TOURISM
RESOURCE
PLANNING
FOR EAST TEXAS

project directed by
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TOURISM RESOURCE PLANNING FOR EAST TEXAS

A report of research, analysis and planning recommendations for East Texas tourism-recreation development, prepared and edited by graduate students in course RP 607, Spring, 1972.

Project Directed By
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PREFACE

This report is the result of an evaluation of a region's resources for tourism and recreation development performed as a class field exercise. It demonstrates a method, now in the experimental stages, of examining a region to produce insights into the relative strengths of resources potentials for expansion of tourism-recreation development. The scope is limited to those aspects of evaluation dependent upon existing natural resources and physical development. Therefore, it does not include speculation variables that would cover potential public or private investment.

The conceptual basis for this approach was formulated by Clare A. Gunn, Ph.D., Professor of Tourism-Recreation Development, who directed the project.* The techniques of analysis were derived within the context of class presentations and discussions in the course of Recreation and Parks 607, "Design of Tourism Regions," during the Spring semester, 1972. The course content, for reason of brevity, is not repeated here. In addition to the basic text used in the course, many resource evaluation approaches that have been created by geographers, landscape architects and planners were studied.

In the process of carrying out this project, the students frequently were grouped and regrouped into teams for specific analysis tasks. For example, there were separate teams at different times working on resource characteristics, activity-resource relationships, negative resource factors, enhancement factors, and implementation recommendations. Those graduate students who took part in the research and analysis were:

Walter H. Bumgardner  Erhart R. Hehn
Lark C. Burchell       Walter R. McDaniel
William D. Crawford    Sidney D. Nolan
Jake T. Dameron        Arthur L. Parenzin
James A. Deloney       Charles M. Screeton
Edgar R. Fillmore      Willard L. Tredway
John W. Hanna          

This report is organized in the same manner as the process was carried out. The report begins with an assessment of the basic natural and cultural resource characteristics of the region that are positive toward the support of touristic activities. In other words, if new investment in facilities and competent management were made, the land characteristics offer fundamental support, especially for certain activities. Detailed analyses of the several resource factors appear as Appendices. The first step is followed by an assessment of those factors that are negative to tourism and then the basic resource assets are modified to reflect such negative influence. Next is a presentation of maps and narrative that describe the three primary ways in which the resource base is enhanced: by transportation and access, by market location and strength, and by existing supporting infrastructure.

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THE EAST TEXAS TOURISM REGION

Identification of the East Texas Tourism Region is based on the pattern of major geographic zones that extend into Texas. The eastern and southernmost parts of the state are within the Coastal Plain that ends in Texas after running from the Middle Atlantic states. The Coastal Plain is not an homogenous zone, however. It is divided into five fairly distinct sections characterized by variations in vegetation, land forms and climate.

One section of the Coastal Plain is a logical choice for consideration as a contiguous tourism region if the natural resource base is the primary factor. This section is the Pine Woods. Extention of the Pine Woods section to include entire counties produces a region that coincides with the Woodlands Trail area as designated by the Texas Highway Department. This area, which includes a part of the Post Oak Belt, is the East Texas Tourism Region analyzed in the following report. (Figure 1)

Physical geographic similarity is not the only factor that defines East Texas as a region, however. There are common historic and cultural threads running through the 32 counties. Also, all of the counties lie within three state planning regions or councils of government. These are the Ark-Tex and East Texas Councils of Government and the Deep East Texas Development Council. Adding an element of economic unity, the territory of the East Texas Chamber of Commerce encompasses the entire tourism region.
II

RESOURCE ANALYSIS

Tourism-recreation regional analysis has been done in many ways. To date, however, this analysis has lacked a meaningful quantitative base upon which to make policy and developmental decisions. The procedure utilized in this analysis of the East Texas Tourism Region is a step toward rectifying this situation. It is an attempt to place a quantitative index on all segments of the region. The components of this index represent the capability of the resource base to support five tourism/recreation activity categories. These are:

(1) Touring/Sightseeing
(2) Outdoor Recreation
(3) Vacation Home Use
(4) Resorting
(5) Attending Events

A seven-step procedure was followed to derive numerical scores for areas within the region based on maximum suitability for the development of each of the five activity categories, and to combine these activity areas into attraction clusters which would afford the widest range of activities. (Figure 2)

Resource Factors

Descriptions of the region's resource factors were compiled in Step I of the procedure. Resource factors selected as having a meaningful effect on tourism-recreation potential were history, folklore and culture; existing developed attractions; topography, geography, geology, and soils; water and waterlife; vegetation and wildlife; climate, and esthetics. (Appendices A-G)

Study of each of these factors resulted in a determination of the resource factor's ability to lend "good to excellent" support to the various activity categories if, in the future, high quality investment and management were added. This value judgement, based on a familiarization tour of the region and research, was mapped. These positive attributes of the region were combined in Step II to produce activity category summary maps. (Figures 3-7)

Negative Factors

For any system to accurately represent the capabilities of a region to sustain tourism-recreation, negative attributes must also be considered. Therefore, in Step III negative aspects of the resources were evaluated and mapped for each activity category. (Figures 3a-7a; Appendix H)
FIGURE 3

East Texas
Tourism-Recreation
Development Region

RESOURCE FACTORS
TOURING/SIGHTSEEING

Resource Base

Weak . . .

.

.

.

Strong . .

*Project Flow Chart
Step II
FIGURE 3b

East Texas
Tourism-Recreation Development Region

REVISED RESOURCE BASE*
TOURING/SIGHTSEEING

Development Potential Values

Minimum: 5
Maximum: 40

*Project Flow Chart
Step IV
FIGURE 4a

East Texas Tourism-Recreation Development Region

NEGATIVE RESOURCE FACTORS*
OUTDOOR RECREATION

Detraction from Resource Base
Minimum: -18
Maximum: -50

*Project Flow Chart Step III
FIGURE 5

East Texas
Tourism-Recreation Development Region

RESOURCE FACTORS*
VACATION HOMES

Resource Base

Weak . . .


Strong . . .

*Project Flow Chart
Step II
FIGURE 5b
East Texas
Tourism-Recreation
Development Region

REvised Resource Base *
Vacation Home Use

Development Potential Values
Minimum: 5
Maximum: 40

*Project Flow Chart
Step IV
FIGURE 6a

East Texas
Tourism-Recreation Development Region

NEGATIVE RESOURCE FACTORS*

RESORTING

Detraction from Resource Base

Minimum: -12
Maximum: -55

*Project Flow Chart Step III
FIGURE 7

East Texas
Tourism-Recreation
Development Region

Resource Flow Chart
*Project Flow Chart
Step II

Resource Base

Weak . . .

