attracted to the unique or special qualities of the recreation destination. Distance implies an investment; those who invest expect to be rewarded with an experience that is not readily obtained closer to home with a lesser investment. This principle is consistent with an intuitive/rational view, and by and large with observed behavior. In this study those traveling the greatest distance tended to find the unique, natural features of the North Shore the most appealing.

Although the effect just described may explain the underlying force, it is modified and shaped by a multitude of other factors; some of these may even appear to contradict the basic principle. For example, those coming from a longer distance are also less likely to be familiar with a tourist region and thus less likely to have an accurate perception of what the area has to offer. Their picture of the North Shore is often based on information filtered through the media, word-of-mouth and the deliberate sales and promotion efforts of tourist bureaus and private enterprises. Experience, of course, can eventually act to reduce whatever distortions these filters impart. Government officials or private groups, can also take it upon themselves to provide the most accurate, vivid and comprehensive picture possible.

Another, less easily quantified, modifying factor is the simple urge to explore and discover. Distance and the unknown are in themselves an attraction to the adventurous, i.e., those willing to risk an investment in time, money and energy for the sake of experiencing something new and different. The "adventure factor" will always affect tourism to a certain extent. As a matter of policy or programs, there is little that we can, or should, do to modify this factor. More information may, in fact, detract from the enjoyment derived from a trip originally conceived as an act of exploration. One way of reconciling these apparently contradictory concerns is to be extremely careful about the form of the information provided. Accurate, detailed information can be made available without forcing it upon the individual. Potential visitors can be given a choice; they can obtain detailed description of their destination, thus aligning expectations with realization, or they can choose to set off prepared only for surprises and the unexpected.

Before we end the discussion of distance we must return to the original premiss and briefly look at the converse effect, i.e., those who live close to a tourist region are more likely to utilize the region for a wider range of opportunities. In other words, the convenience and proximity of the area encourage the individuals to satisfy as many needs as possible at the least expense, or travel cost.

This relationship is also subject to modification by other factors. At least some of those living close to a region are doing so out of choice and, in fact, chose the area because its unique qualities had a personal appeal to them. Over time, even these persons may desire change or a wider range of opportunities than does the visitor from afar. People vote with their feet, but only to the extent that circumstances, e.g., economic conditions, social obligations, allow.

The Experience Factor

It seems logical to assume that experience in an area would increase the accuracy of an individual's perception of that area. A subsequent effect would be to encourage more visitation from those whose perceived needs or motivations coincided with reality. Over time we might expect a self-selection process to align tourists with the attributes or dominating character of a tourist region.

However, nothing is in a perfect state of equilibrium. New, inexperienced visitors are continually entering the stream. Some of these will arrive with more less accurate perceptions; others will be seeking an experience completely incongruous or incompatible with the setting; and still others will be explorers with no specific goals in respect to the environment. In all cases, information, properly distributed, can reduce the trial and error approach to satisfying recreational travel.

Generally, the data is consistent with the experience effect as described. First-timers were less likely to have site specific motives. They were also much more likely to express a feeling that there were inadequate opportunities for spectator type entertainment, bar and night club facilities, or participant type entertainment, such as dancing or bowling. Thus two extremes are represented by those visiting the North Shore for the first time: the adventurous, willing to take a chance and adapt to an unknown situation, and; those whose expectations were misaligned with the attributes of the region.

In comparison, experienced visitors were generally more satisfied with what they found on the North Shore, both the natural and the man-made attributes. This observation confirms or reinforces the concept of self-selection. However, it requires a cautious interpretation. If an area is changing rapidly in terms of its visual character or the opportunities it provides, the self-selection may really be a form of displacement. Displacement occurs when some individuals find an area less appealing than they once did and stop visiting, while others with motivations more nearly aligned with the new attributes, replace them.

Fortunately, displacement does not appear to be a significant factor on the North Shore. If it were, we would expect experienced visitors to be less well-satisfied with their experience. A slight indication of displacement, or at least impairment, is shown by the lower level of appreciation for man-made features expressed by those who hadn't visited the North Shore in the past five years.

In summary, the experience factor can contribute a great deal to our understanding of tourists and tourist destinations -- as long as we realize that other factors are also at work.

Identifying the Dominant Attractions and Capabilities of a Tourist Region

In a study of this type we tend to focus on differences among groups as they are categorized by selected characteristics. It would be well to remind ourselves that similarities are just as important. All in all, tourists on the North Shore were remarkably in agreement as to their reasons, satisfaction derived from activities, preferred features and opinions concerning facilities. This agreement probably reflects the relative simplicity of the environment as well as its relative stability.

By way of contrast, other regions may provide a much broader range of opportunities and appeals. At the same time, they also invite incompatible expectations, conflict and a general deterioration of what may have been the original attraction. Although limited in the sense of variety, the North Shore provides an abundance of that kind of opportunity that is becoming increasingly rare and valuable in our rapidly changing, fast paced world -- namely, the chance to view unobstructed vistas, observe nature relatively unchanged, and simply enjoy peace and quiet. All of this is readily accessible in close proximity to a major travel route.

Variety and change do exist. Rocky escarpments and forested slopes are in sharp contrast to the rolling waters of the inland sea. Daily and seasonal cycles are continually altering the scene. Granted, this is the kind of variety that not everyone appreciates. Subtleties are often wasted on a generation brought up on fast cars, hard-rock, and video games. Yet, there may be a value in maintaining a place that is free from these intrusions. Wilderness areas can provide it for some, the North Shore for those who aren't up to paddling a canoe or trekking through the mountains with a 50 pound pack.

The respondents have clearly defined what it is they like about the North Shore. Natural features constitute the top items on the list; man-made features, while often appreciated, are obviously not the primary reason they have come to visit. Enjoying the scenery and experiencing peace and quiet are the most important reasons for visiting the North Shore. The most satisfying activities are generally consistent with these likes and objectives. Preferred activities tend to provide the benefits the individual is seeking -- and at the same time, they are of the type that doesn't destroy those benefits for others. Preferred activities tend to have a relatively low impact on the environment and other users.

When asked to suggest improvements the most frequent responses (20.2 percent) were "leave it as it is" or (7.5 percent) "preserve the area."

Some went so far as to say that access should be limited. Other suggestions dealt with improving roads and rest areas, and picking up garbage. The last mentioned item is a clue to what may be the most economical, effective way of keeping an area attractive. Simple neatness and cleanliness can make a profound difference in a region's appeal.

