



ALTERRA
GREEN WORLD RESEARCH

Recreational experiences as a guide for management and designing nature areas.

Martin Goossen
Alterra Green World Research
Wageningen University Research
The Netherlands

Martin.goossen@wur.nl

+31 317 481674

Forest Recreation & Tourism Serving Urbanised Societies conference,
Finland 28-31 may 2008

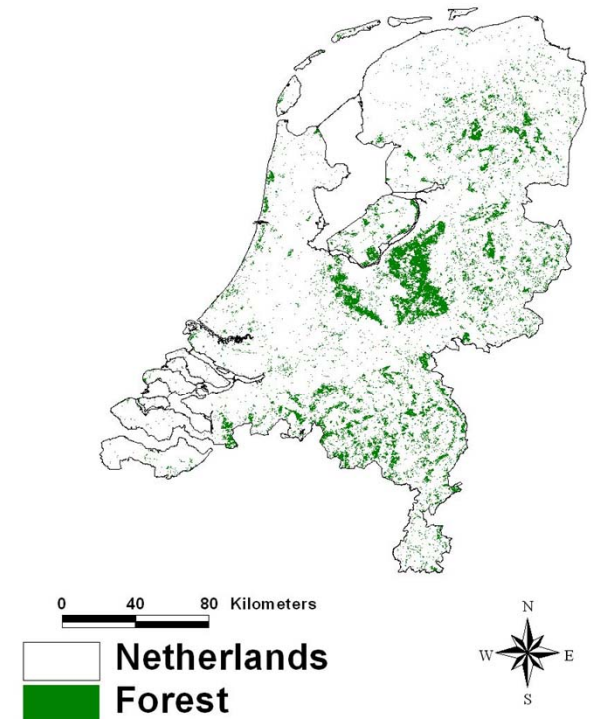


ALTErrA
GREEN WORLD RESEARCH

Some figures of Dutch recreation:

- 370.000 ha forest (10%)
- 16 million people
- 41.500 km²
- walking/hiking most popular (76%)
- biking (68%)
- 20 National Parks
- Largest forest (Veluwe)
(98.000 ha)

**Amount of Forest in
the Netherlands**





ALTERRA
GREEN WORLD RESEARCH



People on a bike, but they differ in their behaviour:

- One is getting out of daily routine and getting fresh air
- One is sporting and tries to diminish his beer belly



ALTERRA
GREEN WORLD RESEARCH

Looking for different experiences in recreational behaviour

Theory of Elands and Lengkeek (Typical tourists, 2000):
Motives depends on:

- the extent to which people feel attached to their everyday life world
- the extent to which people are searching for meaningful experiences in non-ordinary realities



ALTERRA
GREEN WORLD RESEARCH

5 recreational motives

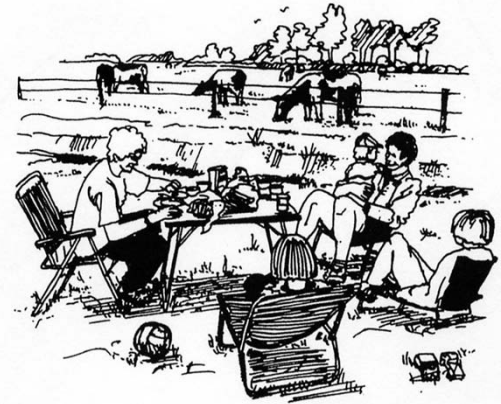
- Amusement
- Having a break
- Interest/Learn something
- Wilderness experience
- Physical challenge



ALTERRA
GREEN WORLD RESEARCH

Amusement

- Fun is the key word.
- Willingness to pay for activity.
- Going out to do something.
- Recreational activities are often organised.
- Activities are short, safe and not strenuous.
- To be with your friends or family is more important than the beauty or speciality of nature or forest.







ALTERRA
GREEN WORLD RESEARCH

Having a break

Get out of daily routine.

