

AN ANALYSIS OF PARTICIPATION IN
OUTDOOR RECREATION IN OKLAHOMA
BY OUT-OF-STATE TOURISTS

By

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CHAPTER I

INTRODUCTION

For the past two and one-half decades, people have been seeking outdoor recreation more and more as a means of relaxation. Some of the factors which have contributed to this steady demand have been increases in population, higher wages and salaries, more working wives adding to the total family income, improved highways and transportation allowing greater mobility, more and better kinds of recreation equipment, and more leisure time for almost everyone.

Many states today consider outdoor recreation one of their leading industries, if not the leader. Tourism is one of Oklahoma's leading industries and indications are it will be more important in the future.

Oklahoma has many tourist attractions, but the biggest is her lakes. The state has 1,750 square miles of lakes available for fishermen, swimmers, boaters, water skiers, and sightseers (1). Most of Oklahoma's lakes and forests are located in the eastern half of the state where the majority of outdoor recreation facilities are also located. The western part of Oklahoma still has many dry, treeless regions, but there are several state parks, recreation areas, lakes, and reservoirs available for outdoor recreation enjoyment.

The Oklahoma Industrial Development and Park Department administers and maintains twenty-two state parks, fifteen recreation areas, and twelve monuments, memorials, or museums. Other outdoor recreation

areas include several sites administered by the U. S. Forest Service, many Corps of Engineers reservoirs, a national park, and a number of private resort areas. These facilities give the tourist an opportunity to participate in almost every type of outdoor recreation activity in Oklahoma.

Purpose

Since out-of-state tourists pour millions of dollars into the Oklahoma economy each year, a study such as this can be of benefit to the state agencies and private enterprises involved in out-of-state tourism.

The Copeland study shows that expenditures by out-of-state tourists in Oklahoma for 1969 was \$230 million. In 1970 it was \$244 million, and for all travel revenues in the state the total was \$407 million in 1969 and \$430 million in 1970 (2).

These figures indicate that out-of-state tourism is one of Oklahoma's major industries. The intent of this research is to aid public and private agencies and businesses, which are recreation oriented, plan outdoor recreation areas to meet the increasing demands and needs of out-of-state tourists. With proper planning and by using some or all of the data from this study, it should be possible to expand tourism in Oklahoma provided that the supply of outdoor recreation areas and facilities are adequate to meet future demands.

The conclusions that arise from the socio-economic characteristics of tourists are based on the types of people that actually use Oklahoma outdoor recreation areas and facilities and how much money it is estimated they will spend while at these recreation areas.

By knowing the origin of their trip and primary destination the recreation planner can get a better geographical view of where to promote Oklahoma tourism. Included in this section is data related to the month in which the tourists began planning their recreation trips and the information media they consider most effective in disseminating travel information. By using this last variable the tourists can be reached before they plan or start their recreation trip.

Analyzing the total trip days planned by the out-of-state recreationists and the days they stayed in Oklahoma will show what regions in the state will be most in demand for outdoor recreation in the future as well as the needs which will be placed on these areas.

The trip miles and mode of travel will determine the distance the out-of-state tourists are willing to travel one-way to reach their destination in Oklahoma. Their trip expenditures for travel, food, lodging, and miscellaneous items reveals to the recreation planner just how much and on what the tourist dollars will be spent.

The activities participated in by the out-of-state tourists give an indication of what the future demands and needs will be for these activities. This, however, does not exclude the possibility of creating demand for other activities which at present do not exist. By knowing the opinions and preferences of what service facilities are most used by out-of-state tourists, their overnight accommodation preferences, what they consider when choosing a site, and the route of travel they most enjoy, these factors, to a large degree, can be used to determine what the tourists will need when they reach a recreational area.

Procedure

This study contains selected information from 645 questionnaires administered at the 56 recreation sites shown in Table XIII and Figure 1 on pages 25 and 26. The questionnaires were gathered for the Oklahoma Outdoor Recreation Demand Study which was administered during the summer of 1969 by the Oklahoma State University Forestry Department, in conjunction with the Oklahoma Industrial Development and Park Department and the Bureau of Outdoor Recreation (3).

This research is limited to an analysis of out-of-state tourists' preferences and opinions regarding summer outdoor recreation activities, i.e., those tourists that camp, picnic, and/or participate in the recreation activities associated with the sites surveyed. Therefore, the preferences and opinions of out-of-state tourists that did not stay at the recreation sites in this study are not included in this analysis. These sites included resource-based (state parks and other large outdoor recreation areas); intermediate-based (monuments, memorials, and museums); and user based (city-parks) areas throughout the state.

Most of the data was coded and keypunched and prepared for analysis on the IBM 360 MOD 50 Computer. However, a few of the replies from the questionnaires were analyzed and tabulated by hand using a manual calculator.

CHAPTER II

SOCIO-ECONOMIC CHARACTERISTICS

The socio-economic characteristics of an individual, to a large extent, influence the types of outdoor recreation activities in which he participates. Therefore, the marital status, age, education, occupation, and income of the out-of-state tourists were analyzed to give the reader a better idea of the characteristics of the people that visit Oklahoma.

The percentages in the tables presented in this study were calculated according to the number of respondents that answered each question. Therefore, every table will not have the same number of respondents since all respondents did not reply to every question. For example, Table I shows that 638 of the 645 respondents answered the question pertaining to marital status. Therefore, the percentage of single or married persons who answered this question was figured on the basis of 638 total respondents.

Marital Status

The marital status of the heads of households in Table I shows that eight percent of those interviewed were single. However, the vast majority of the tourists interviewed were married. The total figure in this case was 92 percent which reveals that participation in outdoor recreation activities at Oklahoma sites is mainly a family affair.

TABLE I
 THE MARITAL STATUS OF OUT-OF-STATE TOURISTS,
 CLASSIFIED BY NUMBER AND PERCENT OF
 RESPONDENTS IN EACH CATEGORY

Marital Status	Number	Percent
Married	587	92.0
Single	<u>51</u>	<u>8.0</u>
Total	638	100.0

Age Groups

The age of an outdoor recreation participant usually has an influence upon the types of activities he or she takes part in. In Table II the age groups for the heads of households are depicted. There were no heads of households under seventeen years of age. In the 18 to 24 age group there were 39 respondents who were the head of a household. Many of these were young married persons or single persons who were either unmarried, divorced, widowed, etc., but were still classed as heads of household. The most numerous age group was in the 35 to 49 age bracket. Of the total respondents, 45.9 percent indicate that most of the heads of households in this age group have more time, money, and equipment for their families to participate in outdoor recreation than was true for other groups.

This age group also has older children that are able to participate in certain outdoor recreation activities without constant

supervision by their parents. The second highest age group in Table II pertaining to heads of households was in the 25 to 34 age bracket. This group consisted of over one-fourth of the total respondents and some of these have children that require less supervision, also. However, many of those that are married have young families and participate in only those activities that the children are able to take part in. The age group of 50 to 64 years is usually less active in the more strenuous recreation activities. This group, as well as the 65 and over group, usually enjoy outdoor recreational activities associated with aesthetic values rather than those that require a great deal of physical energy.

