



Trends

PARK PRACTICE

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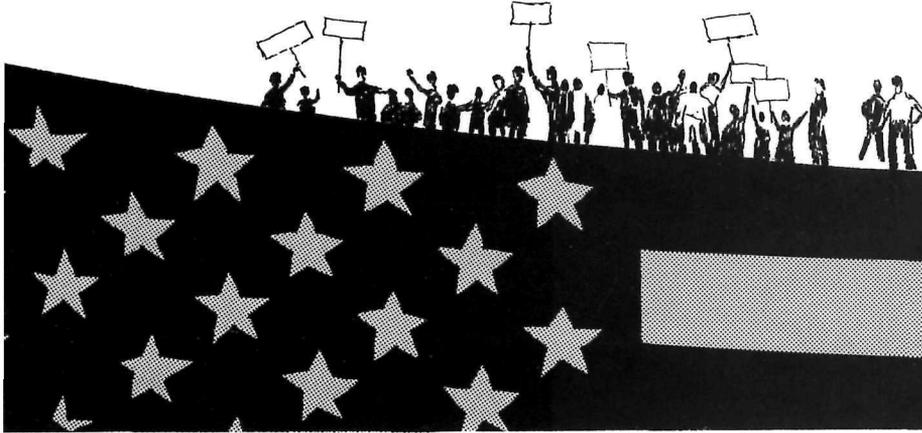
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notes on THE CONSERVATION REVOLUTION



By Paul Brooks

A Director of the Sierra Club

(REPRINTED FROM SIERRA CLUB BULLETIN)

A "conservation revolution" may sound like a paradox. Today conservation is "in." Everyone does it lip service. With the advent of the population scare, it has even replaced motherhood as the safest of all things to be for. This has its dangers as well as its advantages. It can mislead the concerned citizen to think that the values conservationists are fighting for have at last been generally accepted. It conceals the fact that the conservation movement, though it operates within the law, is in principle revolutionary. The younger generation understands this. They are embracing conservation as a worthwhile cause because, properly understood, it goes to the root of our social philosophy; it is, in the literal sense of the word, radical. "The most hopeful sign for the future," writes René Dubos, "is the attempt by the rebellious young to reject our social values." Certainly it is the most hopeful sign for the future of conservation.

A young conservationist today has important advantages over previous generations. He is working in a different climate of opinion. But more to the point, he is working from a solid scientific base. The science of ecology has quite suddenly emerged from the obscurity of academic studies to become a household word. The interrelationship between man and nature that poets and philosophers have been writing about for centuries, that

George Perkins Marsh elucidated in a monumental tome (*Man and Nature*) just over a hundred years ago, is beginning to be generally understood in theory, if not yet in practice. Anyone who can read and use his five senses must be aware by now of what happens when man considers himself apart from, and superior to, his environment: when the rights of the land itself are ignored and the gross national product becomes the measure of the good life. He needs little scientific training to understand, in broad terms, how our present predicament came about; no amount of technical gobbledygook by the apologists for environmental destruction can obscure the basic facts.

Obviously conservation becomes a positive force only insofar as it advocates an entirely different set of values. And it can be effective only as conservationists understand and interpret the pattern of behavior they are revolting against. There is no point in talking about the "good guys" and the "bad guys." Senator Gruening, for example, was not wicked in promoting Rampart Dam on the Yukon River. As with the promoters, so with the technicians: they are acting as they have been trained to act. To the average highway engineer, a landscape is something to be cut through, as directly and efficiently as possible: for him ultimate truth lies in traffic patterns, and the compound cloverleaf is the highest form of art. Similarly,

a free-flowing river is to an Army Engineer what an unlicensed dog is to a dog-catcher: his first duty is to impound it, or otherwise prevent it from running wild. Each agency that threatens the environment has its own justification for what it is doing. The highway builders quote statistics on automobile production to justify more and wider thoroughways. The Corps of Engineers cite a "cost-benefit ratio" to prove that the public will profit from another dam. The Atomic Energy Commission must test bombs in a wildlife refuge to keep ahead of the Russians. The timber industry must be allowed a larger cut in the national forest to meet an alleged shortage of lumber. The stripminers must scalp the mountains because that is the cheapest way to get out the coal. The pesticide manufacturers must help our farmers to feed the world. And so it goes.

When the ordinary citizen questions their activities, big business and government agencies have an automatic response: call in the public relations boys and persuade the public to take it. When *Silent Spring* was published, the National Agricultural Chemicals Association did not attempt to deal with the hazards that the book had exposed. Instead it appropriated a quarter of a million dollars in an attempt to prove—unsuccessfully—that Rachel Carson was a hysterical fool. When, some years ago, the Atomic Energy Commission wanted to test

the earthmoving qualities of atomic bombs, it tried to persuade the people of northwest Alaska that they needed a harbor—even after it knew that a harbor was unfeasible on that site. One then heard serious talk of “conditioning” the public to accept atomic fallout. Now we are to be “conditioned” to accept the supersonic boom.

This Madison Avenue approach to public policy is a logical extension of one of the basic myths of our time. “Leave it to the experts,” we are told, “they are dealing with technical matters that you can’t possibly understand.” As Sheldon Novick writes in *The Careless Atom*, social and political issues that depend on technology “are effectively screened from outside examination by the public’s—and in most cases the Congress’—lack of facts . . . We have been given not information, but judgments propounded by experts.” Yet it has been proved again and again that the general public is quite capable of understanding scientific facts if they are properly presented. Out of a number of recent examples, two are outstanding if only because they threatened environmental destruction on such a colossal scale: the plan to dam the Yukon River in Alaska, and the attempt to build a super jetport in the Florida Everglades.

Geographically speaking, Rampart Dam and the Everglades jetport could scarcely be further apart. But they have much in common. Both are located in areas where the physical environment is peculiarly fragile, and where the social and economic pressures are almost irresistible: areas that have rightly been chosen for top priority in the Sierra Club’s conservation program. Both projects were halted at the zero hour, when aroused public opinion slowed their headlong course long enough for scientific studies to be made of the ecological consequences. What can we learn from the parallels between the two?

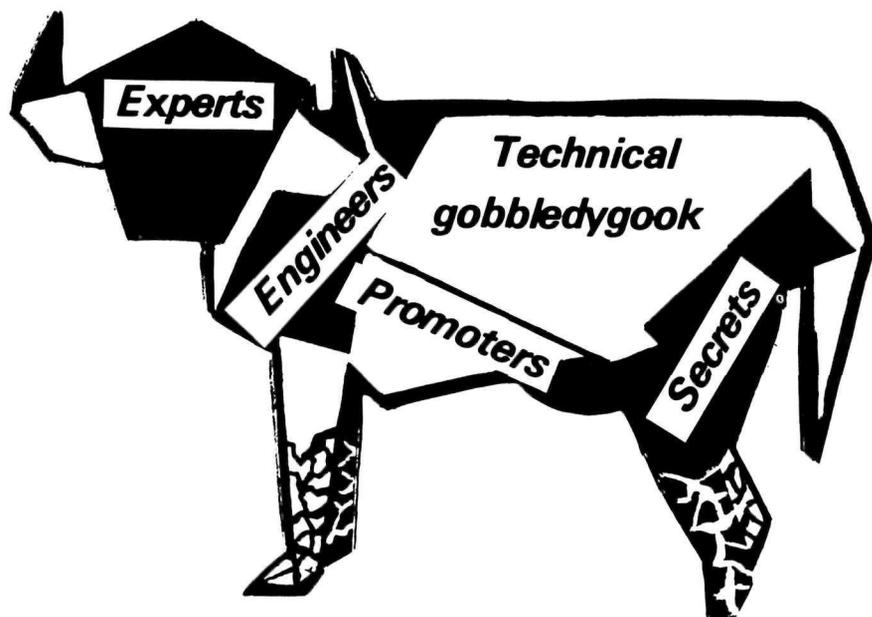
Both Rampart Dam and the Everglades jetport were promoted as the biggest ever, as if size in itself were a virtue. The former would create the largest artificial lake in the world; the latter, thirty-nine square miles in extent, would be the equivalent of four or five of our largest airports rolled into one. Thus they would obviously be for the greater glory of America. (Huge dams in Siberia were used as an argument for Rampart: the race for the SST and leadership in world transportation for the jetport.) And as one looks into the specific claims of

the promoters, the parallels become strikingly obvious. In both cases the backers of the project made three basic claims: that the land was worthless, that there was no possible alternative site, and that the project would bring economic prosperity. On examination, every one of these claims turned out to be false. The destructive “side effects” on the other hand, proved to be enormous. And the general public appeared quite capable of understanding the ecological issues at stake.