Attending Events

Strong . . .
FIGURE 7b

East Texas
Tourism-Recreation Development Region

REVISED RESOURCE BASE*
ATTENDING EVENTS

Development Potential Values

Minimum: 3
Maximum: 52

*Project Flow Chart
Step IV
FIGURE 8
East Texas
Tourism-Recreation
Development Region

MARKET
ENHANCEMENT

Range of Enhancement Values
Minimum: 98.4
Maximum: 126.8
TABLE 2
ENHANCEMENT EFFECT OF TRANSPORTATION

<table>
<thead>
<tr>
<th>Highway Type</th>
<th>Corridor Width</th>
<th>Multiplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstate</td>
<td>40 miles</td>
<td>4.0</td>
</tr>
<tr>
<td>Federal</td>
<td>20 miles</td>
<td>3.0</td>
</tr>
<tr>
<td>State</td>
<td>20 miles</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Infrastructure, considered to be the complex of tourism-recreation services that would be available in population centers within the region, was evaluated on the basis of radii of effects dependent upon the size of the population centers. (Table 3) These values were mapped for each population center and summed for overlapping areas. (Figure 10)

TABLE 3
ENHANCEMENT EFFECT OF INFRASTRUCTURE

<table>
<thead>
<tr>
<th>Population Center Size</th>
<th>Radius of Effect</th>
<th>Multiplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>20,000+</td>
<td>20 miles</td>
<td>3.0</td>
</tr>
<tr>
<td>10,000-20,000</td>
<td>20 miles</td>
<td>2.0</td>
</tr>
<tr>
<td>5,000-10,000</td>
<td>20 miles</td>
<td>1.0</td>
</tr>
</tbody>
</table>

The multiplier values of the enhancement factors were combined to produce a map of consolidated multiplier effects. (Figure 11) Step VI then consisted of the application of this map to the series of revised resource base maps to produce a new series of five maps depicting the relative values of areas within the region in terms of development potential in the activity categories.*

Step VII ended the analysis procedure by combining the areas of greatest potential for the five activity categories into a composite map. (Figure 12) This map then became the basis for designating areas of maximum tourism attraction development potential in East Texas.

*The maps produced in Step VI are discussed in detail in Section III: Conclusions and Recommendations in the Activity Categories.
FIGURE 11

East Texas
Tourism-Recreation
Development Region

MULTIPLIERS *

Multiplier Effect
Minimum...

Maximum...

*Project Flow Chart
Step V
CONCLUSIONS AND RECOMMENDATIONS
IN THE ACTIVITY CATEGORIES

On the basis of the foregoing analysis, nine general conclusions were reached by the research team. These are:

1. There is a sense of cohesiveness about the region relative to adjacent areas. This is evident both in the being-from-East-Texas identity of residents and in the image of East Texas in the minds of outsiders.

2. The sense of unity has not carried over into political, planning, developmental and promotional organization. Tourism promotion and development have been fragmented and not strongly oriented to the total region.

3. New reservoirs have been the prime stimuli to tourism-recreation development in the region. This has supported the more traditional assets of East Texas, its forests, rolling terrain, and historical and cultural heritage.

4. There is a strong potential for vacation home as well as primary home development. Major political, social and economic impacts may be expected as this potential is realized.

5. Tourism-recreation markets are abundant within one day's drive. Competition for these markets is keen, but weekend and day-use markets are strong.

6. Access over present highways and internal circulation can be improved. Entrance points to the region are diffuse, offering good access from the market areas.

7. Roadside impressions are generally pleasant but tend to lack contrast.

8. Intensive tourism-recreation development has been limited to a few areas within the region. Present developments often have been insensitive to the resource base to the point of becoming erosive and destructive.

9. Service centers and other parts of the region's infrastructure that would support tourism-recreation development are well distributed. Few of these are oriented to the tourist industry, however.
interests in East Texas be mobilized to campaign for the establishment of a national park or monument in the Big Thicket.

The traditional industries of the region also offer the potential for touring/sightseeing development. Tours of timber industry facilities could be expanded. The history of this industry and that of the oil fields offer logical development themes. The lumber company-owned Camden-Moscow Railroad, for example, has good attraction potential. However, out-of-character modernization of the motive power and terminal buildings of this railroad have seriously eroded its value as a tourist attraction. Efforts should be made by tourism development interests along with the lumber and oil industries to insure that such losses of resources do not occur.

Some touring/sightseeing development efforts should take into account the growing popularity of motorcycle touring. Motorcycle sales are increasing more than twice as fast as the sale of automobiles. The range of socio-economic characteristics of motorcyclists is also broadening so that the traditional "Hell's Angels" image is disappearing. The growing popularity of the sport in such urban centers as Houston and Dallas makes East Texas a prime area for weekend touring by the enthusiasts. Motorcycle routes could be established and useful interpretive signs and brochures provided. These routes would then stimulate the development of facilities and services to appeal to the cyclist.

The following comments are additional suggestions for development within the area.

1. El Camino Real should be developed as a historical trail with a pageant and historical village constructed along the way.

2. The vegetation, with its variety and color, is being neglected at present. Scenic sites should be designated and publicity given to the autumn colors and spring wildflowers along highways and trails.

3. Package tours should be developed for different interest groups. These could be promoted for departure from some of the larger cities such as Houston or Dallas-Fort Worth. A possibility for a tour would be to renew passenger rail service through the region. This could be done on a special tour basis with perhaps a weekly schedule. With adequate promotion, it is possible that rail travel could be revitalized in many areas of the region. Specific tour recommendations are shown in Figure 13.

Outdoor Recreation

Outdoor recreation is available in many forms and varieties in East Texas. Its development has been stimulated by the establishment of large water bodies in the region. Consequently, the majority of outdoor recreation opportunities are centered around the new reservoirs with the result that some areas have not experienced intensive
exploitation of outdoor recreation potential. Also, much of the current development has not been sensitive to the available resources of the area. The promotion and development appears to have been done in bits and pieces. This fragmentation may be attributed to a lack of overall regional organization and planning.

The following recommendations are offered for further development of outdoor recreation for the region.

1. Work with appropriate private, county, state and federal agencies for improving water conditions in every aspect from better and cleaner water to forestry, wildlife and fisheries management programs for the region.

2. On the main water bodies, encourage activities such as boating, canoeing, water skiing, fishing, swimming, nature studies, picnicking, camping, hunting, photography, walking, biking, sailing, bird and animal watching by developing areas designed for specific uses.

3. Create and sponsor various types of activity clubs with competitive tournaments as attractions.

4. Develop off-road trails for motorcycles. These should be separate from hiking and bicycle trails.

5. Provide canoe and boat trails on appropriate streams.

6. Acquire abandoned railroad right-of-ways to be used for hiking and bicycling trails. These should be developed as a coordinated trail system that could be hiked in its entirety or in segments. Short trails could be developed around the major water areas. Bicycle routes could also be established on light traffic roads.

