ASSESSING COMMUNITY POTENTIAL: LAND ANALYSIS FOR TOURISM PLANNING

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Recreation and Parks Department, Texas A&M University

Characteristic of tourism is the assumption that the visitor can always find ample things to see and do—that this cornucopia of activities is amply supplied by divine providence. This "product" end of tourism seems to lack the attention given to other aspects, such as advertising and promotion. The intent of this discussion is to suggest that if communities are to receive desired increases in social and economic impacts, new processes of analyzing land be explored for future replenishment of the tourism product.

SOME BASICS

Fundamental to land assessment for tourism potential are some observations, facts and assumptions. While not all have been proven by research, the following seem appropriate foundations.

Tourism depends on attractions. Without attracting forces—tourism products—there is no need for pleasure travel and the several services that provide economic and social impact.

Attractions are linked to other components. No portion of tourism operates in isolation. Attractions are a part of populations—their habits, desires, attitudes, financial abilities and values toward leisure activity. Information systems depend upon quality products to promote. Throughout, transportation provides linkages between home sources and attraction destinations.
Many factors influence development of tourism. "Program" factors include market characteristics, promotional programs, information systems, planning bodies, governments and socio-economic influences. "Physical" factors include water, wildlife, vegetation, climate, topography, existing attractions, historic sites, places of legend, esthetics, service centers and transportation.

Touring differs from destination tourism. For assessing potential, a community has to provide slightly different attractions, services and facilities for those traveling through as compared to those spending longer time periods.

A CONCEPT

If a community is to expand its tourism potential, perhaps it can structure an approach that will stimulate increased attraction development and other actions essential to growth and development. Conceptually, the goal would be to chart growth directions where most feasible, geographically. This includes delineation of the following four elements:

1. Zones in which the program and physical factors are the most abundant and of the greatest quality;

2. Attraction complex potential--locations where future attractions are most logical;

3. Service centers which are the most viable focal points for expansion of tourist services and facilities;

4. Transportation potential--both linkage with populations and internal circulation within attraction complexes.
AN APPLICATION

In order to demonstrate this approach toward assessing the potential of tourism, land analysis was made in a south-central portion of Texas, including 20 counties. Because the assessment technique employed computer mapping, it was necessary to translate the physical factors to number values. Tables 1 and 2 illustrate these value "indexes" indicating weightings given to each factor. These indexes were then used to develop hand drawn and computer maps that could be aggregated.

Figure 1 and 2 show the results of aggregating the nine physical factors for "touring" and "destination" tourism, respectively. The greatest potential for tourism development occurs in the darker shaded areas because these are locations where the several factors are strongest and most numerous. To this must be added the several program factors, usually done in narrative reports. For example, it was found that not all counties are equally enthusiastic (socio-economic factor) about attracting more tourists. Therefore, even though the physical factors may be strong, there could be program resistance to expansion. It should be emphasized that the lightly colored areas may not be wholly without tourism potential. Tourism is a cultural phenomenon highly reflective of social change. Therefore, new resource characteristics might come into play in the future. Furthermore, some attractions, such as theme parks, are not as fully dependent upon the factors listed earlier. Therefore, they may have potential, even in the lightly colored areas.

Figures 3 and 4 illustrate concepts for development based on this approach to land analysis.

For touring tourism, Figure 3, the four key items of the concept are illustrated. The white zones and stars indicate areas where museums, historic
sites, historic buildings, archeological digs, pageantry, water resources, special forests and plant materials, beaches and coastal assets have potential for development into attraction clusters. The dash lines show how these could be linked together into viable tours. The dots show suggested service centers with potential because of their strategic locations and their ability to expand tourist services. It is at these communities that the greatest economic impact of expansion would be felt. The primary linkages with population sources over main travel ways are illustrated with arrows.

For destination tourism, Figure 4, the same types of information are presented but for purposes of longer-stay activity. For example, zone "A" includes potential attraction clusters of vacation homes, dude ranches, resorts, destination campgrounds, organization camps, water sports areas, conference centers and major sports arenas. The key service center is Austin with other service centers having potential for expansion of hotels, motels, restaurants, and support services. Ample transportation linkages are available by car, bus and plane.

Zone "B" focuses upon special coastal assets and contains potential attraction clusters that would interpret the many natural and cultural resources as well as provide marine recreation. Concentrations of complexes could leave other resource areas in a more primitive state. Water sports, pageantry, historic restoration, resorts and vacation homes could be developed to a much greater extent. Access may need improvement but design care must be utilized to prevent environmental problems associated with access.