Although there was a great deal of consensus in regard to the appeal of the North Shore for tourists, a look at some of the differences among sub-groups may help to pin-point the most important attractions. The discussion of the effects of distance and experience suggest that those traveling the farthest and those with more experience are the most likely to be tuned in to a tourist region's unique or special attributes. Thus we can look for additional evidence by examining the responses of those who traveled the farthest and those who had enough experience for the self-selection process to operate.

Referring back to Table 30 we can see that the "industrial midwest," and "others" (the groups whose place of residence is the longest distance from the North Shore) were especially attracted to the wilderness and scenic qualities of the North Shore. Peace and quiet was also of above average importance to these individuals as a reason for visiting the North Shore.

Our responses from the two most experienced groups, Table 33, show a slightly above average motivation to enjoy the scenery and be in the wilderness. The experience effect must be interpreted cautiously in that it is probably tied closely to distance. Nevertheless, in the case of North Shore tourists, the results tend to reinforce the importance of the environmental attributes identified as important by the entire population of tourists.

In this section it has been demonstrated how information collected from tourists can aid in defining the special appeal of a tourist region. The North Shore is a relatively simple case; other situations would require a more involved approach with more consideration given to distance traveled and experience.

CONCLUSIONS

Tourism, travel by those seeking a new or different experience in a setting away from home, is a fundamental part of human behavior. Anything we can do to increase our knowledge and understanding of this phenomenon should help to assure that lasting benefits are derived from their perennial quest.

The "North Shore Experience" is unique and valuable. It is valuable for the rare benefits it provides to the individual tourist; it is also valuable in the sense that it can provide a lasting base for a viable tourism industry. This report should contribute to a greater sensitivity to the assets of the North Shore as a tourist destination, and to a better understanding of tourism in general.

Part 2 of this report will offer several principles and a developmental strategy for realizing the maximum benefits from tourism on the North Shore.

PART 2. ALTERNATIVE DIRECTIONS FOR PLANNING AND DEVELOPMENT

INTRODUCTION

First, we must ask ourselves: Why change anything? Why should we even consider "tourism development?" The data reported seems to describe a rather satisfied group of visitors. Moreover, a significant portion of the respondents expressed the desire that the North Shore be left as it is, or preserved. Numerous caveats come to mind, e.g., "If it's working, don't fix it," "Let sleeping dogs lie."

But, there are other realities to take into account. No situation is so good that it can't be improved upon. Some may argue this point in respect to the natural features of the North Shore; almost everyone would agree that man's effect on the region has not been entirely positive.

Another fact-of-life is change itself. Nothing is going to remain as it is. Powerful economic, social and physical forces, both internal and external, will continue to shape the North Shore environment. Essentially, there are two choices: we can let things happen, or we can deliberately set out to achieve a mutually agreed upon future.

The question "why" is still relevant. The answer: If we don't make an effort to influence change, the unique values of the North Shore could be lost; if we do, we will have the opportunity to protect the resource, enhance the North Shore experience, and increase economic benefits to the tourism industry. All of these objectives can be accomplished -- if we plan in a thoughtful, comprehensive manner.

At this point a few comments about the use of the word "planning" may be appropriate. For some persons "to plan" connotes a sort of conspiracy or a small group of people plotting to dictate how others must behave. Here, in the context of this report, planning simply refers to thinking about the future. This is a process that all of us must engage in. Planning is unavoidable; the only question is whether planning is good or bad. One characteristic of good planning is coordination and cooperation. In this discussion use of the word "plan" or "planning" suggests a deliberate attempt to view the future, evaluate various alternatives, and make a reasoned choice.

Part two of this report will present several principles which can help to guide our thinking as we plan for the future of tourism on the North Shore. Also offered are some unifying strategies and a model for the physical pattern of development.

SOME PRINCIPLES

Many of the following principles will appear self-evident to most readers. Even these, however, are subject to a range of interpretation which should be made explicit. Other principles are in the form of choices. Here again, they need to be made explicit so that decision-makers can act upon them in a rational, coherent way.

Protecting Basic Resources

This one is simple enough: "Don't kill the goose that laid the golden egg." The study provided a fairly clear description of what the North Shore has to offer. Most persons would agree that these attributes need to be protected. Yet, examples abound where tourism development has destroyed the very thing that attracted people to an area in the first place. It is interesting to note that the worst examples are coastal areas such as Miami Beach, and Waikiki Beach. The insidious aspect of this phenomenon is the fact that the effect is often masked, at least temporarily, by the process of displacement. New, man-made attractions replace the natural scene; a different clientele, looking for a different experience, replaces the earlier visitors. On the surface, we still have a large number of satisfied visitors; underneath, the natural resource lies buried.

The coastal regions are especially vulnerable. Not only are they a scarce resource, it is also true that they have but a single dimension -- length. The coast itself is a narrow, easily severed thread.

It is easy to get the impression that a large body of water, such as Lake Superior, is not readily altered or corrupted. There is growing recognition of the extreme susceptibility of these deep, relatively sterile waters, to all forms of pollution.

Another fact is not so generally acknowledged: most persons view the lake from the shore or a short distance back. This means that the foreground dominates the scene. It is impossible for a person to focus only on the lake and ignore his/her immediate surroundings. Not only may the foreground block the view entirely -- it can also distract and nullify any positive, aesthetic experience. Looking at a beautiful sunset across the lake is something less than uplifting if the foreground is covered with garbage and nearby a group of "rowdies" have their stereo at 110 decibels. The same principle, of course, influences any visual experience. In the case of shoreline or coast, however, the resource is more fragile.

Natural resources are not going to be protected simply because they have value. The "tragedy of the commons" is particularly apropos to tourism development; too many persons trying to maximize their individual benefits can reduce or destroy the capacity of an area to benefit everyone. On the other hand, without tourism and the tacit recognition that the natural landscape has an economic value, there would be little if any incentive to preserve the natural attributes. It should be clear that an orderly, constrained, carefully considered approach can help to eliminate the potential hazards.

Captured Market vs. Enhancement

There are two generally held views of tourism. Although seldom stated directly, each tends to guide its practitioners in diametrically opposed courses.