7. Attempt to open up access to private lands for various outdoor recreation activities, particularly in areas controlled by large lumber companies.

8. Encourage all large land holders to develop public-oriented recreational facilities on their lands.

9. Organize and support state and county efforts to acquire flood plain and lake shore environments for hiking, horseback riding, and nature trails.

All of these efforts should be made within an organized planning and development context in lieu of the haphazard development that has and is currently taking place.

For the purpose of making specific outdoor recreation recommendations, the area of East Texas has been broken down into
East Texas Tourism-Recreation Development Region

OUTDOOR RECREATION
FIGURE 15
East Texas
Tourism-Recreation Development Region

VACATION HOMES

Development Potential
Some Potential .

Maximum Potential .
development to insure a proper course of action before the environment has been destroyed. However, it can also be effective in cleaning up existing problems.

Another theme should be used in vacation home development—the integration of vacation home development into other tourism-recreation activities such as outdoor recreation, touring/sightseeing and attending events. Further, it should not compete with the large metropolitan areas of Dallas and Houston. Themes should dwell upon the unique aspects of the area as attractions which supplement big city activities. A complete package approach could be used rather than the "our area is best, come here, not Houston or Dallas" approach. People living in vacation homes in the area could be sold on the idea that Houston and Dallas activities are easily accessible and complement the area. People could enjoy peaceful living in the country and still partake of the many Houston-Dallas activities. For the southern part of the area, even a "day at the Astrodome" theme could be used to emphasize to potential vacation home buyers that, even though the area is low key economically, many activities are available in Houston. Dallas could likewise cater to the northern part of the area; the center of the area could go either to Dallas or Houston. Shreveport- Bossier City is another sizeable city offering promotional possibilities.

Development should heavily emphasize the many activities which can be a part of vacation home living. Even though many of the tourism-recreation activities are much less than dynamic alone, they do offer substantial activities when used jointly. Outdoor recreation, if properly developed, could benefit vacation home owners in the area.

The region was divided into four areas. (Figure 15) None of the four areas have any large cities. Tyler is the largest with a population of about 58,000.

Markets vary from area to area. "A" has two urban centers with populations exceeding 20,000, Texarkana and Marshall. "B" has the two largest urban centers in the entire region, Tyler (58,000) and Longview (46,000). "B" also contains Henderson and Kilgore, both having populations exceeding 10,000. "C" has two cities which exceed 20,000, Lufkin and Nacogdoches. "D" has two urban centers exceeding 10,000, Huntsville and Conroe.

Markets for vacation homes usually occur within 250 miles of the home site. This distance would include such large metropolitan areas in Texas as Dallas-Fort Worth, Houston, San Antonio, and Austin. This 250 mile limit could be drawn from Wichita Falls to San Antonio to Victoria. This area would offer the best market because the region of East Texas offers a different natural environment in the pine woods. All of the urban centers within the region
When plotting the resource characteristics of the area, the large water areas received the highest scores in support of the above conclusions. Consequently, every major lake and reservoir in the region is considered as a possible focal point for resort development. Naturally, some lakes were considered more desirable than others as was the case with Caddo Lake and Lake O' the Pines. Other lakes, in order of importance, were Toledo Bend, Sam Rayburn, Tyler, Livingston, Texarkana, and finally Steinhagen. Around these lakes the potential is therefore considered the greatest.

In considering particular lakes it is of some importance to analyze the infrastructure and transportation surrounding them. Although a resort area is generally considered to provide complete support to its visitors in the way of prepared food, accommodations, and entertainment, the resort is necessarily dependent on other communities for stock supplies of food and electricity. It is also possible that a resort may exhibit a dependence for water, sewage, gas, construction materials, etc. Another consideration is the availability of financing for development. The closer a community center is to the development, the more prone its financial institutions will be toward investing in it. The existence of nearby cities is therefore a consideration, although it need not be a limitation.

Accessibility was another factor mentioned as being important to resorting. U.S. Highway 59, the "Boulevard of East Texas," comes within 20 miles of every major lake in the region with the exceptions of Lake Tyler and Lake Steinhagen. Also Interstate 20 crosses the region near Lake O' the Pines, Caddo Lake and Lake Tyler. In addition there is a network of roads being improved and constructed around the major lakes.

With the above considerations in mind an attempt was made to locate zones of closure which depict existing and potential resorting attraction complexes. Access routes generally comprise the boundaries and the linkage to community service centers. The water base is the focal point or main attraction and the lakeside the location for the resorts and the facilities and services they provide. Using these criteria, ten zones were located around the prime lakes and mapped. (Figure 16)

The general location for resorts having been established, an attempt was made to suggest some possibilities for resort development in these areas. One of the best or most logical methods of developing resorts is in conjunction with subdivision developments. Many vacation homes within lakeside subdivisions remain unoccupied much of the season. Rental of these homes could be accomplished in addition to construction of apartments and condominiums. Visitors could have the use of the development's clubhouse, swimming pool, golf course, boat docks, rental service, etc. In this way, property owners could profit from revenues from vacationists, who in turn could enjoy the facilities desirable in a good subdivision. Care must be taken to insure that adequate facilities are available so
that property owners especially will not be inconvenienced but will rather benefit from the increased amount of services and facilities available as a result of the increased revenue to the development. This type of resort development would be of special interest to the market extending out to around 200 miles, especially during the summer months. Northern lakes would draw primarily on the Dallas-Fort Worth area whereas southern lakes, like Livingston, would depend on Houston.

A special effort should be made to develop a winter market for resorting to supplement the high summer use. This should be particularly directed toward the retired and the northern "snow birds" located in the distant 1,000 mile markets, in an effort to lure them to the fishing and moderate winter climate. The prime locations for this type resort are Caddo Lake, Lake Livingston, Toledo Bend, and Lake Tyler. This is primarily true due to the lack of development restrictions on these lakes, and therefore the possibility of constructing the resort on the waterfront.

Attempts should also be made to tie resorts to local/regional themes. Of interest would be the development of the steamboat theme, historically significant to almost all of these lakes. An old riverboat landing could be re-created around which some fine restaurants could be constructed drawing on decor and furnishings of the period for atmosphere. In addition, night clubs and theaters could be associated with the restaurants as additional attractions, particularly during the prime summer season. Jazz and blues music of the period could be emphasized especially in the Caddo Lake area where one particular style of blues emerged. Finally, the addition of an old riverboat for daylight and moonlight cruises could be a welcome addition. The idea of developing the nighttime entertainment, presently non-existent, would certainly attract many visitors. This type resort could therefore serve not only its resident patrons but profit from surrounding communities as well. It is also feasible that a quality development could become a tourist destination point itself rather than simply the enhancement of the daytime water recreation experience.