TABLE II

AGE GROUPS OF OUT-OF-STATE HEADS OF HOUSEHOLDS,
CLASSIFIED BY NUMBER AND PERCENT OF
RESPONDENTS IN EACH AGE GROUP

Age Group	Number	Percent
Less than 14	0	0.0
14 to 17	0	0.0
18 to 24	39	6.4
25 to 34	152	25.2
35 to 49	277	45.9
50 to 64	110	18.2
65 and over	<u>26</u>	<u>4.3</u>
Total	604	100.0

Shown in Table III are the family members of the head of household. Almost 44 percent of the children were less than fourteen years old. And most of the remaining young people were between 14 and 17 years of age. There was a total of 58.6 percent or 930 children 17 or under. Many of the people in age bracket 18 to 24 were spouses or older children of the heads of households. The remainder of the age groups in Table III were spouses or other family members. Therefore, the sites studied in Oklahoma are used mainly by families participating in outdoor recreation activities together and therefore facilities should be provided for all age groups.

TABLE III

AGE GROUPS OF OUT-OF-STATE SPOUSES AND
FAMILY MEMBERS, CLASSIFIED BY NUMBER
AND PERCENT IN EACH AGE GROUP

Age Group	Number	Percent
Less than 14	696	43.9
14 to 17	234	14.7
18 to 24	118	7.4
25 to 34	190	12.0
35 to 49	241	15.2
50 to 64	87	5.5
65 and over	<u>21</u>	<u>1.3</u>
Total	1587	100.0

Education

As shown in Table IV, two hundred out-of-state heads of households interviewed had attained a high school education. These respondents accounted for over thirty-two percent of the total interviews. The second highest education level reached was that of a college degree or better. These heads of households included 175 or 28.2 percent of the respondents. Another one-fourth of the heads of households had completed from one to three years of college. About fourteen percent had finished 7 to 11 years of formal schooling and only 0.6 percent went to school from one to six years. Two heads of households may have gone to school for awhile, but they indicated that they had not completed any years of school whatsoever.

TABLE IV

THE EDUCATION LEVEL ATTAINED BY OUT-OF-STATE
HEADS OF HOUSEHOLDS, CLASSIFIED BY NUMBER
AND PERCENT OF RESPONDENTS
IN EACH CATEGORY

Education Level Attained	Number	Percent
No school years completed	2	0.3
1 to 6 years	4	0.6
7 to 11 years	86	13.8
12 years (high school diploma)	200	32.1
13 to 15 years	156	25.0
16 years or more (college degree)	<u>175</u>	<u>28.2</u>
Total	623	100.0

The education level reached by over 85 percent of the out-of-state heads of households was completion of high school or better and over half of the respondents had gone to college or graduated. Education is an influencing factor as it relates to outdoor recreation experiences because it determines the type of job they have and the income they take home and the amount they are able to spend for outdoor recreation.

Occupations

Occupation, too, is an influencing factor related to outdoor recreation participation. The out-of-state heads of households, in Table V, indicated that their occupations offered them the time and money to take part in outdoor recreation activities. Professional people, managers and officials, and craftsmen included 56.6 percent of all out-of-state respondents. The professional occupations--doctors, lawyers, accountants, engineers, teachers, and related positions--accounted for one-fifth of the total. Craftsmen also consisted of almost twenty percent of those respondents that gave their occupation. Managers and officials--buyers, public administration officials, building managers, and business or trade managers and officials--included 16.7 percent of the out-of-state heads of household. Another 13.2 percent of the respondents worked in sales or clerical occupations. There was nearly the same amount of respondents in the laborer category and those that had retired from the labor force. The service workers--policemen, firemen, postal employees, barbers, custodians and related jobs--were represented by 5.6 percent of the respondents. The remaining occupations--farm operator, student, and the military--accounted for few of the out-of-state recreationists interviewed in this study.

The low attendance by unemployed persons indicates that income does play a roll in outdoor recreation.

TABLE V
 OCCUPATIONAL CLASSES OF OUT-OF-STATE TOURISTS,
 CLASSIFIED BY NUMBER AND PERCENT
 OF RESPONDENTS IN EACH CLASS

Occupation	Number	Percent
Professional	126	20.0
Craftsmen	125	19.9
Manager; Official	105	16.7
Sales; Clerical	83	13.2
Laborer	53	8.4
Retired	50	7.9
Service Worker	35	5.6
Military	18	2.9
Student	16	2.5
Farm Operator	13	2.1
Not Employed	<u>5</u>	<u>0.8</u>
Total	629	100.0

The average hours worked per week for pay, by all of the 629 respondents, was 40.2 hours. Excluding retired persons and those not employed, the average hours worked per week was 44.0. When the students are included in the last group, the average hours worked per week rose to 45.3. However, many of the respondents' occupations required them to work longer hours in the summer, thus accounting for the higher average hours of work per week.

Income

This is probably the most influential factor pertaining to outdoor recreation participation. The total family income included all income brought into the home to support the family.

As shown in Table VI, over forty-three percent of the out-of-state tourists interviewed had a total family income of over \$10,000 annually. This speaks well for the tourism industry since most of the out-of-state tourists that come to vacation, or that pass through Oklahoma on business or pleasure trips, have favorable income. The next highest bracket in income was the \$7,000 to \$9,999 group, which accounted for over one-third of the total respondents. Nearly fourteen percent of the tourists had yearly family incomes of \$5,000 to \$6,999 and a little over five percent were in the \$3,000 to \$4,999 category. Some out-of-state tourists had annual incomes of less than \$3,000 but still were able to participate in outdoor recreation activities. However, many of the respondents in this group were retired persons. Over three-fourths of the out-of-state recreationists that were interviewed had annual total family income of \$7,000 or over.

TABLE VI
 TOTAL FAMILY INCOME OF OUT-OF-STATE TOURISTS,
 CLASSIFIED BY NUMBER AND PERCENT OF
 RESPONDENTS IN EACH CATEGORY

Income	Number	Percent
Less than \$3,000	28	4.5
\$3,000 to \$4,999	32	5.1
\$5,000 to \$6,999	85	13.6
\$7,000 to \$9,999	211	33.7
\$10,000 and over	<u>270</u>	<u>43.1</u>
Total	626	100.0

The tables showing education and occupations also have their highest rankings in the levels where the higher salaries and wages are earned. Thus, the combination of these last three variables are a deciding factor as to a family's outdoor recreation participation.

CHAPTER III

OUTDOOR RECREATION TRIP

This chapter gives pertinent information concerning the month in which the out-of-state tourists planned their recreation trips; when the trip started; their origin and primary destination; mode of travel; miles driven; the number of days planned for their trip; the number of days the tourists stayed in Oklahoma; and, their trip expenditures.