Simply put, the first sets out to attract as many tourists as possible to a region and then extract from them as much money as possible. With these objectives primary; it is easy to justify deceptive advertising and promotion, and any type of development that encourages these visitors to spend their money. This model can become self-fulfilling. Development can obliterate the natural scene and thus present the tourist with little alternative but to purchase a pasttime. Too much promotion of the wrong kind results in a misfit between visitor and setting, and thus a market made up of individuals who are desperate to salvage what they can from their investment. This strategy for tourism development may result in short term economic benefits to the commercial sector; it is a poor approach to a viable, sustained operation and can ultimately lead to a loss of pride and enthusiasm on the part of residents and tourists alike.

The second view recognizes as primary the need to protect and enhance the natural and cultural setting that provided the basic appeal. Promotion and development can still occur.

Accurate information, consistent with the overall experience provided, will attract tourists whose expectations match reality. These persons are far more likely to behave in a way that has minimum negative impact on other visitors.

Development can make it easier for visitors to enjoy the setting by providing for their obvious needs without overwhelming the natural setting. Beyond this function, developments that are consistent with the overall theme can actually enhance the individual's experience. A "rule of thumb:" no development should replace or substitute for the region's

inherent appeal. Carnival rides and trinkets "made in Hong Kong" don't contribute to the North Shore experience.

There are, of course, situations where the line is difficult to draw. A "tasteful" development can be obtrusive and counterproductive simply because it is too large. Competition can force some entrepreneurs to peddle anything that they think might sell. All this points to the need for a regional approach to planning and development.

Scale and Levels of Planning

The State of Minnesota promotes tourism on a grand scale. Multi-million dollar budgets for advertising the state's attractions were considered by the 1983 legislature. At this level, planning is little more than stating: "tourism is good, we need more of it." Considerable effort is made to create an attractive image of the state. Fishing and other water based recreation are obvious emphases. There is little specificity; anything that might attract a visitor is shown in the best light possible.

A number of other state level activities affect tourism. Highway construction and maintenance, State Park management, the University's Extension program -- all of these can influence tourism by modifying the physical characteristics of the state. Each of these agencies works somewhat independently; coordination can take place through the State Planning Agency or the governor's office.

In 1969 the Minnesota Legislature authorized regional development commissions. This act attempted to bridge the gap between state government and the 3000 units of local government, 200 special districts and 150 separate systems of regional deliniation by Federal and state agencies. One of the nine commissions outside the Metropolitan Region was labeled the Arrowhead Regional Development Commission. This commission takes in a seven county area in northeastern Minnesota which includes the North Shore of Lake Superior. The Arrowhead has been one of the most successful of the commissions.

Of the numerous concerns of the commission is setting priorities within the region for various state agencies, such as the Department of Transportation. The commission also reviews grant applications submitted by local authorities and thus helps to create some order in the funding allocation process.

Another, closely allied group, the Minnesota Arrowhead Association, is primarily a promotional organization and takes in a somewhat larger area. This latter organization recognizes the diversity within the

region. The seven county area is far too large to have a homogeneous image or a clear identity in the minds of prospective tourists. The North Shore has been designated one of seven subunits to be promoted as distinct recreation destinations. In terms of identity, planning and coordination, the North Shore is already recognized as a logical unit.

Diversity will remain within any sub-unit, no matter how far we go in the reduction process. However, there is a point at which the integrity of the unit will be lost if we attempt to include too broad a range of opportunities in a given area. A part of an area may be too small to provide a meaningful experience, and variety may be more disruptive than it is stimulating. Too much crowded into too small a space results in "spillover" and contamination of nearby, adjacent opportunities. There is no formula to tell us when we have reached this point -- it's largely a matter of considering the effects and making a judgement.

If we can arrive at a consensus that a tourist region, such as the North Shore, should be protected and developed as a single unit, then we can begin to deal with policy and planning at a productive level. Any proposal or possibility should be measured against the experience we have agreed to provide. An overall pattern can be set so that the efforts of smaller units can add pieces in a way that contributes to an integrated structure. This pattern can also serve as an inspiration, i.e., a clear vision for the future can help to make small contributions appear worthwhile.

Even at the lowest level of division there are sub-systems within the system. On the North Shore, for example, there is a State Park system, a road system, and a loosely joined commercial sector. The typical North Shore tourist will utilize parts from all of these systems and several others. Thus, his/her experience is influenced by numerous agencies and independent operators, all acting from different assumptions and perspectives. The need for coordination is obvious. With the North Shore Experience as a common focus, each of these sub-systems can contribute in a positive way to the enhancement of the benefits to tourists and the tourism industry.

The State Park system, for example, has a special role in providing access to the lake shore, preserving nature and offering camping and trail based opportunities. Some resorts, with a similar orientation, can tie into the State Park System. Other resorts may function better if they operate independently; their clientele are seeking a different sort of experience.

The road system is particularly critical. Nearly every visitor's initial exposure to the North Shore is through the windows of an automo-

ble. First impressions are often the most influential. A poorly designed highway can reduce spectacular scenery to an indistinguishable blur. Lack of sensitivity to the view from the road can destroy the very benefits the road was intended to provide access to. In contrast, a well designed highway can complement the scenery, display a constantly shifting panorama of carefully framed views to the eyes of the motorist and leave the visitor with a thirst for more.

The commercial sector is a much more difficult system to define. Relative to the North Shore Experience, it's the job of private enterprise to fill in the gaps left after the public agencies have done their job. Free from bureaucratic restraints, private firms are in a better position to respond quickly to the perceived needs of the visitor. While the public sector secures and holds the underlying resource base, private enterprise can provide the flexibility needed to respond to shifting demands. Thus the two major systems should be viewed as complementary rather than conflicting.

Although competition will always remain a factor, it is the commercial sector that stands to gain the most from a coordinated effort. In 1982 approximately ten resorts between the Temperance River and the Cascade River joined together to develop and promote a cross-country ski trail system. This has proven effective in providing a good experience for visitors, and a good economic investment for the cooperators. This type of development is an example of a cooperative arrangement that fits the capabilities and the image of the "North Shore Experience."

At the finest level of planning we have individual parks, resorts, and other commercial enterprises. Within an overall scheme, each of these can fill a productive niche. A little competition can help to maintain standards, but complementarity should be the guiding principle. Again, the cooperative cross-country ski venture is a good example. Each of the resorts involved can offer a slightly different experience: some plush and luxurious, others simple and less expensive. By working together to provide trails linking the resorts they have effectively multiplied the range of experiences available to visitors. A person can spend one night in one resort and ski to another for the next night's lodging.