When considering specific locations for resorting, the most favorable location is definitely Caddo Lake. The uniqueness of the natural surroundings and the historical folklore offer strong potential for a quality development. The steamboat era idea previously mentioned seems the most feasible, however, other possibilities exist. It would also be quite possible to draw on neighboring communities for attractions. Jefferson, for example, is an outstanding historical resource to which tours could be conducted from the resort. Marshall, one of the larger cities in the region, is also easily accessible from Caddo Lake and is included in the C zone of closure on the map. The market for such a resort will depend primarily on two things—the quality of the development and the nature of promotion. It seems quite possible that the market could extend to a 1,000 mile radius although a large portion of the support for the area would be from the Dallas-Fort Worth areas.
East Texas
Tourism-Recreation Development Region

ATTENDING EVENTS

A  UPPER VEGETATION AREA
B  NORTHERN LAKES
C  MIDDLE VEGETATION AREA
D  LOWER VEGETATION AREA
E  EASTERN LAKES
F  SOUTHERN LAKES
2. Waterlife roundup—gar or other rough fish tournaments.

Areas E and F where the reservoirs offer open-water, events would center on:

1. Water festivals for displaying boats, motors, and rigging.
2. Boat races: powerboat, canoe, rowing and sailboat.
3. Water festivals contests for all ages and classes of skiers.

Through the careful planning, programming and scheduling of activities, a concise calendar of events occurring in East Texas could be made available for distribution to the public through the mail, through local organization, and at visitor entrance points. In this manner, a well-developed and well-advertised program of events can be developed and would greatly benefit all of East Texas.
EAST TEXAS TOURISM-RECREATION DEVELOPMENT REGION

A. Caddo Lake Vacation Center
B. El Camino Real Recreation Area
C. Big Thicket
D. Raven Recreation Area
6. Development of a convention center in conjunction with the resorts or the recreation community.

C. Big Thicket

Central theme: Day use and primitive camping

Service center: Woodville

Recommendations

1. Development of a Pioneer Village in Woodville. This facility would draw on the 19th century historical activities found in the area. It would complement the Heritage Gardens development there.

2. Development of a system of hiking trails and primitive campgrounds which would center on the Big Thicket. Dismantled railways provide a logical route for these trails.

3. Development of an arboretum and nature center emphasizing the variety of flora and fauna indigenous to the area. Ideal location would be at the edge of the pines and hardwoods.

4. Restoration of the logging system as an interpretive tour. An example would be the Camden, Moscow and San Augustine Railroad which could tie in the forest activities, the transportation of lumber, and the mill processes.

5. Institute a Logging/Lumberjack Festival which would capitalize on the logging heritage and skills of those involved in the activity.

6. Identification of a scenic road tour which would connect the various attractions of the area.

D. Raven Recreation Area

Central theme: Outdoor recreation

Service centers: Livingston and Conroe

Recommendations

1. Water Festival on Lake Livingston. This would include boat races, water skiing contests, and fishing derbys.

2. Development of a rural/commuter residential community for Houstonians. This type development could focus on both Huntsville and Conroe as service centers.

3. Enlarge and promote the historical theme with an emphasis on Sam Houston. Mrs. Sam Houston's Birthday Party at Huntsville could be the central event.
FIGURE 19

East Texas
Tourism-Recreation
Development Region

HIGHEST SYSTEMS

Existing
Four Lane

Highways Needing
Improvement
Markets

The potential market for East Texas as a tourism region was divided into three zones. These zones extend 200,500 and 1,000 miles respectively from the approximate geographical center of the region. (Figure 20) The shapes of these zones were modified to take into account population distribution, geographic features, and competing recreation-tourism opportunities. (Figure 21)

The primary market for East Texas is in Zone 1, an irregular ellipse. It includes the two Standard Metropolitan Statistical Areas (SMSAs), Dallas-Ft. Worth and Houston. These contain 1.5 and 1.9 million people respectively, or 65 percent of the estimated 5.8 million population of Zone 1.

The westward bulge of Zone 1 is caused by the population centers in that direction and by the contrast between the plains and the pine forests. This contrast is considered important because of the assumption that people living to the west of East Texas would travel farther to enter the forest environment than would those living to the east. Tourists from the east in Zone 1 would be coming from and traveling through similar woodland landscapes, so they would be more apt to choose intervening destinations.

Due to the national population distribution, Zones 2 and 3 are pulled to the northeast. The long distance tourist originating in these zones are likely to travel through East Texas to reach destinations farther west and south. The fishermen among them, however, may be bound for the East Texas lakes. In general, the western Zone 1 markets are considered to be of greater potential because of fewer intervening destinations that offer the physical characteristics of East Texas.

This analysis indicated that East Texas developers should concentrate on day-trip and weekend users within the region and in Zone 1 as the major market. One fault in this approach is that the small internal population of East Texas with a relatively low per capita income cannot stimulate development that will attract long distance travelers. However, basic market support from the Ft. Worth-Dallas and Houston areas can stimulate such development. There remains, then, the task of promoting the region so that tourists from outside the weekend travel limits will spend more time in East Texas and choose the region as a destination area.

Promotion

Promotion of the East Texas Tourism Region should be concentrated on the primary market, Zone 1. This effort should be coordinated by a central organization so that the variety of attractions and activities available for weekend and short-trip visitors are stressed. Key targets for this promotional drive should be the Texas metropolitan areas plus the population centers of Oklahoma, Arkansas, and Louisiana.
ORGANIZATION FOR DEVELOPMENT AND IMPLEMENTATION OF
A TOURISM-RECREATION PLAN IN EAST TEXAS

East Texas is experiencing a change in the use of its resources. In the past the economy of the area has been based on agricultural production, lumbering, petroleum and mining industries. The relative contribution of each of these activities to the economy of the area has varied over time. Commercialized recreation is becoming a major additional factor in the economic and social pattern of East Texas.

The communities of the East Texas Region are not unique in that their past concern for developing recreation facilities has been to provide for the needs and desires of the local population. Unless the community could capitalize on a strong tourist attraction, interest in the recreation visitor was limited to managers of service industries and sporadic public interest in encouraging visitors to attend special community events. Today any basically rural area located near population centers will be discovered as a lure for some form of recreation activity. East Texas at this point in time finds itself in this situation. Millions of urbanites in search of recreation activities live within 200 miles of the East Texas Region. In addition to this next door market, 20 percent of the out-of-state travelers enter the state through East Texas entry points. Establishment of a favorable regional image and the development of appropriate recreational facilities can bring distant markets within reach of East Texas.