Of course experts throughout the ages have been aware that they jeopardize their power by giving their secrets to the masses—or even

this way through the groves of gobbledygook, he is prepared to answer the promoters and the technicians on their own terms. He is also prepared to make his own judgment on the values involved. It has hitherto been the great weakness of the conservation movement that it has seemed so often to be on the defensive: trying to stop something from happening. In any dispute, the burden of proof has been automatically assumed to lie with the proponents of conservation. But as conservationists become both more knowledgeable and more numerous, this posture is changing. The average citizen’s right to a decent environment is a positive not a negative

THE SACRED COW (with feet of clay)

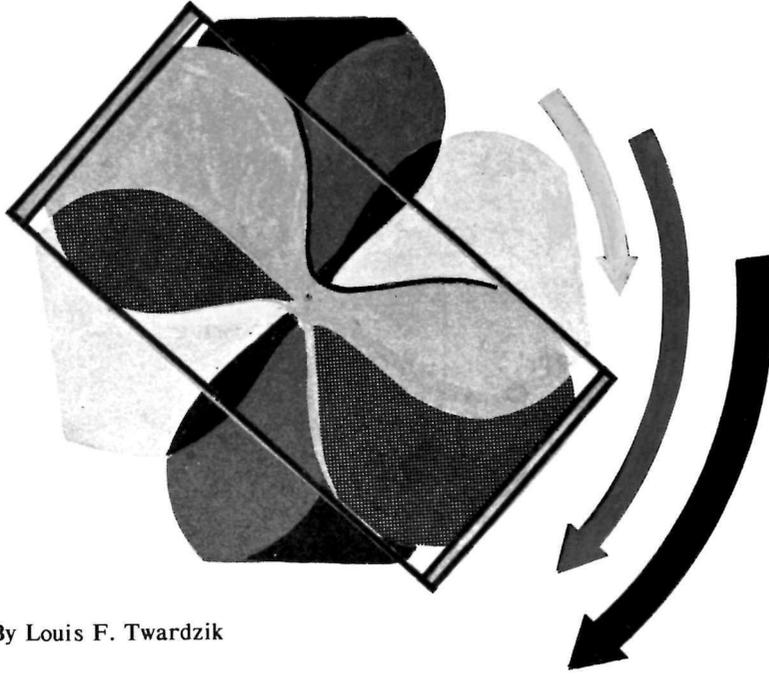


worse by confessing that there are no secrets. This axiom is recognized today by the military, by many federal agencies, and by all successful witch-doctors. A few centuries ago one risked one’s life by translating the Word of God into the vernacular. Until recently, the word of the expert has carried a similar air of sanctity in our technological society. But the modern priesthood of the technicians begins to lose its hold on the common people as the latter become scientifically literate and able to judge for themselves. The bones and the feathers that spill from the medicine man’s bag turn out to be only bones and feathers after all.

Once the layman understands the technical issues, once he has hacked

concept. It represents the rejection of existing social values and the substitution of a quite different standard: one which is at last being recognized by the courts. Ecology, which has been described as “the subversive science,” has already succeeded in overturning many of the clichés of our society. The conservation movement has in fact become a revolution, the aims of which are only just beginning to be realized. Through long and often tedious experience, we are learning to meet the exploiters on their own grounds. What is even more important, we find that the public—particularly the young—are prepared to accept a whole new set of values, a quite different concept of man’s relation to the earth. ▲

Professor Twardzik's remarks below and those by Mr. Edwards in the following article are from papers presented at the 50th Annual Meeting of the National Conference on State Parks, September 1970.



By Louis F. Twardzik

What does youth want from our state parks? It seems to me that one of the most important things about that question is that it is being asked. Not too many years ago we asked no such questions. We knew what people wanted; we were the park professionals. Youth wanted nature trails, youth camps, and a swimming beach, we said.

How did we know all this? We were experienced individuals and we borrowed a tested philosophy of park planning and management from the National Park Service and transferred it to the State level—almost intact. As a result of the dedication, hard work, and vision of our early State park leaders, we now have thousands of acres of outstanding parks throughout the Nation administered by a State park agency in every State. What then is the problem? It is my contention that even though we were able to identify, develop, and manage some outstanding areas, we failed to ask enough questions, especially about park users, their interests and desires.

A Start for the Next 50 Years

Many of us who have had responsibilities for parks at the Federal and state levels are “Johnny-come-latelys” to the concept that “parks are for people,” despite the billions of park visitors through the years and despite the fact that those parks have become models for the world. Concern for people has been a hallmark of park and recreation professionals in cities and towns for the past century. Except for a few agronomists who made “keep off the grass” signs famous, they knew that parks and recreation were for people.

State and Federal park and recreation professionals, on the other hand, had at best a tolerant attitude toward people. The resource came first; people were intruders and destroyers. It is my view that if a park administrator thought of visitors this way, it wasn't likely to occur to him to ask about their recreation preferences. Therein lies the source of the rapid stream of problems threatening to inundate us: problems in scale, location, criteria and standards, financing, drug use, private developments, special needs of the handicapped, the disadvantaged, the ghetto resident. This generation then inherits these problems because, wrapped in our cloak of professional infallibility, we failed to ask enough fundamental questions about park users.

We were largely alone in this autocratic approach to resource development. In comparison, our allied professionals in forestry departments and fisheries and wildlife departments did not claim to have all the answers, so they asked questions, and they did it on a systematic basis. They initiated research programs, isolated problems peculiar to their responsibilities, identified alternative solutions; and they found answers. They worked closely with universities, developed a store of knowledge about their fields, and today all people benefit from their research—because they asked questions.

That research is, of course, largely in the biological sciences (although of \$45 million for research in fiscal 1969-70, the U.S. Forest Service was allotted \$904,000 for recreation research), but we have equally important questions to ask of social science researchers. Because the questions we have asked in the past were about how to control insects, maintain roads and trails, soil compaction, wildlife habitat, or the annual growth rates of timber—to the neglect of people problems—we do not now have the university scientists and teachers to develop courses to answer questions such as “what does youth desire from state parks?” Students majoring in parks and recreation suffer accordingly and so do park administrators, and ultimately the public.

Now we must make up for our negligence in developing research capabilities and commit ourselves to a total, broad university and field research program instead of the tokenism of having

an isolated professor engaged in a special research project to justify a particular park development or plan.

Now we must address ourselves to the present and future. There are some encouraging signs. University faculties in parks and recreation are increasingly bringing to the curricula the needed research competencies of other disciplines. On our faculty at Michigan State University are Ph.D.'s in resource development, forestry, economics, sociology, and a professor of law. We are a team dedicated to teaching, research, and extension in parks and recreation. We use research support wherever we find it, and we find it mostly outside those places associated with park and recreation agencies (such as agricultural and water resources funds).

Further, the National Park Service is beginning a program of funding research scientists at various universities. To be fully effective, there should also be a cooperative relationship with the States. Just as I think that the National Park Service has to take the leadership at the Federal level, the National Conference on State Parks should assume leadership in encouraging State agencies to participate in a new tripartite program of recreation resource research based on joint working relationships among the National Park Service, State park agencies, and universities.

In a people-oriented program, asking questions of the people concerned is a prelude to and a part of research, and one of the questions that looms large is—What are the preferences of youth?



By Wayne C. Edwards

In our country which has so large a middle class, what are the characteristics of today's college-age youth? I have talked with young people who, like myself, have grown up in Texas and with others from California, Massachusetts, Illinois, Arkansas, Ohio, Maryland, Wyoming, and South Carolina—people who are familiar with conditions in widely separated parts of the country. What did those conversations reveal?

1. That the offspring of affluent middle class families have a considerable amount of money and, because they have never known a serious shortage of it, consider it relatively unimportant except as something to be spent.

2. That the college-age group is extremely mobile. There has never been a time when so many thousands of youth have moved across the length and breadth of this land. Most of them either have a car or are part of a group which has access to enough cars to move the group in any desired direction.

3. That young people in this group feel the need for privacy as America becomes more crowded. Because most of the population is crowded into one hundred urban areas, it has become more and more difficult for young people to find opportunities to gather in small or larger groups to discuss their aspirations, likes and dislikes, hopes and fears. Time was when there was space down at the end of the block, a nearby swimming hole, or wooded area to which to escape for brief relaxation from constant supervision and regulation by adult society. But these opportunities have become more limited. Cook County Forest Preserve in Chicago is one of the few cases where "courting nooks" have been established and defended as legitimately needed areas for park-using young people. The need to break away periodically from rigid school schedules, clocks, traffic lights, and a barrage of adult statements about what is good and what is not has a great deal to do with my age group's love for automobiles and how we use them.