Enjoy and relax in the forest
Away from your home. Nothing to think off or
“have to do” things
No worries, needs and obligations
Stress disappear by visiting nature.
A forest is a good décor/scenery for recovery

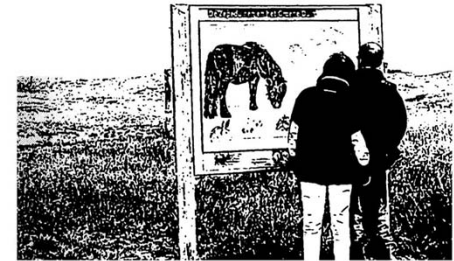






ALTERRA
GREEN WORLD RESEARCH

Interest/Learn something



Hear the stories of the region or location

Having your recreational activity but learn something about the nature, culture, heritage, architecture etc. also Search for some authenticity and enriching experiences





ALTERRA
GREEN WORLD RESEARCH

Wilderness experience

A strong love for nature

Wilderness is the other world

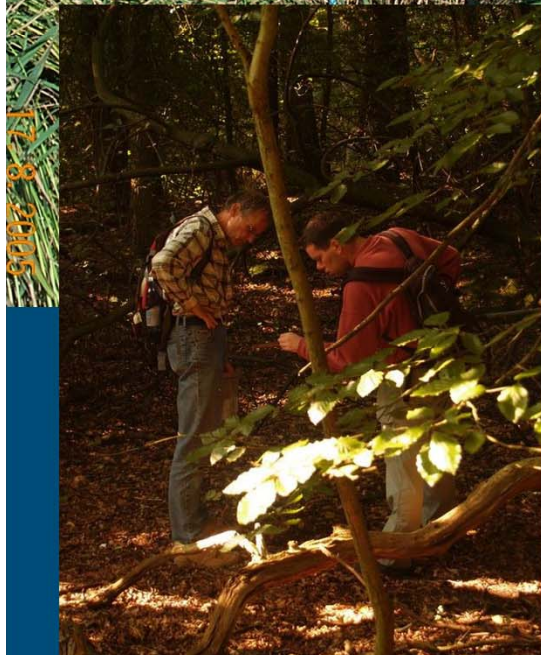
Nature refers to a world as it was or as it meant to be