Assuming that the increased tourism-recreation demand projections for the area are reliable, then neither total acceptance nor rejection of this new industry will be the exclusive prerogative of the citizens of East Texas. However, after considering the effects of a tourism-recreation industry on their economic, social and political life, they can exert influence on the character and magnitude of this developing industry. The character of the industry will be influenced by the level of support given to each of the tourism-recreation activities whose potentials have been analyzed in this study, and the degree of control placed on their development. The size of the industry will depend on the amount of effort exerted in developing a favorable image of the region in the potential user markets, and implementation of the infrastructure, service center and transportation recommendations made in this study.

Orderly development of the tourism-recreation industry in East Texas will require establishment of goals by the people which reflect a consensus of opinions on the following vital issues:

1. Level of internal support to be given to the tourism-recreation industry.

2. Level of external support to be solicited.

3. Level of preservation of natural resource base essential to all industries.
FIGURE 22

ORGANIZATION FOR DEVELOPMENT AND IMPLEMENTATION OF A TOURISM-RECREATION PLAN IN EAST TEXAS

Regional Tourism-Recreation Council

- East Texas Chamber of Commerce
  - Local Chambers
- Tex-Ark Council of Governments
- East Texas Council of Governments
- Deep East Texas Development Council
- Cooperative Extension Service

Implementation of Plan
- Government Agencies
- Profit Organizations

Development of Plan

Interpretation of Plan
- Non-Profit Organizations
APPENDIX A

HISTORICAL THEMES IN EAST TEXAS

The major currents of East Texas history flowed along the region's streams and early land transportation routes. On these arteries today are concentrated the major part of the developed tourism-recreation attractions. Six major historical themes offer a natural supplement to the existing attraction clusters.

These are:

(1) The Indigenous Cultures. Scattered tribes of the Hasinai culture, the principal of which were the Caddos, inhabited the banks of the Sabine, Angelina, Neches, and Trinity rivers and Big Cypress Bayou prior to the arrival of Spanish explorers and settlers. Later came a branch of the Cherokee Nation and the Alabama and the Coushatta people.

(2) Exploration and Early Settlement in 1835. Spanish expansion into East Texas in the 1700's flowed along El Camino Real, or Royal Road, which ran from Saltillo in northern Mexico to San Antonio through Nacogdoches and across the Sabine River to Natchitoches and Alexandria, Louisiana. Early settlements clustered along this route, and a wealth of romantic lore remained in the footsteps of early travelers.

(3) The Texas Revolution and the Republic, 1835-1845. While the revolution against Mexican control touched lightly on East Texas, El Camino Real was the major route for Anglo liberators entering Texas. Also, San Augustine and Nacogdoches were sites of early revolutionary plotting.

Sam Houston, the first president of the republic, settled in Huntsville after his term of office. His home, a museum, and the annual Mrs. Sam Houston's birthday party pageant serve as attractions there.

(4) The Cotton Plantation Era and the Civil War, 1840-1865. Overlapping the end of the republic and the early days of statehood, the growth of a cotton plantation system modeled after that of the Deep South dominated the East Texas economy. This development spread north of El Camino Real to the Red River. Clusters of ante-bellum homes, such as at San Augustine, are remnants of the era.

In addition, the plantation system brought the major influx of Negroes to East Texas. This rural culture, which is waning as a result of movement to the cities, bred a distinctive blues music style in the Caddo Lake area popularized by Huddie "Leadbelly" Ledbetter.
APPENDIX B

ATTRACTIONS

Outdoor Recreation

Outdoor recreational attractions in the East Texas study area are concentrated to a large degree around reservoirs and lakes. The three larger reservoirs of Lake Livingston, Sam Rayburn Reservoir, and Toledo Bend Reservoir are major attractions offering a variety of activities including boating, water skiing, fishing, swimming, and camping. A few areas allow the more passive activities of nature study, photography, and bird and animal watching. Three smaller lakes—Lake O' the Pines, Lake Texarkana, and Caddo Lake allow much the same activities. There are also a number of smaller lakes in the study area which include Lake B. A. Steinhagen, Lake Cherokee, Lake Gladewater, Lake Hawkins, Lake Holbrook, Houston County Lake, Lake Jacksonville, Lake Murvaul, Lake Palestine, Lake Quitman, Lake Striker, Lakes Tyler and Tyler East, and Lake Winnieboro. The area as a whole has a fairly good distribution of lakes, providing reasonable access to water recreation to most counties. The largest reservoirs are located in the southern part of the area making it particularly attractive.

There are eight well-distributed state parks in the study area. These include the recreational parks of Daingerfield, Huntsville, and Tyler. The scenic park is Caddo Lake and the historic parks include Governor Hogg Shrine, Jim Hogg, and Mission Tejas. With the exception of winter sports and mountain climbing, almost any outdoor recreational activity can be engaged in in at least one of the parks.

There are no national parks within the area but all four of the Texas National Forests are located here. The Sabine, Angelina, Davy Crockett, and Sam Houston Forests occupy 659,023 acres in the southern part of the area. Hiking, camping, boating, swimming, and picnicking are specifically allowed but nature study, photography, bird and animal watching, can also be interesting in some areas. The only state forest in the area is Kirby.

Most cities in the area have parks of some type, however, some are noted as having particularly attractive park facilities or hiking trails. They are located in or near Camden, Crockett, Gladewater, Henderson, Jacksonville, Lufkin, Mount Pleasant, Nacogdoches, Newton, Overton, Palestine, Rusk, Tyler, and Woodville.

Vacation Home Use

Vacation home use within the study area is centered almost wholly around lakes and reservoirs. Generally there is a mixture within specific areas or subdivisions of both permanent and week-
Two additional private resorts were located in Warren and Winnsboro. These were the Warren Guest Ranch and 4D Guest Ranch in Winnsboro. Here is it presumed that there are at least a few more guests ranches which could not be located, but the number is not significant compared to the lakeside resorts.
In providing building materials the area does provide some advantages. Many primary construction materials are produced locally, such as lumber, cement, bricks, and other clay products. Soils also produce lush vegetation for scenery around the homes, as well as stabilizing soil conditions to improve water conditions.

In conclusion, the area offers some advantages in building vacation homes, these being primarily enough suitable soil sites to build without drastic increases in costs to improve the site, some well-drained sites, good vegetation, and a local supply of many building materials. Chief disadvantages are soils with poor drainage in many areas and soils which expand and contract with variations in temperature and moisture. Finally, any vacation home builder should seek the professional advice of home builders and public health authorities, rather than relying on general features such as those given above, before selecting a building site.

Outdoor Recreation

Soils, topography and geology in this area will support most forms of outdoor recreation requiring warmer climates. Temperatures rule out winter sports requiring snow or ice. Topography is inadequate for mountain climbing but pleasant for hiking. An adequate number of streams and lakes are available for canoeing and other water sports, but the streams would receive a low rating for rapids-running. Some soil types may make a negative contribution to turbidity. The number of outdoor recreation activities supported by this area would far exceed those not supported.