4. That this age group wants to ex-

periment with things associated with the freedoms of adulthood. Mine is the age group which has been told, "When you're of legal age, you're old enough to drink." Because many young people were told for years that they could not drink, drinking became an enormous attraction. Experimentation with sex, and more recently with drugs, falls into the same category of "forbidden fruits."

These few characteristics do not suggest that all college-age youth should be characterized as wild, irresponsible, drunken sex maniacs. But they do suggest that older youth, particularly those old enough to operate separately from their families—and before they establish

their own—tend to have common characteristics which include the desire for speed, adventure, and group social experiences with like-minded and like-aged young people.

HOW DO COLLEGE-AGE YOUTH NOW RELATE TO STATE PARKS?

State parks are not, in general, a popular "hang-out" for college-age young people. There are a few exceptions: Garner State Park in Texas with its dance pavilion, Devil's Lake State Park in Wisconsin, and others like them which have specialized facilities attractive to young people are well known



What Today's



College-Age Youth Wants From State Parks

examples. But by and large you don't look for groups of college youth in today's State parks. Why not?

In the early days of state park development a philosophy of preservation was adopted. Today the role of State parks is still conceived as preservation and restoration, with some provision for family-style recreation opportunities. Should State parks continue under this same philosophy? Should they break away from the preservation idea entirely and move toward more active programming? Or, because responsible students have a real concern about clean air, clean water, and open spaces; because the preservation ethic is valid among a sub-

stantial portion of my age group, would a compromise between these extremes be better?

In order to determine which ideas might be most useful in helping State parks fulfill the needs of youth, we must view the present situation objectively and frankly.

Today's average State park already attracts some college-age young people:

1. Those who visit the park as part of a family group. There they accept the traditional attitudes and values and participate in family-oriented activities such as hiking, swimming, picnicking, and camping.

2. Some visit State parks to practice outdoor skills or improve their proficiency in outdoor activities, to increase their knowledge of natural history, or to engage in an outdoor-related hobby such as photography or collecting.

3. Some go to State parks primarily for socializing. Here the park values or natural resource attributes that are important to the previous categories are only secondary values. The primary interest is in being with and relating to a larger group of similarly-aged people.

These categories are not mutually exclusive.

This may suggest something about the kind of managerial responses which are desirable in relation to student-age visitors. Very few modifications would be necessary to meet the needs of young people as a part of a family group or those seeking enjoyment of outdoor experiences and activities or pursuing an outdoor hobby. But facilities and administrative policies necessary to facilitate socializing may be lacking in most State parks.

One management response might be that the park was never intended and is not set up to handle wild gangs of young people. If meeting this need of young people is not considered to be a responsibility, then several actions might discourage their attendance.

Continued on page 10

Set high use fees. Locate police or rangers where they will give the appearance of waiting for some unlawful action to take place. Post signs which contain regulations, prohibitions, and park rules which restrict or regulate the actions of youth groups, such as: "Park closed at 8:00 p.m."; "No alcoholic beverages allowed"; "No noise after 10:00 p.m."

POSITIVE MANAGERIAL RESPONSES TO ATTRACT YOUTH

If, however, it seems desirable from a policy viewpoint to search for ways to increase the numbers of youthful visitors or provide more enjoyable experiences for those who are already using the park, what are some of the things that could be done by management?

Based on the characteristics of today's youth mentioned earlier, we might propose a number of changes in traditional State park development and operation which would be received with great appreciation by youth groups.

Use fees could be kept as low as possible. Related to low cost would be provision of minimum facilities. Youth, tending to be a hearty lot, are willing to sit on the ground, get rained on, or endure some physical discomfort. So, an area designed for group socializing should have safe water, adequate restroom facilities, perhaps a spacious open pavilion or shelter surrounded by facilities for mass parking, and a nearby sizable open or partly wooded area (anywhere from ten to sixty acres) resembling a picnic meadow or open lawn game area. Ideally, this entire complex would be developed in a location where terrain provided a sense of privacy and a noise buffer. Significant relief, such as hills and ledges, or even fairly dense surrounding vegetation would enhance this effect of privacy and at the same time provide suitable noise buffering to minimize interference with other groups of users.

What will happen when a place is provided for hundreds of young people with minimum adult supervision? Some managers fear that chaos would result. However, there is some evidence from recent music festivals that large crowds of young people can come together in a small space in a self-regulated situation in harmony with each other and with few, if any, of the kinds of disturbances which have characterized some gatherings.

It may be that one of the keys is self-regulation. Local, State, and county parks charge modest fees for reservation of facilities such as picnic pavilions. A group representative is required to pay a use fee or refundable deposit in order to obtain a key for exclusive use of a facility during a specified period. It would seem a small extension of this policy to provide a similar service for self-regulated youth groups, with the understanding that they have exclusive use of the area and that responsibility for supervising the activities and seeing to it that the area is left in a clean and undamaged condition is theirs. Such a policy might be equally workable for other kinds of facilities.

CONCLUSIONS

State parks at present are not attractive to the majority of college-age youth for many activities which they desire. Group socializing activities are funnelled away from State parks to other, more unregulated areas where crowds and noise are more easily tolerated. If State parks want to increase the number of college-age users, they should look to youth's particular need for group socializing opportunities.

It must be taken into consideration that provision for large group activities such as youth wants may so alter the characteristics of an area that it is less attractive for other activities. Consequently, the need for such youth activities should be carefully studied. It may be impossible to retain the natural and wild characteristics of an area if youth facilities are provided. Therefore, provision may be needed in a long-range master plan to determine which park areas should include youth facilities, recognizing that the area will be greatly modified through use by large groups.

It is important to realize that helping to fulfill the needs of youth should be handled subtly. Going overboard with "teenybopper" ideas would be a great waste because they wouldn't serve the purpose. State parks can take a frontline position in providing constructive release and real meaningful experience for youth. Economic justification is important in deciding which types of parks to build, but it is quite conceivable that a park designed to benefit those in their late teens and early twenties might also benefit those young-thinkers who have been thirty-nine for several years.

THAT
NEBULOUS
WORD,



By Richard L. Bury

The word “conservation” should be eliminated from our vocabularies as having outlived its usefulness—and I speak as one who has a master’s degree in conservation.

The difficulty lies in ambiguity of its definition, image, and usage.

Many definitions have been proposed and are in current use, but the most widely used definition—almost always unspoken—equates conservation with preservation of natural resources. Unfortunately, most persons who call themselves “conservationists” have accepted this definition implicitly. Their opinions concerning resource management decisions are usually limited by two major weaknesses—a narrow view of resource management objectives and a lack of technical education in natural resource management. Often, their views concerning conservation are a nostalgic longing for the relatively undeveloped resource conditions of the past, or for maintenance of the status quo. In itself, nothing is inherently incorrect in maintenance of a status quo condition, nor in an attempt to preserve or restore some particular natural resource or condition to an earlier stage of our national development. However, many preservationists cannot judge the technical feasibility of such proposals, and they commit the further error of assuming that preservation is the only aspect of conservation.

In contrast, most professionals in natural resource management would define conservation as “wise use of natural resources.” But what constitutes “wise?” In the last analysis, wisdom in this case depends on (a) the effects that a proposed action would have on Earth’s ecologic system, and in turn on our environment and economic resource base, (b) the implications of using resources today as compared with preserving them either forever or for use tomorrow and (c) the desires of the owners of the resource in question. Often, of course, the general public of the United States own the resources at issue.

In some cases, we may find that “wise” use means preservation forever. In my opinion, this judgment should apply only when the resource is truly unique or when we wish an unmanaged primitive area for scientific study or for inspiration.

In other cases, we may believe that a resource should be preserved today so that our children may harvest it tomorrow. But such judgments should be approached carefully because the future utility—and economic feasibility—of particular resource uses is always in doubt.

Finally, we find that “wise” use permits or even dictates a use of natural resources today—as, for example, when use of renewable resources can be sustained perpetually without deteriorating resource productivity, and the failure to harvest the biological excess amounts to loss of financial or recreational opportunities. Harvesting of timber and wildlife, respectively, are prime examples.

Clearly, the concept of conservation involves both preservation and utilization.