Other services, such as restaurants, gas stations, outfitters, etc. contribute to the system. A single enterprise needn't attempt to provide for all of a person's needs. The critical point -- a comprehensive plan can help to identify the range of needs and thus reveal the gaps that offer promising opportunities for a commercial venture. Planning and development is a process of constant interaction among the various planning levels.

CHOOSING DEVELOPMENT GOALS AND STRATEGY

In this section we will be more specific with respect to tourism development on the North Shore. We, and the reader, should already have a feel for the unique character of the region and the need for a custom-fitted strategy.

Natural and Human Elements of the Environment: the Regional Park Idea

Man and nature needn't always be at odds. We have observed that man-made features of the North Shore can be interesting and appealing. We have also noted that other persons can enhance a recreational experience, even if that experience focuses primarily on the natural environment. Most individuals need some help in order to derive the maximum benefits from an unfamiliar setting. That help can be in the form of simply pointing out what there is to see and do; or, it can be much more sophisticated, and encourage the visitor's understanding and appreciation.

The North Shore is rich in both natural and cultural history. Interpretation is the interface between people and their environment. It extends far beyond roadside markers and a few museums. "Living examples" can be far more effective. A restaurant patterned after an old-time logging camp; a voyageurs style campground; the lodge with a Scandinavian motif; the shop selling locally made crafts -- these are but a few of the ways in which nature and history can be integrated with the necessities of the tourist's daily routine. Other examples will be suggested when we discuss small-scale specialization.

Interpretation can also help to bridge the gap between visitors and man-made features that don't fit quite so easily into the general theme. Tours of mining and ore handling operations, commercial fishing, pulp cutting and transportation, can all promote positive benefits from what might otherwise be considered a disruptive, negative attribute of the environment.

The integration of man, history and the natural environment is becoming a well developed concept which has proven successful in many parts of the world. In England, for example, the Lake region attracts millions of tourists, as do similar areas in France. In the United States, the six million acre Adirondack Park in New York comes close to the European model.

These "Regional Parks" are not simply a line drawn on the map. Design and controls are deliberately imposed in order to preserve the character of the region and the unique opportunities it has to offer.

The difference between these areas and traditional parks is that people are a living, contributing part of the setting.

Small Scale Specialization

No matter how grandiose or well thought out an overall comprehensive plan is, the final outcome depends on details. The North Shore experience will always be the sum of its parts, and more. Failure to pay attention to details can thwart the best of intentions.

Each implementing unit, no matter how small, should strive for internal integrity and viability. One way of achieving this is to first identify a distinct, well defined scope of endeavor, and then work to excel within that limited range. We are suggesting that small, specialized enterprises may possess economic viability and make a substantial contribution to the North Shore experience. The alternative is the large scale, "something for everyone," operation which may not satisfy anyone completely and often overlooks small, but important, market segments. Because of the "spillover" effect referred to earlier it may be impossible for the large scale enterprise to cater to minority markets; they simply cannot provide enough isolation. For example, a family seeking a quiet, close to nature setting isn't going to find it at the large resort with all-night disco music.

A number of potential "mini-markets" are revealed by our study and by a look at trends that are occurring generally in society. Those who specialize for these markets can be assured of a steady flow of clientele, and a lack of competition from the large, elaborate resort complexes.

The quiet, family oriented, close to nature facility has already been mentioned. An operation of this kind probably wouldn't require a great deal of additional investment or modification. A lot would depend on location relative to existing public lands and the opportunities to explore nearby, natural areas. The primary effort would be to identify the purpose of the resort and thus attract a mutually compatible group of customers.

Another possibility is a resort oriented toward fitness and training. The North Shore is the ideal setting. During the summer months temperatures tend to be considerably cooler and much more conducive to hard workouts. Grandma's Marathon, which attracts over 7000 runners in mid-June, attests to the appeal of the North Shore for vigorous exercise. A facility with a fitness/training orientation could provide year-round programs. Snow conditions on the North Shore are the best in the state for cross-country skiing. The Scandinavian design provides a

good model for this type of development. In Sweden there are a number of resort complexes, some elaborate some relatively primitive, built around the training theme. These training resorts do not have to have a lot of elaborate indoor facilities -- most of the training would take place out-of-doors on the trails and roads. A locker room, shower and sauna would be the most important features. Again, specializing would consist primarily of identifying the purpose of the resort and attracting a compatible, mutually reinforcing clientele.

A different sort of specialization is a "theme" resort. These establishments could provide facilities and activities that emphasize a historical period or culture. For example, a resort might have a voyageur motif and offer its guests a chance to paddle a replica of the Northern canoe, try packing a 90 pound piece, and dine on pea soup and pemican. Evening programs could feature films, talks, and demonstrations. Similar developments could focus on old time logging, the Indian culture, etc.

This last mentioned type of specialization implies that market segments aren't just a matter of identifying a group of people -- there is a temporal dimension as well. Not many persons would return year after year to a theme type resort. Yet, a much larger group would be attracted for a "once-in-a-life time" experience.

A few of the possibilities for specialization have been suggested. With a little imagination others can be added to the list. The results of the study given in part one of this report should offer additional clues. The concept of small-scale specialization is worth considering. A few important principles should always be kept in mind: any facility should be consistent and compatible with the overall North Shore experience; avoid the temptation to overbuild for a limited market; strive for complementarity rather than competition. Any new venture or change in direction involves risk. The information that has been provided should increase the chances of success.

The "Ladder Model" for Corridor Recreation Area Planning and Development

A simple representation of a future goal can aid tremendously in the task of rallying support and coordinating diverse interests. This section offers a schematic model for the orderly, purposeful development of tourism facilities on the North Shore. The model is tailor made for a linear region with existing highway access parallel to the long axis.

An attractive feature of the model is that it does not require a major change in direction; much of what it implies is already taking

place. The model is consistent with the natural, evolutionary development of recreational opportunities.

Why, then, do we need a model? The model can serve to expedite or speed up the process. A clear vision for the future can help to inspire enthusiasm; it can also reduce the amount of wasted effort. Natural evolution is in large part a matter of trial and error. A model provides guidelines and thus helps to insure that everyone's input contributes to an ultimate goal.

The Ladder Model consists of major travel routes (the rails) connected at intervals by shorter trails or pathways (the rungs). The junctions of the rails and rungs may or may not be the location of service nodes. The nodes can be of several types, from an elaborate, full-service development, to those which are minimal and specialized. Figure 4 provides a schematic representation.