The other zones have unique sets of assets that make them special areas for future expansion. These are the zones where either public or private programs of capital improvement and tourism management now appear to have greatest potential.
CONCLUSIONS

1. Tourism community development is enhanced primarily when an increased number of things to see and do—the tourism product—is enhanced. Preoccupation with advertising and promotion has diverted attention away from this fundamental.

2. The potential for community enhancement from tourism can be discovered through research of the several program and physical factors important to tourism. Not all lands are alike and these differences can be described and mapped. This is primarily a fact-finding process rather than one dependent only upon whim or exaggerated promotion.

3. The implementation of such an approach continues to remain in the hands of the business entrepreneurs, the non-profit organizations and the governmental agencies (parks, resource managers). This approach should assist greatly in their decision-making to provide better tourist experiences, to increase social and economic impact and to protect vital resource assets.

NOTE: Concept and illustrations are from the book, *Tourism Planning*, by C. A. Gunn, published by Crane, Russak, Inc.
(Copy for Figure Captions)

Figure 1. Computer map illustrating areas with strongest (dark) to weakest (light) strength of physical factors in support of new opportunities for tourism development. A summary for "touring" tourism.

Figure 2. A computer map of the region similar to Figure 1 but for "destination" tourism development opportunities.

Figure 3. Conclusions for development opportunities for touring zones and routes based upon the analysis of physical factors shown in Figure 1.

Figure 4. Identification of zones with greatest potential for destination type tourism development, based upon the computer summary shown in Figure 2.
### Table 1—Indexes for Touring Tourism

<table>
<thead>
<tr>
<th>Factor</th>
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<tbody>
<tr>
<td>1. Water, waterlife</td>
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<tr>
<td>2. Topography, soils, geology</td>
<td>10</td>
</tr>
<tr>
<td>3. Vegetative cover, wildlife, pests</td>
<td>7</td>
</tr>
<tr>
<td>4. Climate, atmosphere</td>
<td>3</td>
</tr>
<tr>
<td>5. Esthetics</td>
<td>13</td>
</tr>
<tr>
<td>6. Existing attractions, industries, institutions</td>
<td>10</td>
</tr>
<tr>
<td>7. History, ethnicity, archeology, legend, lore</td>
<td>9</td>
</tr>
<tr>
<td>8. Service centers</td>
<td>15</td>
</tr>
<tr>
<td>9. Transportation, access</td>
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</table>

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### Table 2—Indexes for Destination Tourism

<table>
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<td>2. Topography, soils, geology</td>
<td>10</td>
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<td>3. Vegetative cover, wildlife, pests</td>
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<tr>
<td>9. Transportation, access</td>
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</tr>
</tbody>
</table>

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July 24, 1981

Texas A & M University
Recreation and Parks Department
College Station, Texas 77843

Attention: Ms. Clare A. Gunn

Dear Ms. Gunn:

The Canadian Chapter of TTRA will be holding its annual conference in Vancouver, British Columbia in early November, 1981.

The program promises to be an interesting and exciting one, addressing the many trials and tribulations of destination resort development, culminating in a visit to the new, young, giant destination resort, Whistler Mountain in British Columbia.

Because of your particular interest in tourism and travel, we would like to extend a special invitation to this somewhat exceptional conference, and sincerely hope to see you or your representative there. If you are interested in joining us, please contact Mr. White, at the address indicated on the attached preliminary announcement.

Yours truly,

TRAVEL AND TOURISM RESEARCH ASSOCIATION OF CANADA

[Signature]

Peter M. Walsh
Chairman
1981 Annual Conference
of the Travel & Tourism Research Association of Canada

"THE DYNAMICS OF DESTINATIONS:
TOURISM RESEARCH, PLANNING & INFORMATION IMPLICATIONS"

November 1-3, 1981
Vancouver, B. C.

PRE-REGISTRATION FEES: $85.00 for members
$100.00 for non-members
$50.00 for students

ACCOMMODATION: Rooms have been blocked at the Hyatt
Regency in downtown Vancouver at a
special rate of:

$58.00 per night - single
$68.00 per night - double

OPTIONAL PROGRAM: A guided trip to Whistler has been
arranged for the afternoon and evening
of November 3.

Conference programme outlines, registration forms and room
reservation cards will be mailed (hopefully!) in late August.
Meanwhile, please note November 1 to 3 on your calendar.

We welcome suggestions for guest speakers. Also, if you know
of non-TTRAC members who would be interested in attending the
conference, please let us know immediately and we will include
them on our invitation list.