I suggest, as professionals, that we refrain from using the word “conservation” whenever possible since its meaning is not precise, and it is too often confused with preservation. Instead, I suggest that we use the words “resource management” when we wish a broad term. This encompasses both preservation and utilization of natural resources. The words “resource use” can then stand for activities wherein resources are modified or harvested, and “preservation” can denote its own specific and valuable meaning.

VALUES AND PERSPECTIVES FOR

From an address to the International Association of Fish and Game Conservation Commissioners, September 1970.

By Hon. Jean Chrétien

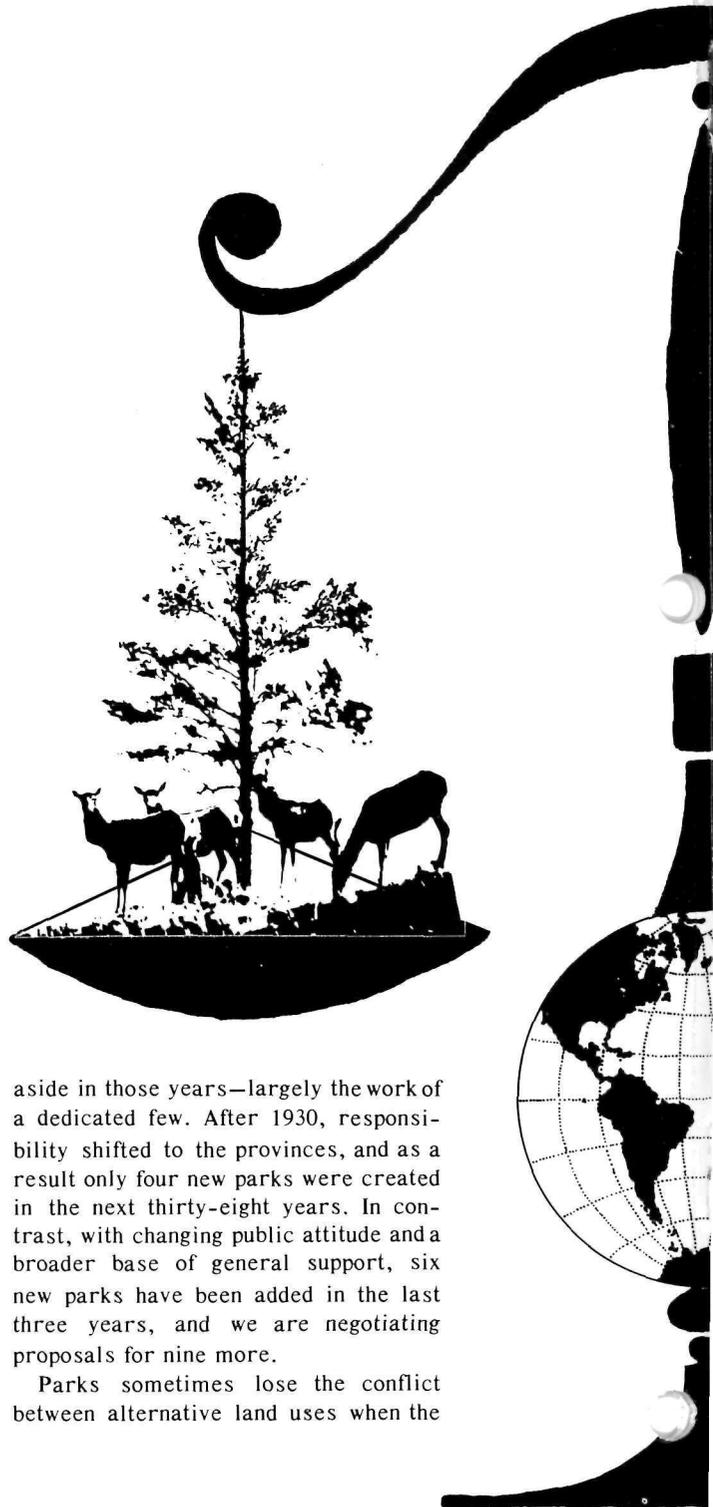
In this rapidly changing world the values and perspectives which were undeniably good yesterday may be a detriment today. We must establish better perspective, and to achieve it we must have the right scale of values.

We value that which is scarce, and in North America this has meant concern with creating needed wealth. In today's world this concern, to the exclusion of others, is no longer acceptable.

As our value systems are adjusted we must put the quality of the natural world near the top of the scale. The growing scarcity of space, clean air and water, together with mankind's indisputable need for them, demands it. New value systems must relieve man and nature of the stresses created by technology.

Adjusting values will not be easy, for such change cannot be imposed; society must come to the new values on its own. Balance between development and conservation will be difficult to strike. Society is only now beginning to consider in proper perspective such matters as pollution, conservation, perpetuation of nature, and rights of other creatures.

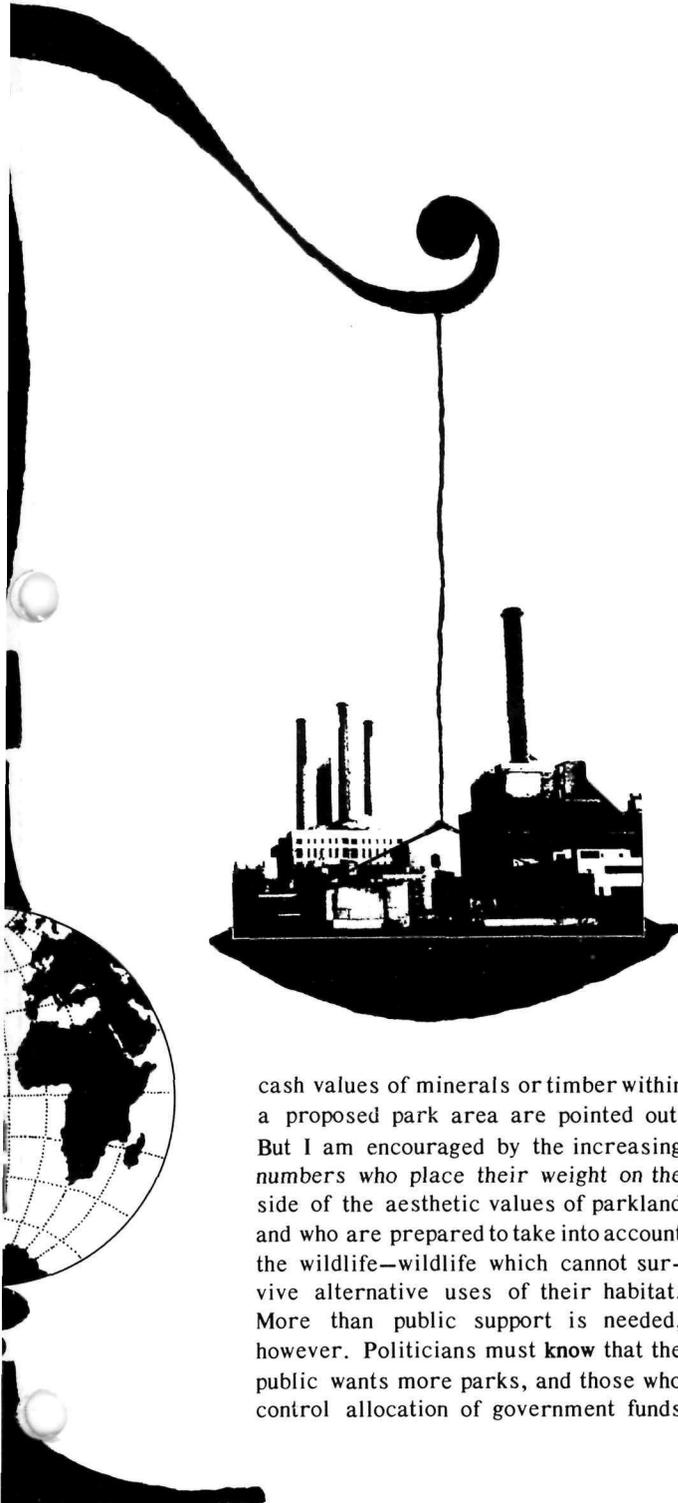
This growing public feeling for preservation of a viable environment is helping those who have responsibilities in the field. The story of Canada's national parks is a case in point. Until 1930, the federal government controlled public land in the Prairie Provinces, and our large Western Parks were set



aside in those years—largely the work of a dedicated few. After 1930, responsibility shifted to the provinces, and as a result only four new parks were created in the next thirty-eight years. In contrast, with changing public attitude and a broader base of general support, six new parks have been added in the last three years, and we are negotiating proposals for nine more.