The nodes can easily conform to the concept of small-scale specialization. For example, a simple hostel-like facility at the juncture of a main-line hiking trail and a connecting rung could serve hikers and cross-country skiers. A somewhat more elaborate facility at the junction of the highway and a trail could also serve bicyclists and provide a take-off point for those leaving the highway to utilize the trails. Similar nodes, farther up the shore, can serve as goals for hikers and skiers -- a place to finish their trek, get a hot shower and wait for a pick-up.

A number of desirable outcomes are enhanced by the Ladder Model. First, it assures an almost infinite range of opportunities within each activity. A hiker, skier or snowmobiler, for example, can pick his/her distance and terrain. Variety is also multiplied by the choice of accommodations along the trail and at either end.

A second beneficial feature results from the systematic development of trails for potentially conflicting activities. The Ladder Model helps to reduce encounters to a minimum. Uses overlap only at the right-angle intersections of trail routes. Overnight accommodations can also be separated by utilizing appropriate nodes for each user group. This isn't to say that all all uses have to be completely isolated -- we are saying that the Ladder Model allows for separation when it is desirable.

Finally, by concentrating the necessary accommodations and developments at well defined nodes we can preserve most of the natural shoreline. It is quite probable that most tourists will continue to experience the North Shore from the highway. Therefore, it is important

that every effort is made to maintain and enhance the view from the road. Strip type development, so common along many of the nation's highways, should be avoided. This aspect of the Ladder Model may be the most difficult to implement. Land values, taxation, competition, attitudes toward property rights -- all of these may work against a logical, well planned approach. Tourism development on the North Shore will be a true test of cooperation and rational decision making.

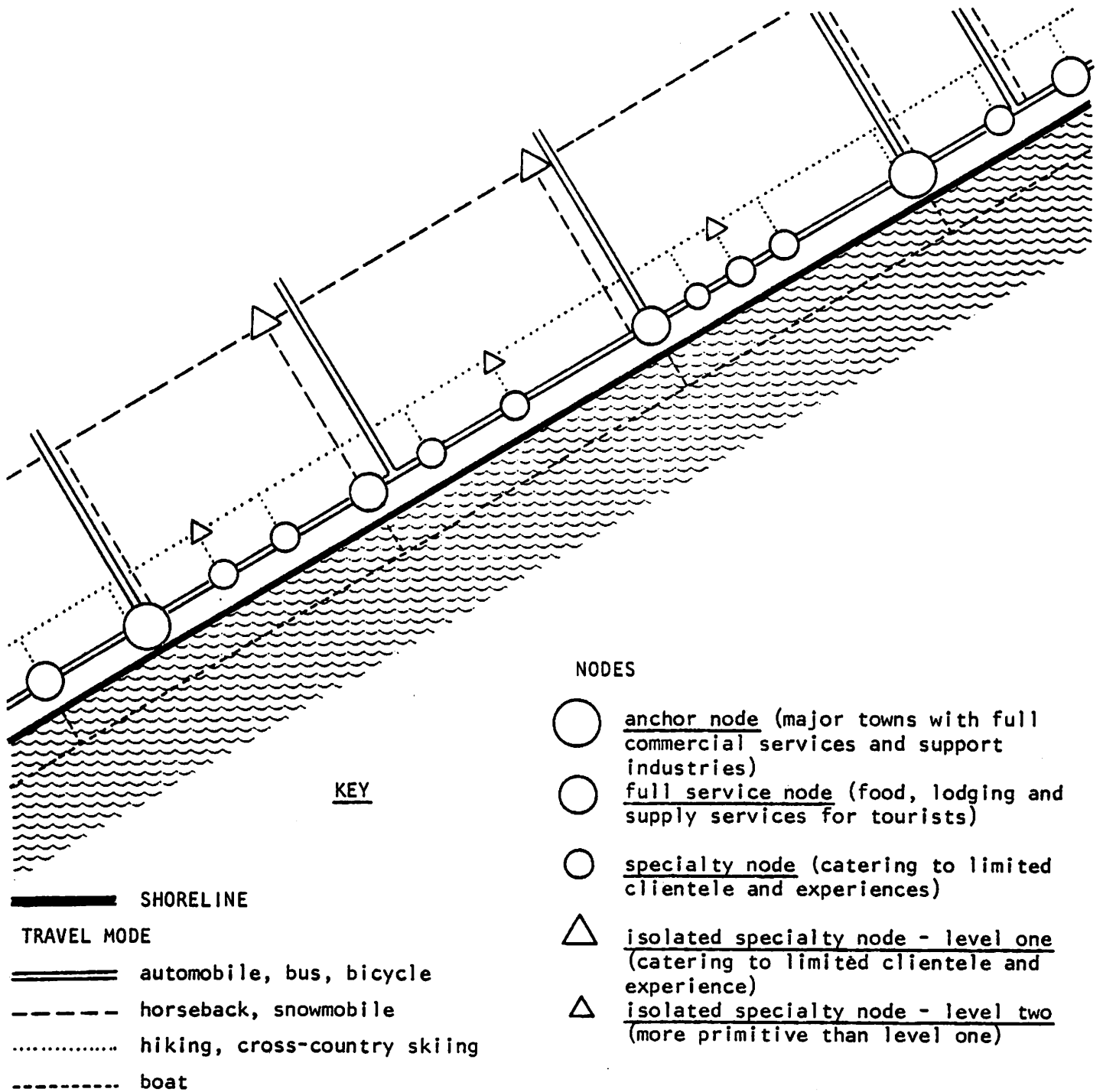


Figure 4: The Ladder Model for coastal-corridor recreation facility development. The schematic representation is a rough approximation of the North Shore of Lake Superior. It is intended to illustrate a concept, and not a precise plan for the future.

CONCLUSION

We hope that this report will contribute to the knowledge and vision necessary to make the North Shore of Lake Superior the tourist mecca of the future. Properly planned developments can help to sustain the benefits of the North Shore Experience for centuries to come.

The authors are, respectively, Associate Professor, Department of Forest Resources, and Professor, Department of Agriculture and Applied Economics. The authors are indebted to the staff of Sea Grant for their assistance throughout the project. We would also like to acknowledge the help received from the Minnesota Department of Transportation. They provided traffic control and furnished information about the volume of traffic on the North Shore and also the history of road construction. Several Graduate Assistants also contributed a great deal to the study. Sally Stanbrough and Gregory Knopf, Sea Grant Trainees, were a part of the team. Brian Harmon, an ace computer operator, kept us well supplied with printouts during the analysis stage. Finally, a big thank-you to all of the North Shore tourists that took the time to share with us their impressions and opinions--their contributions will help to assure a lasting resource for generations to come.