Month of Trip Planning

As shown in Table VII, many of the respondents began planning their recreation trip in June. Many of them also took the trip that month or in July or August. The table also shows that the months from September to December are not vacation planning months since most of the out-of-state tourists had children in school during that time. And too, several holidays are within that time period. But, as late January nears, and the tourists are beginning to get tired of winter, they start thinking of a place to go on vacation when the children get out of school in late May or early June. The months of February, March, and April are also average planning months along with January, but in May when school is about over the out-of-state tourist families begin to plan their recreation trips in earnest. Table VII indicates that 16.1 percent of the total respondents planned their vacation that month. Only June and July were higher. After July the summer is

almost over and most of the tourist families have been on their recreation trip or are going in August before school started. After August the slack period sets in once again for outdoor recreation planning. Another consideration here is, that the summer months are the best for outdoor recreation participation since the weather is usually ideal for all activities concerned and for traveling.

TABLE VII
MONTH OF RECREATION TRIP PLANNING BY OUT-OF-STATE
TOURISTS, CLASSIFIED BY NUMBER AND PERCENT
OF RESPONDENTS IN EACH MONTH

Month of Trip Planning	Number	Percent
January	54	9.0
February	51	8.5
March	57	9.6
April	58	9.7
May	96	16.1
June	113	18.9
July	99	16.6
August	34	5.8
September	8	1.3
October	6	1.0
November	10	1.7
December	<u>11</u>	<u>1.8</u>
Total	597	100.0

Month Trip Started

The month in which the out-of-state tourists started their outdoor recreation trips were in the three summer months. Table VIII shows that 40.1 percent of all respondents left their home state on vacation in June and 35.3 percent started their trip in July. In August 21.6 percent of the respondents left their state of residence for a late summer vacation. By comparing this table with Table VII the reader can see that many of the tourists that had planned their vacation trips in late winter and in the spring started these trips in one of the three summer months.

TABLE VIII
MONTH IN WHICH THE OUT-OF-STATE TOURISTS STARTED
THEIR OUTDOOR RECREATION TRIP, CLASSIFIED
BY NUMBER AND PERCENT IN EACH MONTH

Month Trip Started	Number	Percent
January	0	0.0
February	1	0.2
March	2	0.3
April	4	0.6
May	10	1.6
June	249	40.1
July	219	35.3
August	134	21.6
September	0	0.0
October	2	0.3
November	0	0.0
December	0	0.0
Total	621	100.0

With the children back in school the months of leaving on trips all but ends until spring. Those people that began their trips other than in the summer months were retired people or those without children in school. Out of a total of 621 respondents in Table VIII, 97 percent of them started on a recreation trip in June, July, or August.

Type of Trip

Table IX shows that 57.7 percent of all out-of-state tourists interviewed in this study were on a major annual vacation. Another 34.1 percent were on an overnight trip, and 8.2 percent of the total were in Oklahoma on a one-day outing. The last two categories indicate that 42.3 percent of the respondents lived near the Oklahoma state line. However, some of the 367 tourists who also lived in neighboring states were in the state at a resource-based facility for a major vacation. Therefore, the sites that will receive the heaviest use now and in the future will be the state parks, recreation areas, and other areas of a similar nature.

TABLE IX

TYPE OF TRIP TAKEN BY OUT-OF-STATE TOURISTS,
CLASSIFIED BY NUMBER AND PERCENT OF
RESPONDENTS IN EACH CATEGORY

Type of Trip	Number	Percent
Major annual vacation	367	57.7
Overnight trip	217	34.1
One-day outing	52	8.2
Total	636	100.0

Origin of Trip

The origin of trip refers to the state or country the tourist was a resident of when interviewed. The states immediately surrounding Oklahoma are listed first in Table X. They are Texas through Colorado and accounted for 77.5 percent of the total respondents. Texas was well represented as it had almost half of all the respondents interviewed in this study. Kansas had the second highest number of respondents accounting for 15.7 percent of the out-of-state tourists interviewed. Arkansas and Missouri were third and fourth respectively in number of respondents. Louisiana, which actually does not border Oklahoma, but is very close, had 13 respondents which made it fifth highest. New Mexico and Colorado were represented by only 1.5 percent of the total respondents.

California and Illinois each had 17 tourists interviewed from their state. Furthermore, Tennessee and Florida each had 1.4 percent of the total respondents from their states. Arizona, New Jersey, Ohio, and Pennsylvania were represented in this study by seven or 1.1 percent of the total interviewees. The remainder of the states listed in Table X were represented by at least one to six respondents. A few of the visitors interviewed in this study were from foreign countries. There were two respondents from Europe and one each from Canada, Africa, and the Bahama Islands.

Those states which are not shown in Table X were not represented or had no one interviewed in this study.

TABLE X
 ORIGIN OF TRIP BY OUT-OF-STATE TOURISTS,
 CLASSIFIED BY NUMBER AND PERCENT OF
 RESPONDENTS IN EACH CATEGORY

Origin of Trip	Number	Percent
Texas	297	47.2
Kansas	99	15.7
Arkansas	40	6.3
Missouri	28	4.4
Louisiana	13	2.0
New Mexico	8	1.2
Colorado	2	0.3
California, Illinois	17 each	5.4
Florida, Tennessee	9 each	2.8
Michigan	8	1.2
Arizona, New Jersey, Ohio, Pennsylvania	7 each	4.4
Indiana, Washington	6 each	1.9
New York	5	0.8
Iowa	4	0.6
Alabama, Mississippi, Nebraska	3 each	1.4
Group A (7)	2 each	2.2
Group B (9)	<u>1 each</u>	<u>2.2</u>
Totals	628	100.0
Group A - Kentucky, Massachusetts, Minnesota, North Carolina, South Carolina, Virginia, and Europe		
Group B - Alaska, Montana, Oregon, Rhode Island, South Dakota, Wisconsin, Canada, Africa, and Bahamas		

Primary State Destination

Table XI shows that 78.2 percent of the out-of-state respondents' primary destination was Oklahoma. The remaining 21.8 percent were heading for another state but had stopped over in Oklahoma to partake in some type of outdoor recreational pursuit. Interstate and other major highways criss-cross the state in several directions. The flow of tourist traffic is heavy on these highways, especially during the summer months as indicated by previous tables in this study. To drive through Oklahoma on their way to another state is, for some travelers, a convenience since Oklahoma is centrally located and has a fine major highway system.

The states surrounding Oklahoma--Texas through Louisiana in Table XI--accounted for 10.8 percent of the total number of out-of-state tourists. California and Arizona provided 2.4 and 2.0 percent, respectively, of the total interviewees. The southwestern and west coast traffic almost always passes through Oklahoma, which is quite helpful to Oklahoma tourism. The states from Florida through Group A consisted of the primary destination of the remaining eleven percent of the total respondents. This group of states had from one to six respondents each and there were two going to Canada and five to Mexico. The states listed in Table XI were primary destinations of only those out-of-state tourists that were interviewed in this study.

Table XI does show that nearly 80 percent of out-of-state tourists come to Oklahoma as their primary destination for outdoor recreational activities.