Knowing everything of the flora and fauna

A nature guide and a binocular in backpack

Go out with person with same interests or alone

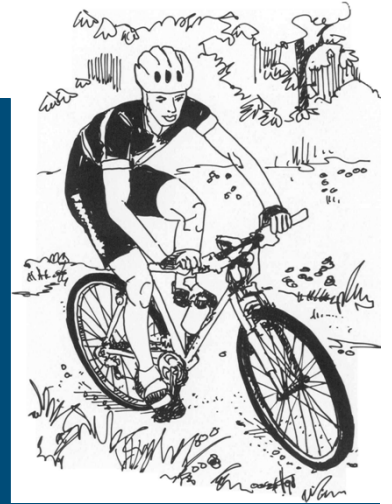






ALTERRA
GREEN WORLD RESEARCH

Physical challenge



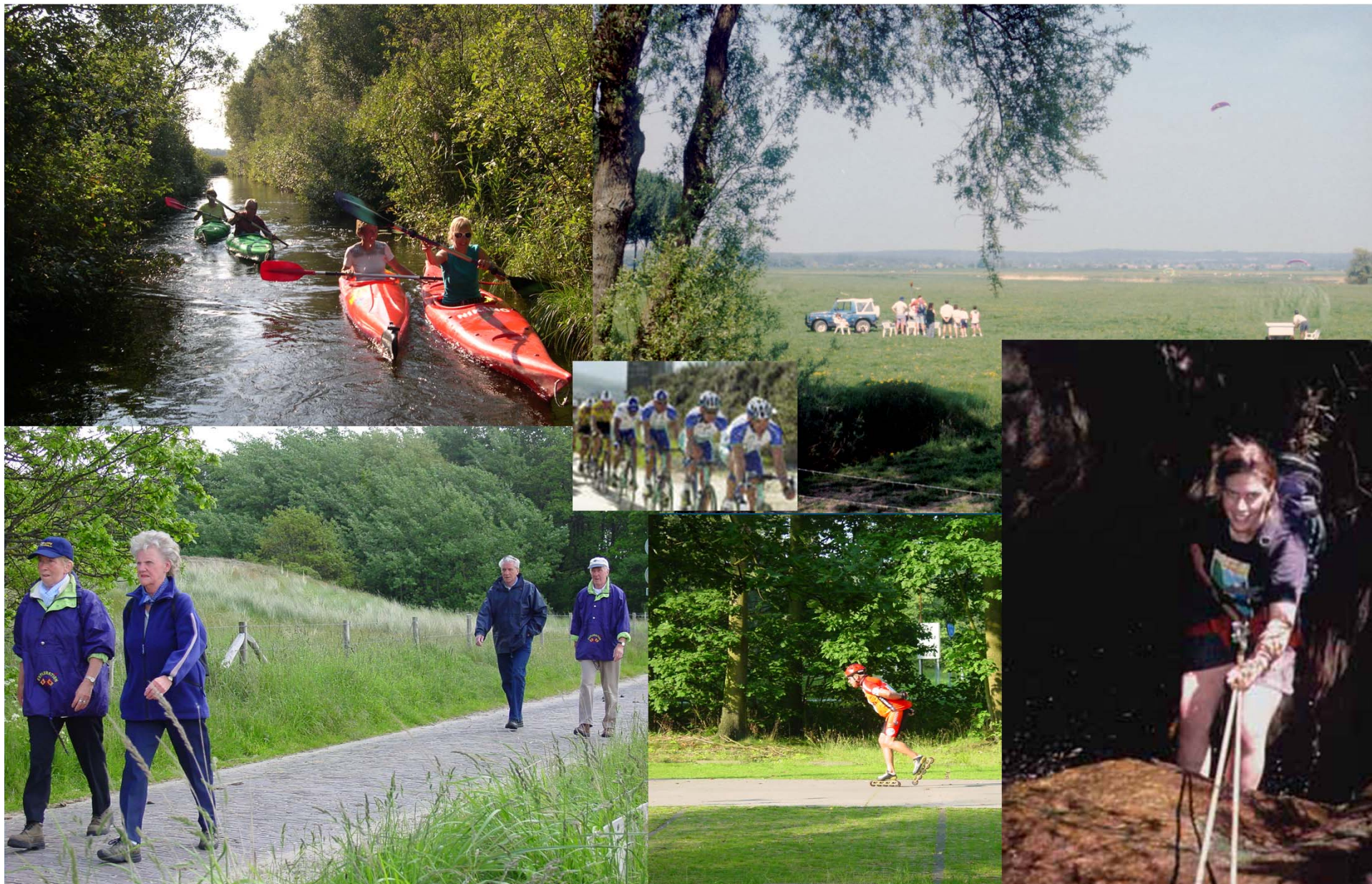
Survival, mountain-biking, droppings, climbing;
all kinds of physical actions

Has to be exhausting, challenging or good for your health

Discover or expand personal boundaries

Forest is only a place to practice your sport

Having “a fight” with the nature elements





ALTErrA
GREEN WORLD RESEARCH

Motives	On location (%)				In-home (%)				
	A	B	C	D	E	F	G	H	I
Amusement	15	5	11	22	14	15	24	24	28
Having a break	45	40	40	56	37	66	39	30	34
Interest	68	25	59	72	22	3	13	19	14
Wilderness	12	12	33	19	20	-	12	17	15
Physical	33	30	17	19	7	12	12	10	9
N	360	600	426	542	400	664	360	3823	1016

A: Nat. Park; B: Forest ; C: car drivers NP; D: tourist in region
E: national; F: city; G: city; H: inhabitants Nat. Landscapes; I: NL



ALTERRA
GREEN WORLD RESEARCH

People have more than one experience motives.
On average 4 motives for going out

Even during one day trip they can have different motives.
Starting with “having a break” and end on a terrace and
meet other persons in an “amusement” setting



ALTERRA
GREEN WORLD RESEARCH

Guiding with designing

the management of natural areas can guide the visitors by the design and choice of activities, facilities and information (Galloway, 2002)