REFERENCES

Blank, Uel and Timothy B. Knopp. 1983. The North Shore's Travel Tourism Industry and Its Market Segments. Minnesota Sea Grant Institute. St. Paul, MN.

Lydecker, Ryck. 1976. The Edge of the Arrowhead. Published by: Minnesota Marine Advisory Service, Office of Sea Grant; National Oceanic and Atmospheric Administration, U.S. Dept. of Commerce; Agricultural Extension Service, Continuing Education and Extension. University of Minnesota.

Minnesota Department of Transportation. 1983. Personal use of files.

Minnesota State Planning Agency, et al. 1979. North Shore Data Atlas -- Minnesota Coastal Zone.

Watson, Bruce F. 1974. Minnesota and Environs Weather Almanac, 1975. Published by: Freshwater Biological Research Foundation. Bolger Publications, Inc. Minneapolis, MN.

Writers' Program, Work Projects Administration. 1941. The Minnesota Arrowhead Country. Albert Whitman & Co. Chicago, IL.

APPENDIX

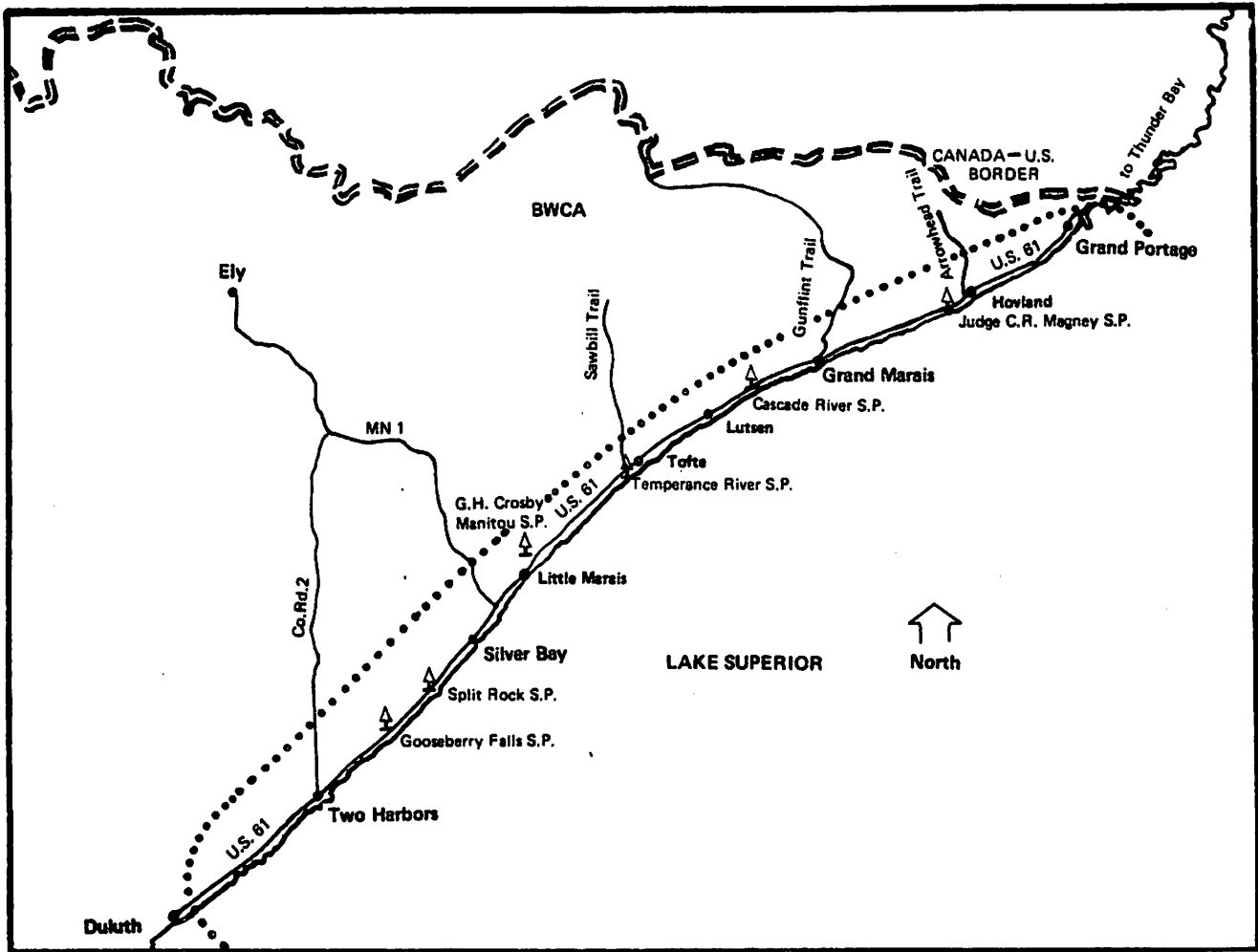
QUESTIONNAIRE USED FOR TOURISTS

A STUDY OF VISITORS TO MINNESOTA'S NORTH SHORE

This study gathers information about visitors to the North Shore of Lake Superior in Minnesota. Its purpose is to help communities, businesses and public agencies in providing the services, facilities and features that you desire. All information is completely confidential.

Please begin with completing the instructions on the map below.

University of Minnesota
248 Classroom Office Building
1994 Buford Avenue
St. Paul, MN 55108



1. Above is a map of the North Shore, please consider only the part within the single dotted line, Duluth is not included. On the map show your:
 - a. Route - trace with a pen or pencil. Indicate with an arrow (→) where you entered and left the area enclosed by the single dotted line. Note, show all North Shore travel on this trip away from home, this could mean that you entered two or more times.
 - b. Overnights - draw a circle at each place on the North Shore where you spent the night. Show the number of nights by placing a number inside the circle. Example: ② indicates two nights.

2. Please answer the following questions about your trip on the North Shore that you have just indicated on the map.

a. About how many months before you took this trip did you decide go to the North Shore? (Circle one)

Less than 1 1 2 3 4 5 6 7 8 9 10 11 12 More than 12

_____ Can't remember

b. When did you first arrive on the North Shore on this trip away from home?

Month _____ Day _____

c. How did you travel from your home to the North Shore? (Circle all that apply)

- | | |
|------------------------------------|--------------------------|
| 1. Auto, truck, van, or motor home | 4. Airplane |
| 2. Bus | 5. Other (specify) _____ |
| 3. Train | |

d. How many other people accompanied you? If part of a tour, count only your immediate group -- not the entire touring party.