Parks sometimes lose the conflict between alternative land uses when the

R THE WORLD OF TOMORROW



cash values of minerals or timber within a proposed park area are pointed out. But I am encouraged by the increasing numbers who place their weight on the side of the aesthetic values of parkland and who are prepared to take into account the wildlife—wildlife which cannot survive alternative uses of their habitat. More than public support is needed, however. Politicians must **know** that the public wants more parks, and those who control allocation of government funds

must be persuaded that park needs are vital and of first priority.

I say that wilderness conservation is important in lessening pollution and its effects. Those concerned about ecology must also be concerned about the limited proportion of land set aside for habitat, wilderness, and recreation.

In certain ways conserving space is easier to cope with than such problems as the danger of mercury poisoning, which was not until recently registered on any measurement index as constituting a social problem. Canadian Wildlife Service, which became concerned three years ago after reviewing Swedish and Japanese experiences, discovered high mercury concentrations in pheasants fed on treated seed grain. Their finding of mercury in fish in Lake St. Clair brought the matter to a head. But how many other potential dangers go undetected? The mercury experience reveals the need to develop a system that will protect the environment from damage by undetected processes and substances.

We must keep pace with technology to alert society to new and unknown dangers: new substances impervious to environmental decay, new manufacturing methods discharging hazardous wastes. We cannot establish a single pollution control body and then consider our job done. There is danger that some would believe its existence relieved them of responsibility. We must have pollution control groups in every agency of government at all levels. The public

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must accept nothing less; it's present concern must be maintained.

Pollutants arise from man's attempts to improve his lot. What could be more ironic? We have not yet learned to balance the various values to ensure that in pursuing one goal we do not lose sight of others equally valid and valuable.

We increase food production and in doing so introduce toxic substances into the biological food chain which cannot be absorbed. Automobiles ended the terrible isolation of rural life and have saved thousands of lives through ambulance service and fire fighting; trucks helped raise the standard of living for all. Yet they are both high on the list of contributors to pollution. These are some of the kinds of conflict today. They are conflicts within each individual and each must try to reconcile goals and survival—survival of wildlife as well as of man.

We must learn to share our environment as did the Indians. This will take time, and we have but little left. We know pitifully little about how man changes his value systems, but change must come. We can only exert leadership and stress the facts as we know them.

In Canada some comprehensive pollution legislation was recently passed to protect wildlife and natural values of the vast Northland not yet fully developed nor so far committed to industry that it is beyond protection. The Arctic Waters Pollution Act controls the action of those who might, through accident, carelessness, or indifference, create an Arctic oil spill, and the Northern Inland Waters Act sets a new level of public concern ahead of private interests in the use of waters. Those who withdraw water from Northern streams will have to return it to the system in a pure condition, for the water belongs first to society, not to him who has a deed of land along its course. Land use regulations have been established to control and limit the activities of those who seek mineral wealth in the North.

The Indian's conception of land and land use might give us a lead to the kind of value system I believe must come into public acceptance. To occupy land one must be first to put down one's blanket and use it, but one must use it so that when the blanket is lifted and the traveler moves on the land is fit for the next blanket.

A protected, balanced environment requires continuing public concern with

set priorities to prevent future wildlife impairment, and it requires effective management. The latter requires data, and here computers come to our aid. This is the sort of marriage of technology and environmental needs that offers our greatest hope. In my department we have computer studies of species distribution compiled from hunters' reports, and a bird banding program which provides data on migratory patterns and seasons and the vulnerability and longevity of birds. We cooperate with the U.S. Fish and Wildlife Service on this by exchanging computer files, an example of needed inter-government cooperation. Only with computers could we do the analysis necessary to make this information fully useful. Incidentally, we use our computer to keep us up-to-date on pesticide residue analysis to get the earliest possible notice of patterns of ecological threats to our environment.

Cooperation is essential; it comes easiest where people share common goals, but it is unrealistic to suppose the day will come when all the world, or even a significant part of it, will share common values. Indeed, within our own society there will always be diversity, as there should be. But environment and conservation are everybody's concern. Those of us who have positions of responsibility in the field will continue to weigh alternatives and strive for optimum balance to meet various needs. We will require continuing public support and cooperation of other administrators.

Solutions will not come from strident voices of extremists. We must seek concern, not confrontation. The struggle will be won by the quiet voices of those of moderate position and strong conviction. We will evolve a scale of values on which to measure advantages and disadvantages of development and growth and which takes into account the intangibles that I have mentioned.

The values of the future will not be those of the past, although they will be rooted in the past. They will grow in the present and flower in the future. Ours is the job of nurturing the growth so that those things which we value find their rightful place in society's judgment. We must do our best to see that we measure our own values carefully, test them for adequacy, and form our judgments by them. Then we can face the future confident that man will be well served, by himself serving a value system which puts all men's needs and those of other creatures into proper perspective. ▲

A Psychologist Views Parks

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OUR ISLANDS OF RENEWAL

By Edwin B. Wenzel

We sat high on a hill. My son, just home from attending college in a distant State, was back once more among his favorite hills—the country both of us loved. He had hardly unpacked before he said, “Let’s head out for a hike—I’ve just got to get out for a while.” That afternoon we drove some twenty minutes from our home and now were surrounded by wilderness. After leaving our car in the parking lot at a state park, a hike of less than an hour had taken us to a sylvan, secluded area—seemingly a thousand miles from traffic, crowds and the pressures of living. It was a special kind of freedom with special kinds of feelings—a deep emotional experience.

Later, as I reflected on this day’s experience, I began to think like a psychologist again, relating those experiences to human behavior and the role such events play in our lives. There must be some reasons why we seek out a change of pace, why we forsake social activities for solitude, why we search for deeply personal adventures. Long ago someone wrote, “Solitude is very sad, too much company twice as bad.”

Perhaps solitude is like many other things in our environment—a measure of it is essential to well-balanced living; too much of it might have adverse effects on our emotional well-being. But on that day as we sat high on our hill and viewed the spacious, rugged valley stretching for miles before us, something deep was stirring as the rest of the world was shut out. A renewing was taking place; a balancing of accounts. We were once more regaining our equilibrium in a world which tended to push us off balance.

Surely it is not news to any of us that life from its beginning is a continuous struggle between ourselves and our environment. As personalities, we are individuals. Each of us is unique. Although there are needs common to many of us, we have our own special needs as well. In addition, we arrange our own priorities in some kind of order, and these lists of priorities not only differ from one person to another but may from day to day rearrange themselves in new orders of importance. What was critical yesterday may be all taken care of today, and some new desire or want may suddenly arise to take its place.

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The struggle with our environment goes on. Sometimes we are successful; sometimes we are defeated. And sometimes we fight to a draw. For most of us, some measure of success is achieved as we deal with life. For some few the personality experiences a smashing victory over environment, but for the really unfortunate, defeat at the hands of environment occurs. **It is our ability to cope with our environment in our day-to-day living that determines our level of success.**

Environment, everything around us, is a changeable thing. When it sometimes smiles upon us, and for most of us it does so from time to time, everything is lovely. At these times we look upon our world and upon life as a pleasant, rewarding experience. Too, it sometimes frowns upon us, and we feel threatened and insecure. Another time it not only frowns upon us but proceeds to kick us around to the point where we feel our environment is downright hostile and unfriendly.

Being criticized, for example, is an unpleasant experience. It threatens our egos and shakes up our feelings of personal security. Should we be fired from a job, we again interpret this as a hostile act by our environment. We have been pushed off balance, and we are uncomfortable in that position. The natural tendency is to do something to bring us back in balance—to put us on our feet emotionally. We call this adjusting.

Some of us do a good job of handling disappointments, failures and adversities. Some of us do not. Most of us, however, in order to maintain emotional balance in our lives, must find ways that help us weather the storms of an environment that much of the time is somewhat less than friendly.

So what does all this have to do with state parks?

State parks are a part of our total environment. But within themselves they are a special kind of environment. Visitors to a park have, I believe, at least one mood in common. They have a mind-set that they are doing something different, that problems have been left behind, that they are entering a protective environ-

ment—one that will “protect them” as personalities, one that will not threaten their feelings of personal security. As a consequence, they have certain expectations. But these expectations are not the same for all. Some want the quiet and seclusion of a primitive area; some want playgrounds, some want electric outlets. Others prefer to rough it; some, as they drive their trailers and campers in, are looking for home sites similar to those they have just left behind in Hometown, U.S.A.

As an aside here, we should observe that the Division of Parks and Recreation is faced with the tremendous task of trying to meet the expectations of a wide range of visitors. You might call it the impossible job of keeping everybody happy. (Perhaps some day its staff may want to seek the therapeutic influences of a state park as its quest for solutions results in increasing anxieties and frustrations—a sort of “Doctor, heal thyself” approach.)