TABLE XI
 THE PRIMARY STATE DESTINATION OF OUT-OF-STATE
 TOURISTS, CLASSIFIED BY NUMBER
 AND PERCENT IN EACH STATE

State Destination	Number	Percent
Oklahoma	492	78.2
Texas	21	3.3
Arkansas	15	2.4
Colorado	11	1.7
New Mexico	9	1.4
Missouri	6	1.0
Kansas	5	0.8
Louisiana	1	0.2
California	15	2.4
Arizona	13	2.0
Florida, Wyoming	6 each	2.0
Mexico	5	0.8
New York	3	0.5
Nevada, Canada	2 each	0.6
Group A (17)	<u>1 each</u>	<u>2.7</u>
Total	629	100.0

Group A - Alabama, Alaska, Delaware, Georgia, Hawaii, Illinois, Indiana, Massachusetts, Michigan, Minnesota, Mississippi, Nebraska, North Dakota, South Carolina, Tennessee, Utah, Washington.

Primary Site Destination

The state is divided into eleven planning regions and each region contains several recreation sites. Table XII shows the number and percent of respondents interviewed that visited each site, and Table XIII lists each of the 56 sampled sites by their region and study number. Also included in Table XIII is the total number and percent of respondents interviewed at the sites in a region.

Many of the out-of-state tourists that chose Oklahoma as their primary destination did not stay at one of the 56 outdoor recreation sites included in the study. They instead elected to stay with family or friends in cities and towns in the state. There were 442 tourists interviewed in this study that did select one of the 56 recreation sites as their primary site destination.

Shown in Table XII are the recreation sites that had 2.0 percent or more out-of-state tourists interviewed at them. The rest of the sites below this percentage are in groups according to the number of interviews taken in each. Platt National Park and Beavers Bend State Park had far more out-of-state visitors than any of the other sites. These two areas accounted for 28.5 percent of all respondents in this study. Lake Murray State Park and Texoma State Park, which are located near each other, received the third highest number of visitors. The remaining ten sites on the first page of Table XII all had a favorable amount of out-of-state respondents. All of the fourteen sites listed are less than 50 miles inside Oklahoma's border. Therefore, they are only a short drive for the out-of-state tourists that live across state lines next to Oklahoma. The continued table lists the remaining sites in groups since so many had the same number of respondents. Those

sites that were not listed in Table XII had no out-of-state visitors interviewed at them who had chosen the site as their primary destination.

TABLE XII

THE PRIMARY SITE DESTINATION OF OUT-OF-STATE
TOURISTS, CLASSIFIED BY NUMBER AND PERCENT
OF RESPONDENTS AT EACH SITE

Site	Site Number	Number	Percent
Platt National Park	22	66	14.9
Beavers Bend State Park	21	60	13.6
Lake Murray State Park	27	28	6.3
Texoma State Park	25	28	6.3
Ft. Supply Reservoir	55	20	4.5
Honey Creek Recreation Area	4	18	4.1
Willow Springs Resort, Texoma	26	17	3.9
Twin Bridges Recreation Area	5	15	3.4
Quartz Mountain State Park	52	14	3.2
Tenkiller State Park	16	10	2.3
Turner Falls, Private Area	23	10	2.3
Wister State Park	19	9	2.0
Boiling Springs State Park	54	9	2.0
Great Salt Plains State Park	40	<u>9</u>	<u>2.0</u>
Sub-total		313	70.8

TABLE XII (Continued)

Sites	Number	Percent
Group A	7 each	7.9
Group B	6	5.4
Group C	5	4.5
Group D	4	4.5
Group E	3	4.1
Cherokee Indian Village	2	0.5
Group F	<u>1</u>	<u>2.3</u>
Total	442	100.0
Group A - Highway 9 Landing, Eufaula; Devils Den; Roman Nose State Park; Lincoln Park and Zoo; Wichita Mountains Wildlife Refuge.		
Group B - Fountainhead State Park; Arrowhead State Park; Keystone State Park; Canton Lake.		
Group C - Sequoyah Recreation Area; Robbers Cave State Park; Woolaroc; American Indian Hall of Fame.		
Group D - Cookson Bend Recreation Area; Cedar Lake; Washington Irving Cove, Keystone; Pioneer Woman Museum; Skipout Lake.		
Group E - Greenleaf State Park; Sequoyah State Park; Walnut Creek State Park; Little River State Park; Foss Recreation Area; Alabaster Caverns State Park.		
Group F - Damsite - East, Oologah; Cherokee Recreation Area; Ft. Gibson Stockade; Honor Heights Park; Whitehorn Cove, Ft. Gibson; Heyburn Lake Recreation Area; Mohawk Park; Red Rock Canyon State Park; Black Kettle Museum; Black Mesa State Park.		

TABLE XIII

THE FIFTY-SIX SELECTED OKLAHOMA RECREATION SITES, BY
NUMBER AND PERCENT OF INTERVIEWS FROM EACH REGION

<u>Region Number 1</u> (35 - 7.9%)	<u>Region Number 3</u> (84 - 19.0%)	<u>Region Number 6</u> (16 - 3.6%)	<u>Region Number 9</u> (13 - 2.9%)
1. Will Rogers State Park	17. Arrowhead State Park	30. Keystone State Park	45. Red Rock Canyon State Park
2. Damsite-East-Oologah	18. Robbers Cave State Park	31. Walnut Creek State Park	46. Ft. Cobb Recreation Area
3. Cherokee Recreation Area	19. Wister State Park	32. Heyburn Lake Recreation Area	47. American Indian Hall of Fame
4. Honey Creek Recreation Area	20. Cedar Lake	33. Mohawk Park	48. Wichita Mountains
5. Twin Bridges Recreation Area	21. Beavers Bend State Park	34. Woodward Park	
		35. Osage Hills State Park	
		36. Woolaroc Museum	
<u>Region Number 2</u> (43 - 9.7%)	<u>Region Number 4</u> (156 - 35.3%)	<u>Region Number 7</u> (26 - 5.9%)	<u>Region Number 10</u> (22 - 5.0%)
6. Greenleaf Lake State Park	22. Platt National Park	37. Roman Nose State Park	49. Skipout Lake
7. Ft. Gibson Stockade	23. Turner Falls	38. Canton Lake	50. Black Kettle
8. Honor Heights, City Park	24. Devils Den	39. Little Sahara Recreation Area	51. Foss Recreation Area
9. Sequoyah State Park	25. Texoma State Park	40. Great Salt Plains State Park	52. Quartz Mountain State Park
10. Cookson Bend, Tenkiller	26. Willow Spring Resort, Texoma	41. Pioneer Woman	
11. Cherokee Indian Village	27. Lake Murray State Park		
12. Sequoyah Bay Recreation Area		<u>Region Number 8</u> (10 - 2.3%)	<u>Region Number 11</u> (33 - 7.5%)
13. Whitehorn Cove, Ft. Gibson	<u>Region Number 5</u> (4 - 0.9%)	42. Lincoln Park	53. Alabaster Caverns State Park
14. Fountainhead State Park	28. Pawnee Bill	43. Will Rogers State Park	54. Boiling Springs State Park
15. Highway 9 Landing, Eufaula	29. Washington Irving Cove, Keystone	44. Little River State Park	55. Damsite-Left-Ft. Supply
16. Tenkiller State Park			56. Black Mesa State Park