_____ people

e. What was your relationship to those accompanying you on this trip? (Circle all that apply)

- | | |
|--------------------|---|
| 1. Family | 4. Institutional organization
(scouts, church, etc.) |
| 2. Friends | 5. Other organized travel group |
| 3. Work associates | 6. Other (specify) _____ |

f. Which person in your party made the decision for this trip which included the North Shore? (group leader, friend, husband, wife, group agreement, etc.)

3. How many times in the last 5 years have you visited the North Shore? Do not count the present trip.

_____ times

4. In what year did you first visit the North Shore? 19_____

5. Do you think you will visit the North Shore again in the future? (Circle one)

- | | |
|-------------------|-------------------|
| 1. Definitely YES | 4. Probably NOT |
| 2. Probably YES | 5. Definitely NOT |
| 3. Not sure | |

6. Why might or might you not return to the North Shore? _____

7. If energy supplies became very limited or expensive would you consider visiting the North Shore by using public transportation systems (bus, train, airplane, etc.)?

_____ NO

_____ YES: What kind of public transportation to the North Shore would you be most interested in?

8. Please check below how you got information about the North Shore for your most recent trip before and after arriving in the area. Write in the kind of information you received, i.e., directions, prices, information about community events and attractions, etc.

<u>Information Sources</u>	<u>Before Arriving in the Area</u>	<u>After You Arrived in the Area</u>	<u>Kind of Information, i.e., Directions, Prices, etc.</u>
Chamber of Commerce	_____	_____	_____
U.S. Forest Service	_____	_____	_____
National Park Service	_____	_____	_____
Friends or Family	_____	_____	_____
Magazines (name) _____	_____	_____	_____
Newspapers (name) _____	_____	_____	_____
Radio	_____	_____	_____
Television	_____	_____	_____
Knowledge from previous experience in area	_____	_____	_____
Regional or State tourism Association	_____	_____	_____
Resort or Outfitter	_____	_____	_____
Local Business other than resorts or outfitters	_____	_____	_____
Sport Show	_____	_____	_____
Travel Agency	_____	_____	_____
Highway Information Booth/Station	_____	_____	_____
Travel or Auto Club	_____	_____	_____
Other (specify) _____	_____	_____	_____

9. Which one of the above sources was most helpful to you? _____
10. Please indicate the number of nights you spent in EACH kind of accommodations you used on this trip to the North Shore. If zero nights were spent please write "0" in the space provided.

<u>Kind of Accommodation Facility</u>	<u>Number of Nights</u>
Resort:	
American Plan Resort (accommodations sold at a rate which includes both room and meals)	_____
Housekeeping Plan (includes a kitchen in cabin for cooking)	_____
European Plan (accommodations sold at a rate which includes rooms only but has food available)	_____
Motel/Hotel	_____
Campground:	
Campground with modern facilities (electricity, water, etc.)	_____
Campground without modern facilities	_____
Home or cabin owned by you or your friends or relatives	_____
Group camp facility (youth group, church camp, etc.)	_____
Other (specify) _____	_____

11. What is the name of the facility on the North Shore where you spent the most nights on this trip.

- a. About how many months before you took this trip did you decide to stay at this facility? (Circle one)

Less than 1 1 2 3 4 5 6 7 8 9 10 11 12 More than 12

_____ Can't remember

b. Please circle the number that best indicates how satisfied or dissatisfied you were with each of the following aspects of that facility. Circle "9" if an item does not apply.

		<i>very dissatisfied</i>	<i>dissatisfied</i>	<i>neither</i>	<i>satisfied</i>	<i>non dissatisfied</i>
		2	3	4	5	9
Lodging accommodations	1	2	3	4	5	9
Campground accommodations	1	2	3	4	5	9
Food services: quality	1	2	3	4	5	9
quantity	1	2	3	4	5	9
Overall upkeep and quality of the grounds .	1	2	3	4	5	9
Hospitality of accommodations people . . .	1	2	3	4	5	9
Organized activities for guests, i.e., cookouts, hayrides, etc.	1	2	3	4	5	9
Things for pre-teenage children to do . . .	1	2	3	4	5	9
Things for teenage children to do	1	2	3	4	5	9
Experiences with other guests	1	2	3	4	5	9
The <u>kinds</u> of things to do and see at the facility	1	2	3	4	5	9
Game room	1	2	3	4	5	9
Laundromat	1	2	3	4	5	9
Guide service	1	2	3	4	5	9
Outfitting service	1	2	3	4	5	9
Accuracy of information about the accommodations you had prior to going there	1	2	3	4	5	9
View of Lake Superior from your accommodations	1	2	3	4	5	9
Views of the northwoods and waters from your accommodations	1	2	3	4	5	9
Your access to the beach, fishing, boating, etc. from your accommodations	1	2	3	4	5	9
Cost of food, lodging, and services	1	2	3	4	5	9
Availability of boats	1	2	3	4	5	9
Nature interpretation program	1	2	3	4	5	9
Instructions in fishing, boating	1	2	3	4	5	9
Other likes or dislikes (specify)						
_____	1	2	3	4	5	9
_____	1	2	3	4	5	9

12. Listed below are several activities people might engage in while on a trip to the North Shore. Circle the number that best indicates how much each activity added to your visit. Circle "9" if you did not engage in the activity.