Our visitor with a mind-set for change and relocation feels his environment change when he enters the park. The pressure is off—whether he is in a secluded area or if he is playing softball or pitching horseshoes on a park playground. Too, there is elbow room and a “feeling of freedom” that comes with the absence of restrictions and crowds. I feel that privacy is one of the more important factors in mental health. It was while living in a large city that I first observed the effects of being deprived of privacy. Crowded conditions can cause aggressiveness and hostility among animals. Man is no exception.

In recent years the hostility born of crowded conditions in our large cities has boiled over and we have had riots, violence, and physical and emotional damage. Emotional needs born of an unfriendly environment must either be satisfied or we may suffer personal or social damage. Accordingly, as I view it, we need to provide relief valves for the pressures that build up as a part of our normal living patterns.

These relief valves may take many forms such as listening to music, reading—any hobby that distracts us

from today’s problems. Eisenhower and Churchill, men under great pressure at times, found solace in painting. Surely much of the therapy they received from the easel and paintbrush lay in their concentration and their ability to focus complete attention upon their work to the exclusion of other weighty problems. Our State Parks, scattered throughout Minnesota, make a very special environment available to many people who are seeking, consciously or otherwise, precisely the type of release I have described.

Over the years, I have often counseled with people who felt there was little to live for. They either had never accomplished anything of significance to themselves or, if they had, they felt they “had shot their wads.” What is the difference between those who find life an on-going adventure—challenging, dynamic, stimulating—and those who are bored with it? Why are some turned on by life? Why are some turned off?

Surely there are many factors which influence our attitudes and our actions but I would say that a person’s skills in self-renewal are of special importance. We have seen “old” young people and, too, we have seen “young” old people. It is a great thing to achieve maturity. To achieve maturity and yet remain young in our approach to living is an even greater accomplishment. Someone once said in commenting upon a 70-year-old friend, “He grew up, but he never really got old.”

The ability to roll with the punches, the ability to accept change, the desire to develop and manage change for oneself—these are some of the dimensions of remaining young in spirit.

What a tragedy when a person feels that life is no longer interesting. What a tragedy to feel there is nothing new beyond the hills. I presume that many of our “up-tight” young people (and some older ones, too) who feel they have to be turned on by artificial stimulants have failed to utilize the many effective aids to maintaining a good, healthy balance in life. It is self-renewal that helps keep us on an

even keel; that keeps life from being a monotone of family, job, self.

Self-renewal results from the interplay of many factors. Let me mention a few that are particularly related to the role of parks. **Change is one such factor.** It provides a different environment. We see new things; we experience different emotions and new feelings. Satisfactions of material needs and physiological needs give way to the search of "psychic income." Food for the body is necessary; **food for the mind is also necessary.** Too often in our daily life we suffer from an insufficiency of pleasant emotions.

Psychological rewards are very important to our total well-being, particularly in prosperous times when hunger and lack of shelter are little known. Our recreational lands, public and private, fulfill a real need in providing people with satisfying experiences that help them renew themselves as personalities.

We have heard much about the search for self or, if you like, the search for some meaning to our lives. The importance of this factor becomes evident as we view the extreme amount of unrest among college students. Again the **material** needs of life are pretty well satisfied, but the **psychological needs** remain unfulfilled. All of us have read of those who have "gone into the wilderness" in search of something beyond themselves.

Many of us continue throughout life to seek the achievement of self-realization—to be the kind of person we feel it is appropriate for us to be. This calls for self-examination; it calls for removing the restraints of everyday routine; it requires an unfolding of ourselves—an expansion of the inner man. May I recommend, in case you are looking for yourself, that you spend some time with yourself in a place where space, quietude and aloneness can stretch you out for a thousand miles beyond the horizon. Many of our State Parks are capable of helping you accomplish that feat.

Back on that high hill overlooking the broad valley of the cascading St. Louis, there was quiet, seclusion,

space, beauty—all the ingredients for a prescription for emotional peace. Call it therapy, an "emotional massage," whatever you like—even sentimentality. Something wholesome and good takes place in the individual who places himself in that setting. It is a setting in which communication takes place at levels below the surface.

This brings to mind our concern about what is happening in the modern family. Outside attractions and activities have long whittled away at the solidarity and intimacy of the family as a group. Schools, churches, automobiles, television all vie for the time of individual family members—children and adults as well.

How better as a means of developing the family into a strong social unit than to take advantage of the recreational opportunities afforded by our parks? Here again, many of the activities that tend to pull the family apart are not present. Members of the family have an opportunity to interact with each other on a highly personal level. I still feel strongly that what happens within the family group has more influence upon the future of children than any other factors.

There is a high priority need today to *strengthen the family as a unit*; to develop an intimacy that closes not only the generation gap but the gap that is keeping more and more of us from having sincere and deeply meaningful experiences with others. How else than around a campfire, when night is upon us and our world stretches only to the limit of the firelight's reflections?

It is this latter consideration that interest me, too, as a person and a psychologist. This matter of realizing there is something greater in our lives than ourselves is considered by many psychologists and psychiatrists to be an important factor in mental health. The smallness of man becomes most apparent to him when in seclusion he surrounds himself with hills, valleys, forests, prairies—a big sky. Overpowered in size by the natural world around him, he sees something beyond himself, something that gives him a

feeling of respect and reverence for a greater force, whatever you choose that force to be.

There are times in our struggles with our environment that we must retreat. Perhaps we may even refer to it as a strategic retreat. What it does mean is that sometimes it is wise to withdraw from the battles of the day, to "lick our wounds" so to speak, or to receive that emotional massage mentioned before. Sometimes it is necessary to shut out a restricting world so that we ourselves can expand. How important solitude is to creativeness. How important a change of pace or a change of environment is to our mental health. We come back refreshed. "Bring on the world again—we're ready for another bout!"

Consequently, I see outdoor recreational areas as important factors in our lives. They might be our own lake homes or back forties. They might be our state parks. For many of us who find it difficult to acquire land in a country in which land is becoming scarcer, State Parks fulfill a real need. **And yet I fear for them.** I fear that with the increasing demands placed upon our parks by an increasing number of visitors, they shall lose the qualities essential to their carrying out these purposes. **I fear carelessness in their use and I fear the intrusion of motorized vehicles with their potential for destruction of both the physical and psychological environments.**

Let us use our parks carefully, lest we destroy that which keeps us from being destroyed. Our parks need renewal, too, and should they not be renewed through careful management and wise use, to where can we retreat to find that temporary Shangri-La that helps us face tomorrow with new strength and optimism?





THE HUMAN COST

From a paper presented at the Western Branch—American Public Health Association Annual Meeting, June 1970.

By Charles C. Johnson, Jr.

Change, and the hazards and imbalances that often accompany it, is the order of the day. Young people, born into a world of space travel, television, and nuclear fission are trying to tell us, I think, that the problems of pollution, urban decay, and wasted resources are closely related to other social and economic problems of our time.

Too many people suppose that restoring environmental quality boils down to a simple "search and destroy" mission against ecologic villains, or stringing up the ten most wanted polluters. It seems to me to involve something far more difficult; that is, an unprecedented orderly system of making choices.

Decisions that shaped the present world, at least in its physical aspects, did not involve society as a whole; they were made by individuals or groups on the basis of what, in their time, were

OF ECOLOGICAL IMBALANCE

clear-cut and valid, but limited goals. Society was not called upon to make considered judgments in favor of mass production of automobiles, nor for steel production, pest control, the building of suburbs only geographically connected to cities, nor exploitation of natural resources. If a choice had been presented it would have seemed, at the time, no choice at all. Automatic application of science and technology to meet the immediate demands of human progress offered benefits that seemed to rule out all alternatives. Now society is being called upon to make these kinds of decisions, and we find it difficult to take the broad holistic, ecologic view demanded by the problems.

Governments, of course, attempt to provide a synthesis, but in a complex society are subject to the same pressures toward specialization that affect other institutions and individuals. And even statesmen are products of their time and tend to view the world through the same eyes as their contemporaries. But somehow we have to find ways to create that synthesis—ways of assuring that all systems and sub-systems we de-

vice work together for the benefit of all and that they enhance, rather than degrade, the environment.

Can our institutions meet this challenge? A new trend seems to be reflected in recent and proposed governmental actions, in a growing acceptance of corporate responsibility in environmental and consumer matters, and in the demand of citizens everywhere for the right to play a part in decisions that determine the kind of lives they live. I am referring not only to campus unrest and dissent, but also to a quieter, but no less effective, form of citizen expression—the “consumer movement.”