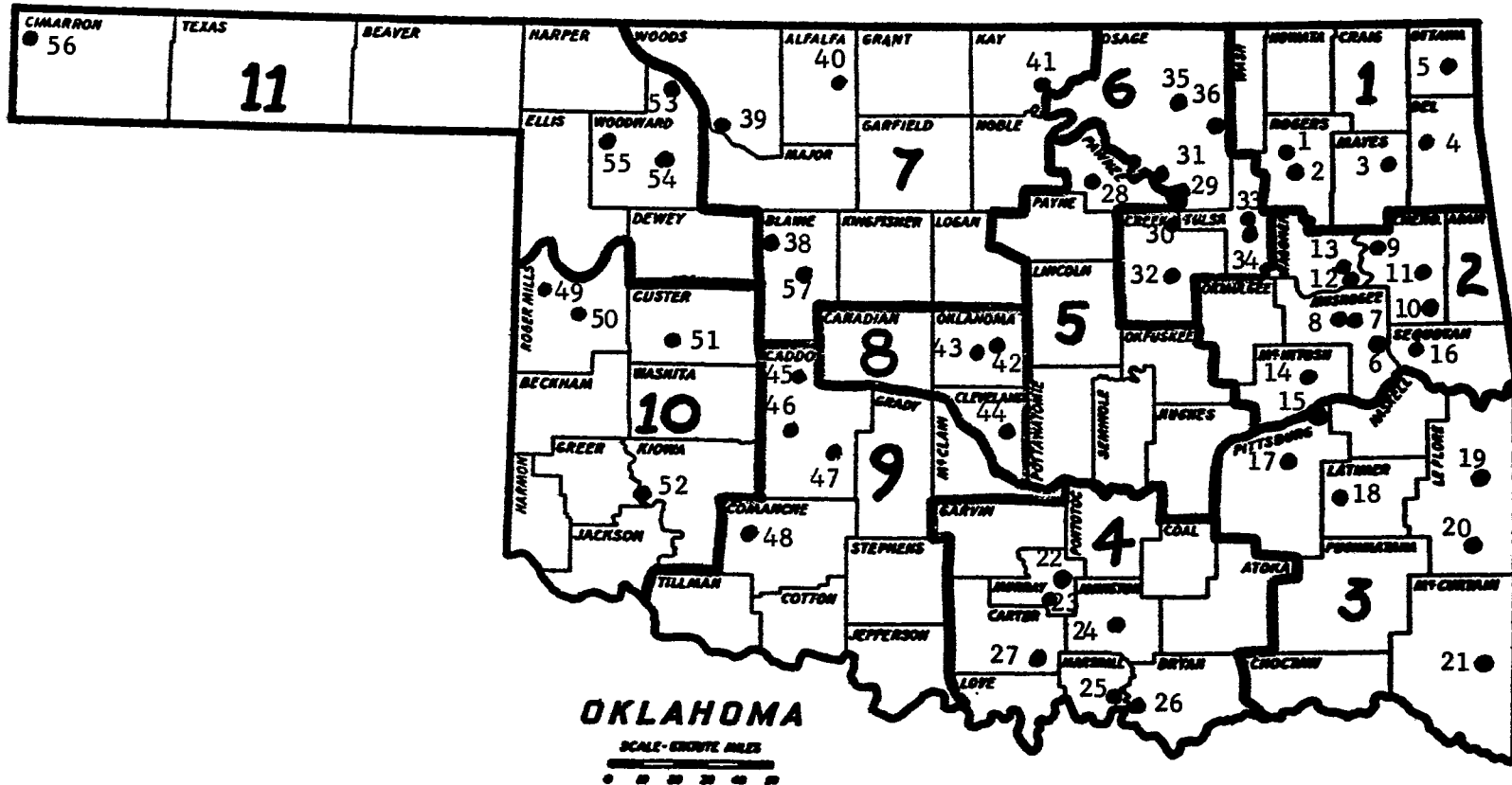


Figure 1. The Fifty-Six Selected Recreation Sites By Code Number and Region

Mode of Travel

The mode of travel by the out-of-state tourists was mostly by automobile. This means of travel outnumbered by far all others, as shown in Table XIV. The pick-up camper used by 14 percent of the total respondents was second highest. There were eight respondents in the bus/van category but only one respondent came to Oklahoma on a commercial bus. The other seven drove Volkswagon van busses or similar type vehicles. One person traveled by train and six tourists came by airplane. Therefore, Table XIV shows that traveling by private automobile is still the number one mode of vacation travel and pick-up campers are "picking up" in popularity.

TABLE XIV

THE MODE OF TRAVEL USED BY OUT-OF-STATE
TOURISTS, CLASSIFIED BY NUMBER AND
PERCENT OF RESPONDENTS
IN EACH TYPE

Mode of Travel	Number	Percent
Car	524	83.6
Pick-up Camper	88	14.0
Bus/Van	8	1.3
Air	6	1.0
Train	1	0.2
Cycle	<u>0</u>	<u>0.0</u>
Total	627	100.0

Trip Miles

The miles driven one-way by the out-of-state tourists are shown in Table XV. The majority of the respondents drove between 101 and 300 miles to reach a recreation site in Oklahoma. The second highest in rank was in the 1000 miles or more bracket. These respondents accounted for almost 17 percent of the total. Ranking third was the 51 to 100 mile group which included 15 percent of the out-of-state respondents. Sixty-three of the respondents drove fifty miles or less. These two categories accounted for 9.6 percent of the tourists in this study, and nearly 22 percent of the interviewees drove between 301 and 1000 miles to reach one of the 56 selected recreation sites. Almost sixty-two percent of the respondents drove from points of origin to Oklahoma in 300 miles or less. This fact reveals that neighboring states do play an important part in Oklahoma tourism.

TABLE XV

TRIP MILES DRIVEN ONE-WAY BY OUT-OF-STATE
TOURISTS, CLASSIFIED BY NUMBER
AND PERCENT OF RESPONDENTS
IN EACH CATEGORY

Miles Driven	Number	Percent
0 to 20	36	5.6
21 to 50	27	4.2
51 to 100	97	15.0
101 to 300	237	36.7
301 to 500	75	11.6
501 to 1000	66	10.2
1000 and over	<u>107</u>	<u>16.7</u>
Total	645	100.0

Total Trip Days Planned

Before a tourist plans his recreation trip and leaves on it, he must consider the number of vacation or trip days he has available. The trip days planned by the out-of-state tourists in this study are shown in Table XVI.

Those respondents that indicated 51 or more trip days planned were mostly retired people and considered themselves on vacation all year. They accounted for almost five percent of the total number of respondents. The greatest majority of the tourists in this study had planned from 1 to 10 days vacation. This group consisted of about 65 percent of those interviewed and the majority in this group planned from 3 to 5 days for their recreation trip. Almost 15 percent of the respondents had two weeks vacation and eleven percent had planned for 16 to 25 days. The lowest category was one percent and those tourists had 36 to 50 days planned for their trips. Table XVI shows that most of the tourists had planned short trips and therefore, stayed in Oklahoma less than two weeks and most of the respondents only stayed a few days.