	<i>a bad experience</i>	<i>added little or nothing</i>	<i>added somewhat</i>	<i>added strongly</i>	<i>added most strongly</i>	<i>did not do</i>
Picking wild berries	1	2	3	4	5	9
Bicycling	1	2	3	4	5	9
Going to movies	1	2	3	4	5	9
Hiking	1	2	3	4	5	9
Picnicking	1	2	3	4	5	9
Canoeing	1	2	3	4	5	9
Motor boating	1	2	3	4	5	9
Golfing	1	2	3	4	5	9
Horseback riding	1	2	3	4	5	9
Festivals or community events	1	2	3	4	5	9
Cooking	1	2	3	4	5	9
Hunting	1	2	3	4	5	9
Fishing	1	2	3	4	5	9
Sun bathing	1	2	3	4	5	9
Using a sauna	1	2	3	4	5	9
Waterskiing	1	2	3	4	5	9
Tennis	1	2	3	4	5	9
Dining for pleasure	1	2	3	4	5	9
Taking pictures	1	2	3	4	5	9
Driving for pleasure	1	2	3	4	5	9
Jogging	1	2	3	4	5	9
Sailing	1	2	3	4	5	9
Visiting historical/cultural museums or sites	1	2	3	4	5	9
Shopping	1	2	3	4	5	9
Swimming	1	2	3	4	5	9
Seeing live entertainment (theatre, musical groups, etc.)	1	2	3	4	5	9
Visiting interpretive centers	1	2	3	4	5	9
Going on industry tours (mining, logging, etc.)	1	2	3	4	5	9
Driving off-road vehicles	1	2	3	4	5	9
Reading	1	2	3	4	5	9
Observing nature	1	2	3	4	5	9
Camping:						
Wilderness campsite	1	2	3	4	5	9
At developed campgrounds	1	2	3	4	5	9
Socializing with people	1	2	3	4	5	9
Back packing	1	2	3	4	5	9
Watching Lake Superior (waves, boats, etc.)	1	2	3	4	5	9
Ski touring	1	2	3	4	5	9
Down hill skiing	1	2	3	4	5	9
Snowmobiling	1	2	3	4	5	9

13. Are there activities you would have liked to engage in while on the North Shore but didn't because they were not available?

_____ NO

_____ YES: What are they? _____

14. Were there things on the North Shore which you found objectionable (scenes, people, experiences)?

_____ NO

_____ YES: Please list: _____

15. People vacation for a wide variety of reasons. Listed below are some of these reasons. Please indicate how important each reason was to you in making your visit to the North Shore.

I visited the North Shore to:	<i>not at all important</i>	<i>slightly important</i>	<i>somewhat important</i>	<i>very important</i>	<i>extremely important</i>
spend time with my family or close friend(s)	1	2	3	4	5
get away from pressures at work or home . . .	1	2	3	4	5
catch fish.	1	2	3	4	5
go to a place I'd been to before and liked.	1	2	3	4	5
make new friends.	1	2	3	4	5
spend some time alone	1	2	3	4	5
develop my outdoor skills and abilities . . .	1	2	3	4	5
get some exercise	1	2	3	4	5
go some place most of my friends have been.	1	2	3	4	5
have educational experiences.	1	2	3	4	5
be where it's peaceful and quiet.	1	2	3	4	5
go places I'd never been to before.	1	2	3	4	5
be close to nature.	1	2	3	4	5
engage in <u>active</u> outdoor recreation	1	2	3	4	5
go to places that are well known.	1	2	3	4	5
enjoy the scenery	1	2	3	4	5
be where there are lots of different things to do	1	2	3	4	5
be in the wilderness.	1	2	3	4	5
get some physical rest.	1	2	3	4	5
bring to mind pleasant memories	1	2	3	4	5

16. Following are listed some of the features of the North Shore that you may have encountered. Please circle the number that best indicates how much you liked or disliked each feature.

		<i>disliked very much</i>	<i>disliked</i>	<i>neither liked nor disliked</i>	<i>liked</i>	<i>liked very much</i>	<i>did not do or see</i>
Views of the north woods	1	2	3	4	5	9	
Views of the inland lakes.	1	2	3	4	5	9	
Views of Lake Superior	1	2	3	4	5	9	
Driving the rural roads in northeastern Minnesota	1	2	3	4	5	9	
Vistas from high points and scenic overlooks	1	2	3	4	5	9	
Seeing wildlife (deer, bear, ruffed grouse, eagles, etc.)	1	2	3	4	5	9	
Views of local houses along the road	1	2	3	4	5	9	
Views of sawmills and other wood processing operations	1	2	3	4	5	9	
Views of natural formations (waterfalls, swamps, glacial remains, etc.)	1	2	3	4	5	9	
Views of mining activities	1	2	3	4	5	9	
Seeing the small cities or towns (their overall visual impact upon you)	1	2	3	4	5	9	
Activities of tourists and other travelers	1	2	3	4	5	9	
Facilities to serve travelers/tourists	1	2	3	4	5	9	
Greening of plants in the spring	1	2	3	4	5	9	
Fall leaf colors	1	2	3	4	5	9	
Winter scenes (snow, Lake Superior ice)	1	2	3	4	5	9	

17. Following are listed some features and/or services of the towns and small cities on the North Shore (do not consider Duluth in your answer). Please circle the number that best indicates how adequate or inadequate you think each is.

	<i>very inadequate</i>	<i>inadequate</i>	<i>neither adequate nor inadequate</i>	<i>adequate</i>	<i>very adequate</i>
General shopping downtown	1	2	3	4	5
Shopping for sports equipment or clothing	1	2	3	4	5
Availability of antique and art shops	1	2	3	4	5
Information services (means of finding things to do and see)	1	2	3	4	5
Services by salespeople in the towns	1	2	3	4	5
Automobile services	1	2	3	4	5
Spectator-type entertainment: live performances, theater, musicals, movies, etc.	1	2	3	4	5
Bar and night club facilities	1	2	3	4	5
Participant-type entertainment: dancing, bowling, etc.	1	2	3	4	5
Restaurant and dining facilities (not part of a resort)	1	2	3	4	5
Information pieces. (brochures, literature, etc.)	1	2	3	4	5

18. If you have suggestions for improvement of North Shore services (private and governmental), what are they? _____

Finally, we would like to ask some questions which will help compare your responses to other people's. Answers to these and all other questions will remain strictly confidential.

19. What is your occupation? _____

20. What is your sex? _____ Female _____ Male

21. How many members of your household, including yourself, are in each of the following groups (whether on this trip or not)?

<u>Ages</u>	<u>No. in Household</u>	<u>Ages</u>	<u>No. in Household</u>
1-17	_____	45-54	_____
18-24	_____	55-65	_____
25-34	_____	Over 65	_____
35-44	_____		

22. How many years of formal education have you completed? (Circle one)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	16+
Elementary through High School												Beyond High School				

23. What is your age? _____

24. Which category includes your annual household income? (Check one)

- | | |
|---------------------------|---------------------------|
| _____ Under \$10,000 | _____ \$25,000 - \$34,999 |
| _____ \$10,000 - \$14,999 | _____ \$35,000 - \$49,999 |
| _____ \$15,000 - \$19,999 | _____ \$50,000 or more |
| _____ \$20,000 - \$24,999 | |

Thank you. We greatly appreciate your cooperation in this study! Please use the enclosed postage-paid envelope to return the questionnaire.