A new Federal law establishes a national policy to “maintain conditions under which man and nature can exist in productive harmony.” A Council on Environmental Quality authorized by the law has been appointed to review all Federal activities to determine their impact on the environment. This is a first and very important step toward a more integrated approach to environmental improvement. And this search for a unifying principle is reflected in most of the environmental legislation now before Congress.

Also, the President has pointed to the need for a “national growth policy” to upgrade both urban and rural environments—a suggestion that might have seemed radical and even un-American a few years ago.

All environmental control activities of the Federal government are under review to determine the most effective organization of these efforts. But, whatever that organization, State programs must assume an even greater share of responsibility and broaden their concept of what that responsibility entails. The problems are increasingly emerging as regional problems, and the Federal establishment is increasingly regionalizing its responsibilities. It may not be easy for States to respond to the need for regional planning and action, but it must be done.

The new view of our environmental woes requires us who are professionally involved in solutions to effect a revolutionary change in our thinking. We cannot deal with the problems adequately with narrow approaches. People and their government representatives are talking about permanent changes in the way we do business, travel, generate and dispose of wastes, build cities—“whole new philosophies of land, air, and water use,” as President Nixon put it. If we who are

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charged with important environmental control responsibilities are slow to get the message, an outraged public will surely enlighten us.

The public health community must coalesce into a truly effective force for helping to guide society into a new era of ecological awareness in which concern for human health and welfare assumes its rightful role. The major health problems of our times—heart disease, cancer, arteriosclerosis, emphysema and bronchitis, accidents, diabetes, and many others—will not be brought under a desirable level of control until we examine them in full awareness of the impact of the contemporary environment on man.

We have adopted the World Health Organization's definition of health: "Not merely the absence of disease, but the complete physical, mental, and social well-being of the individual." But we have not yet learned how to translate our broad concern into action to influence those forces which actually dictate the scope and configuration of the public health problem today. The most important of these forces are the tremendous advances in science and technology, which hold out the illusory promise of actual fulfillment of WHO's health aims, and at the same time place on our land, air, food, and water a burden of chemical and radiological substances whose biological significance we have barely begun to explore.

Urbanization has resulted in (not because it is urban, but because it has occurred without plan) masses of humanity jammed willy-nilly into what someone has termed the "human zoo."

Poverty in the midst of plenty—rural and urban poverty—traceable to myriad social, economic, and cultural causes, is destining its victims to sickness, disease, and early death as surely as did the ravages of communicable diseases which were once the primary concern of public health workers.

And, part and parcel of all these things is an acceleration of change that creates an ever more synthetic environment in our homes, workplaces, and communities—change so rapid that a decade strains the adaptability of our minds and bodies more than a millennium did during the vastly greater part of man's existence.

The nature of public health problems is preordained by those who make decisions for society on such things as allocation of fuel resources, the kind of

transportation systems we will have, housing, urban planning or lack of it, the kinds of products that will come into our homes, the kinds of foods and drugs we will consume, and kinds and amount of wastes that we will allow to enter our environment. Events and problems traditionally regarded as beyond the sphere of public health practitioners are really an important part of their responsibility.

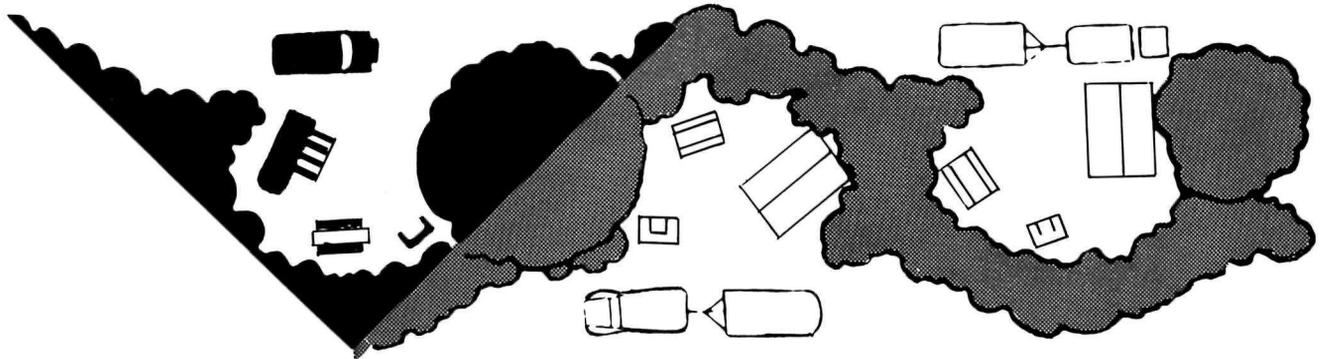
In some of the relatively unspoiled areas of the West, opportunities exist to avoid the short-sighted mistakes which have resulted in today's environmental crisis. I have no illusion about the difficulty of taking full advantage of them; it will be at least as difficult as solving existing environmental problems.

The universal question as to whether we can learn to enjoy the benefits of technological development without courting the environmental ills which have so clearly accompanied our random and heedless growth may well be answered in this decade in Alaska. Alaska will not, and most would agree should not, be left as it is. But unplanned and aimless development can threaten more than flora and fauna. Alaskans should not suffer the human costs resulting from boomtown environment: over-straining of municipal facilities and services which leads inevitably to an increase in venereal disease, alcoholism, drug use, accidental trauma, bad restaurant sanitation, poor housing, inadequate water supply and sewage treatment systems, and on and on.

Native Alaskans, to a greater extent than most peoples, live close to the land, see it as an integral part of their lives, and have a tradition of commensal life that depends upon the interaction of all things in the environment. There are hazards to these indigenous people if they are forced into, rather than instructed in, societal patterns foreign to their accustomed ways and beliefs.

Throughout the world there is growing awareness that we can no longer allow important environmental decisions to be made by chance or in isolation. Health professionals cannot stand on the sidelines while decisions that will shape the world of the future are being made. We must find ways to consider the full effect of technological advance before it is applied. We must take steps to avert undesirable consequences, even if it means rejecting some of the more bitter fruits of technological progress. ▲

campground planning



for the 1970's

By Malcolm I. Bevins

From a paper presented to the Governor's Recreation Conference, Montpelier, Vt., October 1969.

Camping has seen great changes. Communication with nature was the prime motivation twenty years ago, and there has been a steady increase in this type of camper, but there has also been an increase in other types. After reviewing many campground studies and visiting a variety of campgrounds in twelve states and provinces in the past two years, here are my observations, conclusions, and projections.

TRENDS IN CAMPING

Recreation vehicles have brought a radical change in camping. The tent to trailer ratio dropped from about 13 - 1 to 1 - 1 in the 13-year period 1954-1967, according to a study by Bond and Ouelette at the University of Massachusetts. Figures from Recreation Vehicle Institute show just over 15,000 recreation vehicles produced in 1956 and a rise in 1967 to nearly one-third of a million. From 1961-1967, production increased nearly four times. Travel trailers hold the lead (41%), followed by truck campers (30%), camping trailers (21%), and motor homes (8%).

Campground management has been complicated by this change. Electricity, water, and sewer connections must be provided at individual sites, but central toilet facilities must still be available since a substantial number of campers are still not fully self-contained. Central and individual site services will be necessary until the industry moves all the way in one direction or the other. Comfort is the key word in camping today. Why? I believe a market study would show a dramatic increase in women's interest. Take a look at current ads intended to create feminine interest without detracting from appeal to the rugged male. Family campers used to travel alone, enjoying the company of others at each new campground. Now groups of families travel together in increasing numbers. More local chapters of camping organizations have been organized; North American Family Campers Association (NAFCA) chartered their 105th local chapter in September 1969. State and regional camper roundups are held once a year or oftener, and campers get together at other times

to discuss camping interests and needs.

Campers can be divided into five types by primary interest: (1) nature experience, (2) group camping (youth groups), (3) recreation and tourism onsite, (4) recreation and tourism offsite, and (5) overnight accommodations only. There are undoubtedly subgroups within these and a certain amount of overlap.

There is a significant difference in campground locations which will best serve each of these groups. For those interested in a nature experience, the best location is in areas of exceptional natural beauty. Youth group facilities are best located along the Long Trail or Appalachian Trail. For those with an off-site recreation and tourism interest the best location is near large cities, seashore, or unique areas which attract large numbers of tourists. The campground designed to serve overnight campers is best located very close to heavily traveled tourist routes.