TABLE XVI
 TOTAL TRIP DAYS PLANNED BY OUT-OF-STATE
 TOURISTS, CLASSIFIED BY NUMBER AND
 PERCENT IN EACH CATEGORY

Total Trip Days Planned	Number	Percent
1 to 2	138	21.8
3 to 5	151	23.7
6 to 10	123	19.3
11 to 15	93	14.6
16 to 25	69	10.9
26 to 35	24	3.8
36 to 50	7	1.0
51 to 100	18	2.8
101 and over	<u>13</u>	<u>2.1</u>
Total	636	100.0

Trip Days in Oklahoma

Table XVII shows the number of days the out-of-state tourists stayed in Oklahoma. Comparing it with Table XVI it shows that the number of trip days in Oklahoma follows closely the number of days planned for recreation trips. The number of travel days to and from Oklahoma must be considered, in Table VII, since many of the tourists took from one to several days to reach their destination and the majority only stayed in Oklahoma a few days.

Over seventy percent of the out-of-state tourists stayed in Oklahoma five days or less. Those that stayed from 6 to 10 days accounted for 18.8 percent of all respondents, and 5.7 percent indicated that they vacationed in the state up to two weeks. By comparing Table XVI and Table XVII the reader can see that many of the tourists were only passing through Oklahoma on their way to another state. This is shown by the higher number of days planned for their trips compared to the lesser amount of days spent in Oklahoma.

TABLE XVII
NUMBER OF TRIP DAYS SPENT IN OKLAHOMA BY
OUT-OF-STATE TOURISTS, CLASSIFIED BY
NUMBER AND PERCENT OF RESPONDENTS
IN EACH CATEGORY

Trip Days - Oklahoma	Number	Percent
1 to 2	223	35.2
3 to 5	222	35.0
6 to 10	119	18.8
11 to 15	36	5.7
16 to 25	16	2.5
26 to 35	9	1.4
36 to 50	1	0.2
51 and over	<u>8</u>	<u>1.2</u>
Total	634	100.0

On the average, the number of trip days spent in Oklahoma was around half of the total number of trip days planned.

Trip Expenditures

In Table XVIII, 27.6 percent of the respondents indicated that they spent between \$20 and \$29 on their recreation trip. Another 23.2 percent said that they spent less than \$20 for their recreational outing. These tourists were those that stayed in Oklahoma from one to five days and brought most of their supplies from home. Thus, their only expense was for travel. Many campers do not consider groceries, recreation equipment, and lodging an expense if they buy these items at home before they leave on their recreation trip (4). This is the case for many tourists that drive pick-up campers and those that bring trailers. The next two highest trip expenditure groups were those that spent from \$50 to \$89 and from \$300 and over which consisted of 27.4 percent of the respondents. The remaining categories, \$90 to \$299, included about twenty-two percent of the total respondents in this study. However, total trip expenditures are influenced by the mode and distance of travel a tourist chooses; the number of days he takes; his means of overnight lodging; meals and/or groceries; and, the number of family members. Therefore, Table XVIII shows that most of the recreation trips or number of days in Oklahoma were of five days or less since over half of the respondents' expenditures were \$49 or less. Even those that bring food from home would have had to replenish their supplies after several days. Those recreationists that had much higher expenditures were, of course, on extended vacations and most were traveling farther distances.

TABLE XVIII
 TOTAL TRIP EXPENDITURES BY OUT-OF-STATE
 TOURISTS, CLASSIFIED BY NUMBER AND
 PERCENT OF RESPONDENTS
 IN EACH CATEGORY

Total Trip Expenditures	Number	Percent
Less than \$20	142	23.2
\$20 to \$49	169	27.6
\$50 to \$89	87	14.2
\$90 to \$149	64	10.4
\$150 to \$199	43	7.0
\$200 to \$299	27	4.4
\$300 and over	<u>81</u>	<u>13.2</u>
Total	613	100.0

Expenditures for Travel

Table XIX shows the number and percent of respondents and the percent each group spent for travel. Travel expenses included gasoline, fares for public conveyance, and other expenses required to keep the tourists' transportation operating properly. Almost forty-seven percent of the respondents indicated that they spent between 26 and 50 percent of their total vacation expenditures for travel. Another 26.9 percent spent between 11 to 25 percent of their total trip expenditures for travel purposes. These two categories included 470 or 73.3 percent of all respondents interviewed. Only 15.3 percent of the out-of-state

tourists spent over fifty percent on travel and 11.2 percent spent ten percent or less for their travel expenses. This shows that the majority of the out-of-state tourists spent between 26 and 50 percent of their total trip expenditures for travel.

TABLE XIX
 PERCENT OF TRIP EXPENDITURES FOR TRAVEL BY
 OUT-OF-STATE TOURISTS, CLASSIFIED BY
 NUMBER AND PERCENT OF RESPONDENTS
 IN EACH CATEGORY

Percent of Expenditures for Travel	Number	Percent
0 to 10	72	11.2
11 to 25	172	26.9
26 to 50	298	46.6
51 to 75	62	9.7
76 to 100	<u>36</u>	<u>5.6</u>
Total	640	100.0

Expenditures for Lodging

As shown in Table XX, the majority of the out-of-state tourists in this study were campers as indicated by the 83.4 percent of the respondents that only spent ten percent or less for lodging. Hence, the majority of these people stayed in pick-up campers or brought tents

from home and a few had a seasonal residence. But for most of them, their number of days in Oklahoma were of fairly short duration. The higher percentages spent for lodging were incurred by those tourists that stayed mainly in overnight accommodations other than campgrounds or by those on longer trips.

TABLE XX

PERCENT OF TRIP EXPENDITURES FOR LODGING BY
OUT-OF-STATE TOURISTS, CLASSIFIED BY NUMBER
AND PERCENT OF RESPONDENTS IN EACH CATEGORY

Percent of Expenditures for Lodging	Number	Percent
0 to 10	538	83.4
11 to 25	41	6.3
26 to 50	62	9.6
51 to 75	3	0.5
76 to 100	<u>1</u>	<u>0.2</u>
Total	645	100.0

Expenditures for Food

This category was more evenly dispersed as can be seen in Table XXI. Almost half of the respondents spent between 26 to 50 percent of their total trip expenditures for meals or groceries. An even one hundred respondents spent ten percent or less, and another 16.1 percent

indicated that they spent from eleven to 25 percent of their total trip expenditures for food. There was also 15.5 percent of the respondents that spent between 51 and 75 percent of their trip costs on meals or groceries. The greatest amount spent for food was by the least number of tourists which included 4.3 percent of the respondents. The majority of the respondents in this category spent between 26 and 50 percent of their total trip expenditures for some type of food.