Resorting

Resorting is supported by this area in much the same manner as vacation home use and outdoor recreation in relation to soils, topography, and geology. Many forms of resorting entertainments are indoor and are not directly related to the considerations here except for the construction of buildings. Outdoor entertainment would be supported.

Attending Events

Soils would support outdoor events. Topography and geology would not support any spectacular events requiring any drastic formations. Events requiring gentle terrain could be held. Those requiring canyons, mountains, or certain type streams could not be held.

Touring/Sightseeing

Touring/sightseeing would receive little support from geological formations. The gentle, rolling topography does offer some scenery but it is poor and monotonous. Variations are not drastic enough to eliminate boredom when traveling. Parks, picnic areas, and natural phenomena are lush in vegetation but rather uniform.

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White bass and the smaller striped bass are also found in most of the area lakes and offer unique "school fishing." These fish frequently "school" with black bass and it is not unusual to take all three species from the same school.

As crappie complete the spring spawning cycle, the smaller warmouth (known locally as goggle-eye) move into the cover recently vacated and hold sway for a period of a month or more. Then as this type of fishing decreases, the bream, such as the red-ears and bluegills, move into the shallow water where they are caught by both fly and bait fishermen.

Little stream fishing is available in East Texas and that which is available consists mainly of bream.

Commercial fish or "rough fish" of the area consists of several species such as carp, drum, buffalo, flathead, catfish and gar. Such rough fish have limited value as a tourist attraction; however, these rough fish can and do effect the availability of game fish for the tourist because of the competition for food and space between the two classes of fish.

The above competition remains healthy when a new lake or reservoir is impounded. Land that is covered with various types of grasses, shrubs, and trees is suddenly inundated. Not only does such vegetation help hold the soil particles and prevent erosion, but as the vegetation decays, carbon dioxide is given off. The carbon dioxide acts as a counteragent to the positive charge of the ions which hold particles together in suspension causing colloidal turbidity or muddy water. Therefore, as long as substantial amounts of decaying vegetation is present in the new impoundment, the water has a tendency to be clear. This, in turn, enhances the growth and survival of the large and small-mouth bass because these species feed primarily by sight.

It is also interesting to note that as the vegetation begins to decay in the new lake, new forms of food life are created. Such vegetation decay is the basis for a food chain resulting in the existence of microscopic life which is a food source for the very small fish, which in turn, are food for the larger fish. Thus the food chain is complete and functioning. This explains why a "new lake" is usually "hot" as far as fishing goes. When the decaying vegetation begins to disappear from the new lake, colloidal turbidity (muddy water) begins to show and the food chain weakens. This results in a decline in sport fishing which in turn affects tourism.

East Texas has had its share of new impoundment during the past few years and consequently has had its share of "hot lakes" and good fishing. After a few years when good sport fishing begins to decline on new lakes and reservoirs, some wildlife agencies have begun a management program whereby the lake is drawn down to about one-tenth of the normal size. Commercial fishermen are then allowed to net the rough commercial fish and the wildlife agencies conduct selective kills on rough fish by the use of rotenone. Also, while most of the lake bed is exposed, seeding of rye grass is usually done by an air-
dumped in the rivers and streams by wood-product and other industries. He also pointed out that during dry seasons, lake discharge outlets are closed, resulting in the holding of pollution in the lakes and reservoirs. Then when heavy rains begin, the water areas are flushed as the water passes on. Mr. Rideout said the pollution aspect is being watched closely by several agencies and that he anticipated improvements in the pollution situation as time progresses. However, there is apparently no current health danger in any of the public lakes or reservoirs.

Attending Events

An example of attending events is the annual Fourth of July celebration centered around Lake Murvaul where a three-mile swim meet and massive fireworks are highlights of the day. Also, the annual bass rodeo held at Lake Striker three days in November is another example. Whether a person prefers attending a boat race, fishing derby, sailing contest, skiing competition, boat show, or just a general water carnival, most of the lakes and reservoirs of this region do have something to offer. However, it is appreciably noticeable that some lakes are limited as to what events they can support while others offer unlimited support. Such an example is Caddo Lake which would offer very good potential for fishing derbys. However, because of the water depth, continuous cover of trees and snags, and water condition, it obviously would not be conducive to an overall water carnival involving all of the other related activities such as swimming, boat racing, skiing competition, etc. Yet, Lake 0' the Pines is a good example where all events could take place because it has good water conditions, wooded areas for fishing derbys, open areas for boating and skiing, and beaches for swimming.

Outdoor Recreation

Outdoor recreation of one form or another is possible on almost all lakes and streams, depending on whether a person desires the peace and quiet of a slow running stream or the vast open area of a large reservoir. However, generally, those areas conducive to best supporting the attending of events are usually best in offering outdoor recreation. Some of the better bodies of water for outdoor recreation are the Lake 0' the Pines, Sam Rayburn Reservoir, Lake Livingston and Toledo Bend because a variety of shoreline, water areas with cover, and open areas provide a variety for outdoor recreation.

Vacation Home Use

Water appealing to vacation home builders begins to narrow down because most people desiring to build vacation homes are more selective. In choosing a spot, they not only look for the body of water to provide a variety of activities, but also for access and utilities. Consequently, this results in developments taking place around the average to large size reservoirs. Examples of developments of vacation homes are at such waters as Lake Livingston, Sam Rayburn and Lake 0' the Pines.
APPENDIX E

VEGETATION AND WILDLIFE

East Texas is heavily wooded, with forests covering 61 percent (11.5 million acres) of the land. Public (7,000 acres) and industrial (4,293,000 acres) holdings make up 37 percent of the commercial forest land in East Texas, while private non-industrial ownership controls 63 percent (7.2 million acres) of the forest lands. Forests cover approximately 56 percent of the northeastern counties and 65 percent of the southeastern counties. In the southeastern counties, forest acreage is declining, due to the expansion of urban areas, water impoundments, and non-industrial land use.

Pine, in either pure or mixed pine-hardwood stands, dominates the forest landscape. The loblolly-shortleaf pine forest is most prevalent, occupying 4.9 million acres. Oak-pine forests prevail on 2.0 million acres in the northeastern uplands, and bottomland forests of oak-gum-cypress and elm-ash-cottonwood occupy 1.9 million acres.

East Texas forests, which were representative of the Southern and the Central Hardwoods Forest Regions are gradually being replaced by pure pine forests. Pine forests, which are faster growing (and therefore more profitable), are planted or seeded as the region is logged off. Although a few virgin stands of hardwoods remain in inaccessible locations, most of the forests of East Texas represent second or third generation regrowth.