Communications should be directed to:

Mr. Doug White
Policy Development and Planning
Ministry of Tourism
1117 Wharf Street
Victoria, British Columbia
V8W 2Z2

Phone: (604) 387-1566

Peter M. Walsh
Chairman
TOURISM STRATEGIES - THEIR DEVELOPMENT AND IMPLEMENTATION

BANFF, ALBERTA, OCTOBER 28 - 30, 1979

SEMINAR SCHEDULE

SUNDAY, OCTOBER 28, 1979

6:00 pm - 8:00 pm
REGISTRATION - ALPINE MEADOWS

8:00 pm
WINE AND CHEESE RECEPTION - ALPINE MEADOWS
Sponsor: Travel Alberta

MONDAY, OCTOBER 29, 1979

8:00 am - 8:45 am
REGISTRATION - ALPINE MEADOWS

9:00 am
OPENING REMARKS - SUMMIT ROOM
Frank Wolman
Deloitte, Haskins and Sells Associates, Toronto

9:10 am
WELCOME - SUMMIT ROOM
Don Hayes
Assistant Deputy Minister
Travel Alberta, Edmonton

9:20 am
KEYNOTE ADDRESS - SUMMIT ROOM
Bernard Campbell
Canadian Government Office of Tourism, Ottawa

10:10 am
COFFEE BREAK
Sponsor: Travel Alberta
10:20 am

PLENARY SESSION - STRATEGY PLANNING - WHY AND HOW - SUMMIT ROOM

Moderator: Peter Walsh; Peat, Marwick & Partners; Montreal
Panelists: Alan Sutton; B.C. Research Council; Vancouver
          Ted Van Dyke; Cline River Development Co. Inc; Edmonton
          Brent Ritchie; University of Calgary; Calgary

12:00 noon

LUNCHEON - ASSINIBOINE ROOM

1:30 pm

WORKSHOPS - SIMULTANEOUS SESSIONS

SESSION 1 - DESTINATION AREA TOURISM STRATEGIES - BIRCH ROOM

Moderator: Don McArthur; Deloitte, Haskins & Sells; Toronto
Panelists: Clare Gunn; Texas A & M University; College Station
          Bob Mitton; Kananaskis Country; Edmonton
          Bill Warren; Travel Alberta; Edmonton
          Larry Sukava; Dept. of Tourism & Renewable Resources;
          Regina

SESSION 2 - GAMBLING CASINOS - THEIR IMPLICATIONS TO TOURISM
          PLANNING - CEDAR ROOM

Moderator: Frank Wolman; Deloitte, Haskins & Sells; Toronto
Speaker: Frank Dennehy; Deloitte, Haskins & Sells; Atlantic City

3:15 pm

COFFEE BREAK

Sponsor: Travel Alberta

3:30 pm

WORKSHOPS - SIMULTANEOUS SESSIONS

SESSION 1 - MANPOWER PLANNING - BIRCH ROOM

Moderator: Warren Adamson; Pannell, Kerr, Forster & Associates;
          Toronto
Panelists: Basil Brewer; New Brunswick Community College; Fredericton
          George Bedell; University of Guelph; Guelph

SESSION 2 - ENERGY SITUATION AND THE IMPLICATIONS TO TOURISM -
          CEDAR ROOM

Moderator: Peter Williams; Ryerson Polytechnical Institute;
          Toronto
Panelists: Atid Kaplan; Laurentian University; Sudbury
          John Porter; Independent Petroleum Assoc. of Canada;
          Calgary
          Ed Fitzhenry; Kaiser Oil Limited; Calgary
6:30 pm

BARBECUE (Casual Dress)
Hosts: Province of Alberta & Travel Alberta
Speaker: F. D. Bradley, MLA, Pincher Creek/Crowsnest

TUESDAY, OCTOBER 30, 1979

8:30 am

FILM PRESENTATION OF MEXICAN MARKET RESEARCH & STRATEGIES - SUMMIT ROOM
Presented by: Al Kaplan
Cannon Advertising Associates, New York

9:15 am

PLENARY SESSION - NATIONAL TOURISM STRATEGIES - SUMMIT ROOM
Moderator: George Doxey; York University; Toronto
Panelists: Christopher Krebs; Arthur D. Little Inc.; Mass.
Gary Clarke; Tourism Industry Association of Canada; Ottawa

10:45 am

COFFEE BREAK
Sponsor: Travel Alberta

11:00 am

WORKSHOPS - SIMULTANEOUS SESSIONS
SESSION 1 - PROVINCIAL TOURISM STRATEGIES - BIRCH ROOM
Moderator: Everett Johnston; University of Calgary; Calgary
Panelists: Russ Graham; Yukon Dept. of Tourism; Whitehorse
Rod Cunningham; New Brunswick Dept of Tourism; Fredericton

SESSION 2 - PUBLIC/COMMUNITY PARTICIPATION - CEDAR ROOM
Moderator: John Robertson; Market Facts of Canada Ltd; Toronto
Panelists: Syd Moore, Parks Canada
Sally O'Staff; S. O'Staff Associates; Vancouver