TABLE XXI

PERCENT OF TRIP EXPENDITURES FOR FOOD BY
OUT-OF-STATE TOURISTS, CLASSIFIED BY
NUMBER AND PERCENT OF RESPONDENTS
IN EACH CATEGORY

Percent of Expenditures for Food	Number	Percent
0 to 10	100	15.5
11 to 25	104	16.1
26 to 50	313	48.6
51 to 75	100	15.5
76 to 100	<u>28</u>	<u>4.3</u>
Total	645	100.0

Expenditures for Miscellaneous Items

The miscellaneous items included such things as rental fees, instructions, amusements, and souvenir purchases. The vast majority of

the out-of-state tourists spent ten percent or less for miscellaneous items. That group consisted of 61.1 percent of the total number of respondents. One-fourth of all the respondents did spend 11 to 25 percent of their total trip costs on those items. The higher percentages in Table XXII were incurred by those tourists on outings at a commercial recreation site such as a private area, zoo, or related activity.

TABLE XXII
 PERCENT OF TRIP EXPENDITURES FOR MISCELLANEOUS
 ITEMS BY OUT-OF-STATE TOURISTS, CLASSIFIED
 BY NUMBER AND PERCENT OF RESPONDENTS
 IN EACH CATEGORY

Percent of Expenditures for Miscellaneous Items	Number	Percent
0 to 10	394	61.1
11 to 25	162	25.1
26 to 50	76	11.8
51 to 75	9	1.4
76 to 100	<u>4</u>	<u>0.6</u>
Total	645	100.0

The preceding data, along with the rest of this thesis, can aid state and local planning agencies and private concerns in determining how to plan better recreation areas for out-of-state, and in-state, tourists by knowing when to advertise; where most of them originate from; their primary destinations; the number of days the tourists plan for their trips; how long and where they stay in Oklahoma on the average; and, the amount of money out-of-state tourists spend for travel, lodging, food, and miscellaneous items.

CHAPTER IV

OPINIONS AND PREFERENCES IN SELECTING OUTDOOR RECREATION FACILITIES AND SITES

In order to better plan recreation areas, opinions and preferences of the interviewees were gathered and analyzed. This chapter is concerned with the information media thought to be most effective by out-of-state tourists in relation to tourism. Also, this chapter deals with the factors which limit the tourist's recreation participation; route preference; considerations of a site choice; overnight accommodations preferred; the service facilities used by the recreationists; and, their preference of a user fee.

Most Effective Information Media

Table XXIII shows the types of information medias that out-of-state tourists find most effective in helping them decide their recreation trip or vacation. Road maps, vacation brochures distributed by state agencies, and the news media accounted for over three-fourths of all respondents. They considered them to be the best way to learn about Oklahoma tourism. The remaining medias included 24.1 percent of the respondents and were about average to each other in the number of responses and percentage, but were considered less effective than the first three. The Other category usually was word-of-mouth recommendations.

TABLE XXIII
 INFORMATION MEDIAS CONSIDERED MOST EFFECTIVE
 BY OUT-OF-STATE TOURISTS, CLASSIFIED BY
 NUMBER AND PERCENT OF RESPONDENTS
 IN EACH CATEGORY

Information Media	Number	Percent
Road maps	213	33.7
Vacation brochures	165	26.1
News media (magazines, newspapers, television, radio)	102	16.1
Chamber of Commerce	35	5.5
Other	34	5.3
Travel agency	26	4.1
Feature article in publication	22	3.5
Billboards	21	3.3
Travel shows	<u>15</u>	<u>2.4</u>
Total	633	100.0

Limiting Factors

Table XXIV shows that time was the deciding factor of most of the out-of-state tourists, and that money was second. These two categories accounted for over 98 percent of all responses. The respondents could answer more than once in this table; therefore the percentages are figured on the basis of total responses by the respondents. Distance was the third most recorded limiting factor and was followed in rank by

crowded areas. Together they received 16.4 percent of the responses. A small percentage of the respondents listed something else and 6.4 percent had no opinion or they felt that the question did not apply to them.

TABLE XXIV
 LIMITING FACTORS OF OUTDOOR RECREATION PARTICIPATION
 BY OUT-OF-STATE TOURISTS, CLASSIFIED BY NUMBER OF
 RESPONSES AND PERCENT OF RESPONDENTS
 IN EACH CATEGORY

Limiting Factors	Number of Responses	Percent of Respondents
Time	385	60.1
Money	247	38.5
Distance	57	8.9
Crowded Areas	48	7.5
No Opinion	41	6.4
Other	14	2.2

Route Preference

The out-of-state tourists in this study indicated that they prefer to travel to their destination via a combination of scenic and express highways. Table XXV reveals this by showing that almost half of the total number of respondents preferred that route of travel. Ten

percent more chose a scenic route over the expressway. Therefore, the majority of the tourists want to get to their destination quickly, but they also want to enjoy the scenery along the way.

TABLE XXV
ROUTE PREFERENCE OF OUT-OF-STATE TOURISTS,
CLASSIFIED BY NUMBER AND PERCENT OF
RESPONDENTS BY EACH TYPE

Route Preference	Number	Percent
Combination	316	49.5
Scenic	193	30.3
Express	<u>129</u>	<u>20.2</u>
Total	638	100.0

Site Choice Considerations

Table XXVI shows selected factors which indicate why a family might choose a particular recreation site. A desire to visit new places was considered, by 19.2 percent of the respondents, as their primary consideration for a recreation area. Another 17.6 percent had either been to the area before or they had established a seasonal residence there. Almost fourteen percent of the tourists came to a recreation site in Oklahoma because the site had been recommended to them by other travelers. The type and amount of services and facilities

offered at a site was the respondents' fourth choice. A quiet, uncrowded area ranked fifth with about 11 percent of the respondents choosing it, while 8.8 percent came to a site because of its natural or historic attraction. The remainder of the choices were mentioned by less than eight percent of the respondents and therefore, were not considered the most important reasons for choosing a site.

TABLE XXVI
 PRIMARY SITE CHOICE CONSIDERATIONS BY OUT-OF-STATE
 TOURISTS, CLASSIFIED BY NUMBER AND PERCENT OF
 RESPONDENTS BY EACH CHOICE

Site Choice Considerations	Number	Percent
Desire to visit new places	122	19.2
Previous visit or seasonal residence	112	17.6
Recommended by others	88	13.9
Services and facilities offered	72	11.3
A quiet, uncrowded area	67	10.6
Natural and historic attractions	56	8.8
Other	45	7.1
Site accessibility	33	5.3
A remote, primitive area	18	2.8
An active, social area	11	1.7
A club association	7	1.1
Climate	<u>4</u>	<u>0.6</u>
Total	635	100.0

Overnight Accommodations Preferred

Since the majority of the respondents were interviewed at campgrounds, their first prerequisite for an overnight accommodation was, of course, a campsite. This group accounted for over three-fourths of all the out-of-state tourists interviewed. However, several of the respondents at campsites gave different answers which show in Table XXVII. This particular question did not apply to 55 of the respondents because they were not staying overnight. Over six percent of the out-of-state travelers preferred a motel to a campground and thirty elected to stay with friends or relatives. One percent of the respondents had a seasonal residence to stay in but very few chose cabins, hotels, or something else. No one preferred a private club. Hence, camping seems to be the favorite, inexpensive, overnight accommodation by out-of-state tourists, especially as a family.