Primary onsite recreational needs differ significantly by type of campground. Hiking, swimming, and boating are important to those looking for a

nature experience or group camping. They are of equal importance to the campground designed for onsite recreational activities; however, in addition, a recreation hall and playground are important to those families spending most of their time at the campground. If the camper is getting his recreation offsite, or is staying only one night, a playground may suffice.

Desirable size and spacing of campsites differ for each campground type. Campers interested in a nature experience want large sites with wide spacing between. Youth group camping requires no site delineation, only separation between groups. Those who come for onsite recreation are satisfied with only a medium size site with moderate spacing and some screening. Campers spending little time at the site, or those interested in recreation and tourism offsite, are usually satisfied with small sites, relatively close spacing, and only moderate screening.

Campground design is further complicated by differing parking requirements. Campers interested primarily in nature experience can be grouped into those who are happy to hike to the campground, those who want to drive to a campground

experience have little interest in hook-ups. (However, I understand there is growing interest among tent campers in having electricity and water.) For other types, at least half to three-quarters of the sites should have electricity, from three-quarters to all should have water, and from 20 to 30 percent should have sewer connections. An exception might be the overnight camping area where a dumping station would suffice. Flush toilets and a dumping station are necessary at all but those campgrounds where a very basic nature experience is desired. Hot showers are important to all campers except those desiring a strictly wilderness experience.

What does all this mean in capital investment requirements? At wilderness campgrounds site development will be least costly; recreation onsite campgrounds will require fairly large investment, and transient campgrounds the highest because of the need for complete hook-ups.

Given these differences in capital investment requirements, it seems reasonable that there should be a relationship between investment and fees. A charge of less than \$2 might be reasonable for campgrounds without parking

interested in very few onsite facilities. The significant numbers will be in those looking for a vacation-type campground with many recreational offerings and complete facilities. This is where the real opportunity lies for the private campground operator.

GUIDELINES FOR CAMPGROUND MANAGEMENT

Develop a Specific Type of Campground. Campground operators and those considering the business should carefully evaluate what they can offer relative to these five camper types. Consideration must be given to location, character of the natural resources, development funds available, and operator's personal interest in serving a particular market group. The potential operator should spend as much time and money on market analysis as would any good business man before making large scale investments.

Develop and Market an Image. Advertising is vital to a good marketing program, and a market image is important. In their brochures, the more prestigious campgrounds are being called camping manors, camping resorts, or other



National Conference on State Parks Photo

parking lot, and those who want to drive to the individual site. In the second case, a parking lot will suffice; in the third, some sort of back-in space is desirable. Back-in space is sufficient for other types of campers except those interested in overnight accommodations only, in which case drive-through space is desirable.

Onsite electricity, water, and sewer facility requirements differ by camper groups. Most campers seeking a nature

spurs or individual hook-ups, and, for those having recreational facilities and complete hook-ups located at nearly all sites, a fee between \$3.50 and \$5.00 a night.

What is the market demand for these various campground types? Only a few families want to hike to the campground or drive and park in a lot. A larger number desiring a nature experience want to drive to the individual site yet are in-

terms indicating something more than a place to spend the night. The most effective advertising is perhaps through listing in all camping directories. No directory includes more than about two-thirds of the actual number. Unlisted campgrounds should be brought to the attention of publishers. Many campers rely heavily on the rating system used in these directories, so, striving for the "highest star" rating should be a major management goal.

Quality Follow-through. Once an image has been determined and a marketing program developed, the operator must follow through with quality offerings. Nothing can hurt the campground image more than failure to provide the advertised facilities. Dirty toilets, messy washrooms, and other indications of lack of attention have a devastating effect upon campers' interpretation of campground quality. If restroom traffic is heavy it might pay to hire a man or woman on a full-time basis to clean at least hourly.

and congested environment for those who are willing to pay the higher price. Not all campers are looking for the lowest price; some feel a higher price will assure less congestion, higher quality, and cleaner facilities.

Vehicle Impact. A recent recreation vehicle advertisement stated, "When Mother Nature won't come to you, our equipment will take you to Mother Nature." The campground operator should consider the affect on the natural environment and on campers seeking peace and tranquility. Vehicular traffic

underestimated. Television sets are more and more a part of camping gear, and provision of communal television antennae may be important. As in all other businesses, credit cards may play a major role.

A well-planned design is essential. Recreation vehicles will change, and the campground operator must be ready. Future design should reflect camper convenience, maintenance and efficiency, and preservation of natural beauty. Winter camping will increase, but not greatly in the near future. Facilities

Mound View Schools, Minnesota



Photo by Gay Harmon

Social Environment. If you are dealing with families (and this is the largest camping group), consider activities for all age groups. Playgrounds should be imaginative with some activities for all ages. Teenagers are, perhaps, the hardest group to satisfy, but every effort should be made to hold their interest—teen dropout can lead to family dropout. Films are a major source of entertainment for all, and it is possible to obtain some excellent travelogs and commercial films on a free loan basis and others at relatively low cost from educational and commercial sources. Don't overlook the importance of the campfire which creates an atmosphere for socializing enjoyed by all types of campers. There should be provision for a campfire at each site as well as for a communal fire ring.

Develop a Sound Pricing Policy. Don't use price as a drawing card. You should know what your costs are and set prices accordingly. A higher price may mean some drop in business, but if your total revenue does not decrease, you may be better off. You will have less wear and tear on facilities and a less crowded

on mountain soils can result in natural resource destruction, and the whine of a trail bike or other vehicle can be objectionable. In mountain areas recreation vehicles should be kept at lower levels, giving the nature lover opportunity to get away at higher elevations. Specific areas should be designated for use of overland and water vehicles. Hiking areas should be off limit to such vehicular traffic. Careful consideration should be given to the implications of allowing trailer placement on a full-time basis, especially if the reason is permanent housing rather than recreation. The detrimental affect on recreational campers could overshadow the extra revenue.

A LOOK INTO THE FUTURE

It's exciting to do a little crystal ball gazing. Unquestionably, campers will expect more comfort and convenience, and the entrepreneur who fails to respond will suffer. The desirability of swimming pools, even if a natural body of water is available, should not be

for snowmobiles may be increasingly important, but it is unlikely that camping will be part of this experience.

There are many campground franchise operations now, and it is likely that they will play an increasing role. Several hotel chains are considering adding campgrounds. Can State camping organizations play a role similar to the commercial franchise as we know it today? In other words, could they become cooperatives, providing many services to members and controlling high level quality?

We will see more full rental units, but the campground operator should carefully study all costs involved before moving in this direction.

Big city camping in multi-story buildings similar to parking garages with full hook-ups is quite likely in the not-too-distant future.

As campers become more affluent the desire to extend their experiences to Europe will increase. Airlines, such as BOAC, are already offering attractive packages providing air fare, car rental, and camping equipment for as little as \$100 per week per person.

Continued

NEW OPPORTUNITIES FOR PUBLIC AGENCIES AND PRIVATE FIRMS

"Nature experience" campgrounds are in least demand and as a result, few will be privately developed. This type should, therefore, be developed by the public sector. Relatively low site development costs are required since individual hook-ups are not demanded and recreational facilities are not necessary. Land and water requirements may be extensive, but this represents investments already made. Public support through tax dollars is therefore reasonable.

Environmental education on a vastly expanded scale is now a well recognized need, and public parks are ideal for the purpose. The private sector will not respond to this need; hopefully the public sector will.

A **campground directory** which includes all public and private campgrounds that meet minimum standards should be available. Such a directory should classify campgrounds by types (similar to those discussed above). An *inspection team with representation* from both public and private sectors could determine minimum standards compliance.

Highway rest areas should be improved by placing development and control under the state Highway Department or other state agency. Clean toilet facilities manned on a 24-hour basis should be available at regular intervals on all major highways. Campers should not be allowed to spend the night in rest areas; a 2-hour limit would be reasonable.

A **camper-advisory service**, establishing a system whereby campers traveling within a State could call a central number and determine where vacancies exist would be desirable. Campground operators would notify this central service when all sites were filled. If operated on an honest basis, this would be one step in alleviating poor conditions associated with use of overflow areas.

Campground management of tomorrow must observe and evaluate rapidly changing conditions. Equipment that was a wild dream a few years ago is in use today. Reasons and basic motivations for camping are many, interwoven, and complex, and they explain the phenomenal increase in the number of campers. Both public and private sectors are faced with an unprecedented challenge to study and interpret these facts and develop campgrounds which will meet the needs of all types of campers tomorrow.