ALTERRA
GREEN WORLD RESEARCH

Amusement

Landscape is functional, cultivated nature

Close to urban areas, good accessibility, Parking places

Safe

Well-ordered

Trends

Lively

Place for events

Meeting places

Barbecue-areas



ALTERRA
GREEN WORLD RESEARCH

Having a break

Landscape and nature are green scenery

Diverse, upraising vegetation

More or less cultivated nature

Close to urban areas, good accessibility

Not crowded, space, quietness

No man-made attribute (sky-line pollution, highways,
sign “keep out”, barbed wire)

High density of paths



ALTERRA
GREEN WORLD RESEARCH

Interest

Visibility of the characteristics of the landscape

Special flora and fauna

Archaeological monuments

Stories of writers or painters

Sight seeing with touring guide (a ranger)

Rural products

Info panels



ALTERRA
GREEN WORLD RESEARCH

Wilderness

Landscape as habitat for flora and fauna

Completely accessible

Foraging

Bird watch

Diverse fauna and flora

Marshland

All alone

No facilities



ALTERRA
GREEN WORLD RESEARCH

Physical challenge

Landscape/nature in the service of the sport
Facilities for the sport
Use nature elements







ALTERRA
GREEN WORLD RESEARCH

Design	Amusement	Break	Interest	Wilderness	Physical
Cultivated	0,223			-0,166	
Picnic area	0,140			-0,107	
Cycle path			0,111	-0,173	
Horse-riding path				-0,119	
Walking route		0,119		-0,188	-0,120
Jogging route					0,181
ATB-route		-0,159	-0,105		0,388
Cafe	0,269	-0,112	-0,115		
Nature study	-0,143	-0,133	0,230	0,297	
Playing ground	0,197				
Bird watch tower			0,299		-0,152
Info-panel			0,163		
Half paved path				-0,145	
Unpaved path			0,152		
Twisty path					-0,117
No facilities				0,220	
	0,01 level	0,05 level	0,01 level	0,05 level	



ALTERRA

GREEN WORLD RESEARCH

Design	Amusement	Break	Interest	Wilderness	Physical
Tranquility	-0,174	0,074	0,118	0,113	-0,136
Rare flora and fauna	-0,111	-0,059	0,148	0,176	-0,080
Biodiversity	-0,143		0,131	0,135	-0,146
NoSkyline disturbance	-0,104	0,108	0,072		-0,098
Not crowded	-0,151	0,060	0,097	0,077	-0,100
Accessible with car	0,201	-0,057	-0,091	-0,098	0,109
Areas for events	0,260	-0,100	-0,103	-0,104	0,161
Well maintained paths		0,077			
Tourists signs	0,063	0,067			
Swimming water	0,189		-0,123	-0,072	0,062
Barbeque area	0,267		-0,146	-0,111	0,070
 0,01 level	 0,05 level	 0,01 level	 0,05 level		



ALTERRA
GREEN WORLD RESEARCH

Monitoring

A) Distribution of motives in the region
(one question)

B) how many people are using the nature area

C) which motive do the users have and which area do
they use for which motive

- compare C with A
- compare your area with other suppliers
- decide at management level how the distribution between motives must be in your area.



ALTERRA

GREEN WORLD RESEARCH

- create per motive (together with landscape-architect and potential users) a set of design characteristics
- create designs per motive which are build with new multimedia techniques, so you can virtually walk in the design, using you PC and see the landscape.
- Via an online questionnaire asking a lot of (potential) users which design they prefer per motive
- outcome of the questionnaire is a set of most popular characteristics per motive. Landscape architect use those in final design
- evaluate the design after building



Amusement



Having a break



Interest



Physical





ALTERRA
GREEN WORLD RESEARCH

Conclusions

- Different popularity in motives between visitors and in-home respondents
- Recreative zoning multifunctional, but do not mix “having a break” with “amusement”
- More research on preferred design (elements)



ALTERRA
GREEN WORLD RESEARCH

Thank you for your attention

Martin.goossen@wur.nl