Wildlife is an important recreational resource in East Texas, but in many parts, quantities of game are insufficient to support widespread commercialized hunting. Species of wildlife which are of recreational importance in East Texas are white-tailed deer, grey and fox squirrels, cottontail and swamp rabbits, morning doves, bobwhite quail, turkeys, and migratory waterfowl. Non-game species which may be found are numerous and varied.

The development of the hunting-lease system has been hindered in East Texas by the tradition of free hunting on private lands and the presence of uncontrolled dogs which prey on wildlife in the area. Under proper management, game numbers could be increased sufficiently to permit commercialized hunting. Presently, more time is spent in hunting squirrels than in hunting deer. Bobwhite quail is the most popular game bird, but morning doves, turkeys, ducks, and geese are also hunted. In addition, small game hunting is a great natural resource for East Texas.

Distribution of wildlife species throughout the East Texas area varies. Bobwhite quail are found over the entire area, as are most of the bird species, except for the possible existence of the Ivory-billed woodpecker in the Big Thicket. White-tailed deer inhabit almost the entire area except for portions of Wood, Smith and Rusk counties.
APPENDIX F

CLIMATE

Defining desirable areas for various recreation activity categories according to climatic factors would be rather simple to do for the entire state of Texas, since climatic factors have such a wide range in the state. The problem of defining such areas in East Texas according to climatic factors, however, is difficult because so little difference exists between the extremes of each factor. One might legitimately wonder whether this range is significant enough to produce a difference in recreation patterns and trends. If, indeed, this difference is significant, it is safe to conclude that climatic factors are less important than other factors in determining recreation areas in East Texas.

Assuming that climatic factors are important, the classification rationale is explained for each category in the following paragraphs.

Outdoor Recreation

The area of East Texas most suitable for outdoor recreation was determined by combining those areas which had the highest mean annual possible sunshine and the lowest mean annual precipitation. Mean annual temperature as a factor was not considered as important as the other two because most outdoor sports can be enjoyed at a wide variety of temperatures.

Vacation Home Use

Climatic conditions have little bearing on the site selection for a vacation home, because many vacation home activities are independent on prevailing climatic conditions. Modern heating and cooling equipment create any desired climate within the home, and the possibilities for indoor entertainment are almost endless.

Attending Events

Since events are seldom scheduled according to climatic factors, climate has little to do with one's attendance at an event. Weather idiosyncrasies have a much greater effect on attendance, but these seem no more likely to occur in one area than in another. Therefore, from the standpoint of climate, no area in East Texas seems more desirable than any other for attending events.
APPENDIX C

ESTHETICS

The beauty of East Texas is reflected in the towering pine forests which blanket most of the region. This forest, accentuated by the cypress groves, the intermixed hardwoods, and the roll of the land, contributes significantly to the esthetic quality of East Texas. Unfortunately, the hand of man has also contributed to the esthetic quality of the region, primarily in a negative manner. Poor site development at most facilities coupled with a basic disregard for sound design and planning principles have produced many situations which detract from the natural beauty which might formerly have existed.

Outdoor Recreation

Generally, most of the area complements outdoor recreation. The national and state forests are particularly suitable from an esthetic standpoint, as are the state parks. The reservoirs have some esthetic potential if properly developed.

Vacation Home Use

Vacation home use requires adequate facilities for active outdoor recreation in nearby open space. In addition, opportunities for scenic viewing are also desirable. The southern counties of the region are most acceptable for this type of development as is the Caddo Lake area.

Attending Events

The esthetic quality of most of East Texas lends itself to attendance of various events. Of particular importance are those areas which feature natural phenomena as main attractions. Examples are the Tyler Rose Gardens and the Palestine Dogwood Trail.

Resorting

The natural characteristics of the region are adaptive to resort development. The pine forests, coupled with the reservoirs, offer excellent opportunities for developing extensive resort facilities. Variations in topography and vegetative cover, if respected in the process of design and construction, would heighten the visual effect of resort developments.

Touring/Sightseeing

Suitability for touring and sightseeing are basically limited to transportation corridors through the region. The areas between
APPENDIX H

EFFECTS OF NEGATIVE FACTORS

Touring/Sightseeing

The region's detriments appear to be limited for touring and sightseeing. The visitor can enjoy the amenities of the area from his personally controlled environment—the private auto.

The primary deterrents are the lack of variation in the terrain and cover, and man's conscious and unconscious attempts to ravage the landscape. Commercialized/Industrialized corridors are relatively few. Zones around paper mills would probably be obnoxious even to the visitors in their air-conditioned cars. The cluttered appearance of reservoirs such as Lake Palestine and Lake Texarkana lack appeal to almost anyone other than the crappie fisherman. Much of the indigenous character has been brutalized by the influx of development money around the access points to the large reservoirs.

Outdoor Recreation

The negative factors relating to outdoor recreation prevalent in this region were generally related to climate, water quality and accessibility. Climate, though general across the region, plays greatly different roles in different activities. The typically hot summer temperature enhances water activity more than it does land-based activity such as walking for pleasure.

Water quality is very important in this region, as most of the popular outdoor recreation activities in East Texas are preferred in a water setting, with exceptions such as hunting and horseback riding. Water brings with it a complement of insects and snakes and the accompanying psychological deterrents to outdoor recreation. Shallow, muddy, obstruction-filled waters limit the spectrum of possible activity. Size of bodies of water help determine their regional appeal.

Accessibility acts unfavorably in much of East Texas. With the exception of the possible creation of a large Big Thicket National Recreation Area, the likelihood of opening regionally significant tracts of land to outdoor recreation seems remote.

Vacation Home Use

The region is probably well suited to a second home or weekend type of use with segments of the region near large metropolitan areas. The reservoir locations are the most valued locations for homesites but generally lack proximity to major metropolitan areas and have soil and water quality related problems. Insects, snakes and the receptivity into local communities may also act as deterrents to potential land owners.
APPENDIX I

ENHANCEMENT FACTORS

Infrastructure

Within the East Texas study area there are six cities which fall into the over 20,000 population category. The city of Tyler in Smith County is the largest of these with a population of over 58,000. Longview, in neighboring Gregg County, is the home of approximately 46,000. Texarkana, in the extreme northeast county of Bowie, would also fall into the 50,000 category if we include both the Arkansas and Texas portions of the city; however, the population in the Texas side is about 31,000. The three remaining cities of Nacogdoches in Nacogdoches County, Marshall in Harrison County and Lufkin in Angelina County are in the 20,000 to 25,000 range.