SESSION 3 - PLANNING RESEARCH STUDIES TO DESCRIBE THE RESIDENT MARKET FOR VACATION DESTINATIONS IN CANADA - MAPLE ROOM
Organizer: B. Myron Rusk; Canadian Government Office of Tourism;
Ottawa
12:30 pm

LUNCHEON AND CLOSING REMARKS - ASSINIBOINE ROOM
Speaker: Frank Wolman; Deloitte, Haskins & Sells; Toronto

1:30 pm

KANANASKIS TOUR

Tour Guides: Sherri Thorsen, Travel Alberta
Bob Mitton, Kananaskis Country
ADAMS, Lyall - Marshall, Macklin, Monahan
ADAMSON, Warren B. - Pannell Kerr Forster & Assoc.
ANDERSON, Don - Balmer, Crapo & Assoc.
ANDREAE, Toni - Velditte, Haskins & Sells, Toronto
BAKER, Elizabeth - Balmer, Crapo & Assoc.
BEALL, Ronald H. - Pannell Kerr Forster & Assoc.
BEDELL, George D. - University of Guelph
BERTRAND, Roger -
BRADLY, Fred D. - MLA, Pincher Creek/Crowsnest
BREWER, Basil B. - New Brunswick Community College
CAMPBELL, Bernard F. - Canadian Government Office of Tourism
CAREW, Lois - Newfoundland Department of Tourism
CHANG, Wei-Ching - Travel Alberta
CLARKE, Gary B. - Tourism Industry Assoc. of Canada
CRAPO, Dr. D. M. - Balmer, Crapo & Assoc., Calgary, 3/13 St. N.W.
CUNNINGHAM, Rod - New Brunswick Department of Tourism
DAVIDSON, Sally - Haigis-MacNabb-Deleu Ltd.
DENNEHY, Frank - Deloitte, Haskins & Sells, Atlantic City
DOUGLAS, Zach - Saskatchewan Dept. of Tourism & Renewable Resources
ELLIS, W. - McGill University
FITZHENRY - Kaiser Oil Ltd.
GUNN, Clare A. - Texas A & M University
GRAHAM, Russ - Yukon Dept. of Tourism & Economic Development
HALL, Ray - AMI Advertising & Marketing International Ltd.
HEPPLE, Jim - Stevenson & Kellogg
HIGGINS, Doug - Statistics Canada
HILDEBRANDT, David N. - Stevenson & Kellogg
JOHNSTON, Dr. Everett - University of Calgary
KAPLAN, Dr. A. - Laurentian University
KARKOUKLY, Sally - Deloitte, Haskins & Sells
KONRAD, Herman - University of Calgary
KURTZE, W. L. - Independent Petroleum Assoc. of Canada
LEBLOND, Jean - Ministere du Toisir, Quebec
MACARTHUR, D. J. - Deloitte, Haskins & Sells, Vancouver
MCGEE, Robert, J. - C P Air
MCMULLEN, Fred - Travel Alberta
MITTON, R. L. - Alberta Recreation and Parks
MOORE, Syd - Parks Canada
NIXON, Neil - Manitoba Dept. of Tourism and Cultural Affairs
OREN, Eitan - I B I Group
O'.STAFF, Sally G. - S. O'Staff Assoc.
PICKETT, Barbara - Pannell Kerr Forster & Assoc.
RITCHIE, Brent - University of Calgary
POLLOCK, Ann - Independent Consultant
ROBERTSON, John C. - Market Facts of Canada
ROSS, Chip - Alberta Parks and Recreation
RUSK, Myron B. - Canadian Government Office of Tourism
SOUTHWELL, Ralph - Deleuw Cather, Canada Ltd. - DelCan
SELANDER, Sherrill - Canadian Facts
STEFFENSON, John - Hickling-Johnston
STEVULAK, Cathy - Pannell Kerr Forster & Assoc.
STEWART, W. H. - Alberta Attorney General
SUKAVA, Larry F. - Saskatchewan Dept. of Tourism
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SVNOK, Don - Travel Alberta
THORSEN, Sherri - Travel Alberta
TUNNER, Alex - B. C. Research
TYRELL, Robert - Stevenson Kellogg
VAN DyKE, Ted - Cline River Developments
WALSH, Peter M. - Peat Marwick & Partners
WARREN, William W. - Travel Alberta
WHITE, Douglas D. - Tourism British Columbia
WILLIAMS, Peter W. - Ryerson Polytechnical Institute, 50 York St., Toronto
WOLMAN, Frank - Deloitte, Haskins & Sells
WOODMAN, Stan - P.E.I. Dept. of Tourism, Parks and Conservation
ZENTNER, Gene - Francis Williams & Johnston Advertising

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