Five cities fall into the range of 10 to 20 thousand. These include Palestine, Huntsville, Henderson, Kilgore and Conroe. These are followed by eleven cities which, in addition to the above four mentioned, fall into the second study category of 5,000 or more people. These include Atlanta, Boston-New Boston, Carthage, Center, Crockett, Gladewater, Jacksonville, Jasper, Mount Pleasant, Rusk and Silsbee.

Although not categorized as part of the study, an attempt has been made to further locate other centers of population. Eight cities in the range of three to five thousand people were located and forty-five cities with a population of one to three thousand. These fifty-three cities, although not significant to tourism in terms of concentrations of services and facilities, all contribute to the infrastructure which combined, aids the traveler passing through a region. A few of these, such as San Augustine, Woodville, and Jefferson have small attraction clusters which draw tourists to their areas.

Another group of service centers for which population figures were not available were the large reservoir areas of Lake Livingston, Lake Sam Rayburn, Toledo Bend Reservoir and Lake Texarkana. Although quite affected by seasonal variations, these areas have significant concentrations of motels, campgrounds, marinas, restaurants, and both vacation homes and permanent residences around the lakes. It would therefore be justifiable to include them in the over 5,000 population category.

If the study area were to be divided into three horizontal sections of equal area from top to bottom, more than fifty percent of the population and service facilities of the study area would be located in the middle section. This includes five of the six cities in the five to ten thousand category in addition to the two largest reservoirs of Lake Sam Rayburn and Toledo Bend Reservoir.
The elimination of unnecessary bottlenecks would also enhance the transportation system somewhat. Improved directory signs, the elimination of unneeded intersections and the identification of major tourist routes would help in this regard. Travel in the region would also be easier and more enjoyable.

The tourist bureaus located on Interstates 20 and 30 at the Louisiana and Arkansas borders respectively are valuable assets to the region. Perhaps similar facilities on the Dallas and Houston routes would also be worthy as these would identify the region and provide information concerning area attractions, facilities, dates, etc. Likely locations would be at the major region entrance points on US 59, Interstates 20, 30 and 45 (which runs along the western border and crosses many tributaries into the region).

Markets

Tourism-Recreation Market Area

The market area, for the purpose of this study, is defined as that area from which ninety percent of the people are drawn on one-day outings, weekend and longer duration trips to the East Texas Tourism-Recreation Development Region. The area's outer limits are defined by a circle with a 1,000 mile radius. Its inner limits are the boundaries of the actual study area. Intermediate zones, indicated by Figures 1 and 2, of less than and up to 200 miles, from 300 to 500, and from 500 to 1,000 miles have been delineated for the analysis of the market area. Of primary consideration in describing the market area are the locational aspects of population concentrations and associated travel patterns attributable to tourism and recreation.

Population Distribution

The area's population is sparsely scattered throughout its thirty-two counties. Inhabitancy is predominately rural with the exception of the eight largest urban centers which include: Tyler, Longview, Texarkana, Marshall, Nacogdoches, Palestine, Conroe and Henderson. The northern half of the area, where six of the eight largest cities are located, contains 68 percent of the total population which, as of the 1970 census, was 841,000.

The largest concentration of Negroes within the state lives within the survey area. Fisher, 1965, estimates that 40 percent of the population in Camp, Harrison, Marion and San Jacinto counties was comprised of Negroes based on 1960 census data. Approximately 20 percent of the population in the remaining thirty counties is made up of Negroes.

In Texas, two Standard Metropolitan Statistical Areas (SMSAs) contain over one million people; Dallas has 1.5 and Houston, 1.9. Included within
The largest SMSA in the zone is Chicago with 6,979,000 residents. Others having population exceeding one million include Miami, Tampa, Cincinnati, Cleveland, Detroit, Milwaukee, Minneapolis-St. Paul, Atlanta, Kansas City, Peoria and St. Louis.

The best market for one day and weekend use is within the 200 mile radius of the study area since people on afternoon or single-day outings usually travel short distances. The 32 county core area is not heavily populated but the masses are present primarily in the Dallas-Fort Worth and Houston metropolises.

The market for weekend tourists and short term vacationists as assessed in the 200-500 mile zone appears good considering the large number of inhabitants. Numerous recreation user surveys agree that recreationists more than 100 miles from home have larger than average incomes. They usually have expensive equipment, demand quality facilities and services and more frequently are willing to pay user fees for access to quality facilities.

The largest number of potential tourists and vacationists exists in the outer zone, 500-1,000 miles. Distance is an adverse factor in this market, but it is decreasing as mobility increases.

The effect of population and distances reflects features of markets for specific recreation sites. The decision to concentrate on day use, weekend, vacation or through-traffic recreation needs demands consideration of another market factor -- namely characteristics of people already traveling to or near the attraction. Considerable data has been accumulated and summarized by the Texas Highway Department and the Texas Tourist Development Council. Much of the information is useful in further assessing the market for the East Texas Tourism-Recreation Development Region. This part of the market analysis is concentrated on presenting the findings of current and previous studies involving the Texas Visitor Industry.

Several recent studies have confirmed that over half of the out-of-state visitors entering Texas originate from the Midwest. Louisiana accounts for the largest percentage of single state tourists. About 80 to 85 percent arrive by automobile, 11 percent by airplane, 6 percent by camper and the remainder by bus, train or other means. Of special significance is the fact that the largest percentage of people entering and leaving Texas travel through points common or very close to the East Texas Tourism Development Region.
The image held by prospective visitors is an important factor in assessing any market. Traditionally, many people visualize Texas as being hot, dry, barren and rocky. Although this image has probably prevailed over the last twenty years or more, it is believed to be rapidly changing. Efforts by the Texas State Highway Department and the Parks and Wildlife Department have done much to bring about this change. Since 1965, more than fifty million potential Texas visitors have seen films on television, in schools, at club and convention meetings. During 1971, almost 500,000 persons asked for and received 139,000 bulletins and booklets, 2,000,000 brochures and folders and more than a million leaflets and cards from the Parks and Wildlife Department. Those people who have actually seen Texas and East Texas in particular have undoubtedly helped in informing prospective visitors about the favorable features of the area.

Several sources of information have been queried about current use of public recreation areas in East Texas. In all cases, attendance figures have shown a steady increase during the last three years. U.S. Forest Service figures for 1971, indicate 799,500 entries were made to developed recreation sites on four national forests in East Texas. Ninety percent of those visitors have been estimated to be living within 150 miles of the national forests visited. Attendance at state parks has also shown a sizeable increase in the last three years. Fishing and hunting licenses sold to both residents and non-residents have likewise shown an upward trend.

The general outlook for continued tourism and recreation growth in the study area can best be summed up as looking very bright and promising. More leisure time, money and increased mobility will enable larger numbers of people to enjoy the recreational assets of East Texas. Further development of the attractions and a favorably changing image will encourage more people to come more frequently and to stay longer.

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