TABLE XXVII
 OVERNIGHT ACCOMMODATIONS PREFERRED BY OUT-OF-STATE
 TOURISTS, CLASSIFIED BY NUMBER AND PERCENT OF
 RESPONDENTS IN EACH CATEGORY

Overnight Accommodations	Number	Percent
Campground	484	77.7
Not applicable	55	8.8
Motel	38	6.2
Friends or relatives	30	4.8
Own seasonal residence	6	1.0
Housekeeping cabin	4	0.6
Other	4	0.6
Hotel	2	0.3
Private club	<u>0</u>	<u>0.0</u>
Total	623	100.0

Service Facilities Used

In this category, the respondents were asked to list all of the service facilities they had used on their recreation trip. Therefore, the percent column will not equal 100 since many of the respondents gave several answers and the number column in Table XXVIII shows the number of responses.

TABLE XXVIII

SERVICE FACILITIES USED BY OUT-OF-STATE TOURISTS,
CLASSIFIED BY NUMBER OF RESPONSES AND PERCENT
OF RESPONDENTS IN EACH TYPE

Service Facilities	Number of Responses	Percent of Respondents
Restrooms and showers	561	87.5
Restaurant, food service, groceries	533	83.2
Cooking facilities	268	41.8
Bait and tackle sales	195	30.4
Souvenir and equipment shops	163	25.4
Information center	158	24.6
Laundry facilities	147	22.9
Lodging	106	16.5
Rental services	91	14.2
Guided tours	37	5.8
Repair and storage facilities	33	5.1
Planned information programs	21	3.3
Medical and health facilities	20	3.1
Pro golf shop	14	2.2
Airstrip	7	1.1
Nursery and child care	4	0.6

Food services of some type were used by many of the respondents that did not bring their food from home. Also, restroom and shower facilities were used extensively. The facilities in these two categories were used by over an average of 85 percent of the respondents. Cooking facilities at campgrounds and picnic sites were in demand by 41.8 percent of the total respondents. Bait and tackle sales included 30.4 percent of the tourists and shows that many recreationists purchase these needs when they reach their destination. The souvenir and equipment shops were visited by over one-fourth of the respondents and information centers were utilized by another 25 percent. Laundry facilities, which are located only at certain sites, were in demand by 22.9 percent of the travelers. Lodging, other than camping, was a need for 16.5 percent of the respondents and 91 people used some type of rental service. The remaining service facilities were used about the same number of times except for an airstrip and nursery and child care center, which were used infrequently.

User Fee Preference

As shown in Table XXIX almost ninety percent of all the out-of-state tourists would not object to paying a small fee of a dollar or less to use recreation areas in Oklahoma. The state, at present, does not charge a user fee at any of its parks and recreation areas. Some of the federal areas and all of the private facilities do charge a user fee. However, these tourists indicated that they would not mind paying a user fee if the money was used toward improvement of the recreation areas.

TABLE XXIX
USER FEE PREFERENCE BY OUT-OF-STATE TOURISTS,
CLASSIFIED BY NUMBER AND PERCENT OF
RESPONDENTS IN EACH CATEGORY

User Fee Preference	Number	Percent
Would not object	558	88.7
Would object	<u>71</u>	<u>11.3</u>
Total	629	100.0

CHAPTER V

OUTDOOR RECREATION ACTIVITY PARTICIPATION

Individuals choose their recreation activities within the range of opportunities that are physically and economically available to them. Their choices are conditioned by their socio-economic and environmental characteristics and by their knowledge of recreation opportunities (5).

For the purpose of this study, the heads of households are listed separate from other family members. This is a way of showing individual activity preference and participation in the activities listed. However, when Table XXX is compared with Table XXXI the reader will see that almost all of the activities participated in by the head of the household were also participated in by the family. The spouses, children, and other household members were grouped together in Table XXXI.

Activity Participation

The nineteen selected outdoor recreation activities were not all located in the recreation areas listed in this study, but some were participated in at other places along the tourists' route of travel. The number of activity occasions were only those participated in by the tourists while on the trip pertaining to this study. An activity occasion was the participation by one person, any number of times, in any one activity during a day. Thus, if driving for pleasure was

TABLE XXX

OUTDOOR RECREATION ACTIVITIES PARTICIPATED IN BY OUT-OF-STATE
HEADS OF HOUSEHOLDS, CLASSIFIED BY NUMBER AND PERCENT OF
RESPONDENTS IN EACH CATEGORY, AND BY THE NUMBER OF TIMES
EACH ACTIVITY WAS PARTICIPATED IN, BY PERCENT

Activity	Number of Participants	Percent of Participants	Number of Times, in Percent, Each Activity Was Participated in by Heads of Households					
			1 - 5	6 - 15	16 - 25	26 - 50	51 - 75	76 - 100
Camping	472	77.8	77.8	17.8	2.1	1.9	0.2	0.2
Sightseeing	407	67.1	81.3	14.7	1.7	1.7	0.2	0.2
Swimming	396	65.2	81.8	16.9	0.3	1.0	-	-
Picnicking	361	59.5	83.9	13.9	1.7	0.6	-	-
Driving for Pleasure	355	58.5	81.7	13.8	2.8	1.1	0.3	-
Fishing	250	41.2	83.2	14.4	0.8	1.6	-	-
Hiking and Nature Study	174	28.7	81.0	15.5	0.6	2.3	-	0.6
Boating	149	24.5	84.6	12.8	1.3	1.3	-	-
Viewing Exhibits & Cultural Events	120	19.8	90.8	7.5	0.8	0.8	-	-

TABLE XXX (Continued)

Activity	Number of Participants	Percent of Participants	Number of Times, in Percent, Each Activity Was Participated in by Heads of Households					
			1 - 5	6 - 15	16 - 25	26 - 50	51 - 75	76 - 100
Diving and Water Skiing	93	15.3	89.2	8.6	1.1	1.1	-	-
Playing Outdoor Games	62	10.2	93.5	6.5	-	-	-	-
Attending Fairs and Festivals	39	6.4	100.0	-	-	-	-	-
Viewing Outdoor Games	34	5.6	97.1	2.9	-	-	-	-
Horseback Riding	32	5.3	96.9	3.1	-	-	-	-
Golf	28	4.6	89.3	10.7	-	-	-	-
Target Shooting	13	2.1	84.6	15.4	-	-	-	-
Bicycling	11	1.8	90.9	9.1	-	-	-	-
Hunting	7	1.2	71.4	14.3	14.3	-	-	-
Tennis	4	0.7	100.0	-	-	-	-	-

TABLE XXXI

OUTDOOR RECREATION ACTIVITIES PARTICIPATED IN BY OUT-OF-STATE SPOUSES,
CHILDREN, AND OTHER HOUSEHOLD MEMBERS, CLASSIFIED BY NUMBER AND
PERCENT OF PARTICIPANTS IN EACH CATEGORY, AND BY THE NUMBER
OF TIMES EACH ACTIVITY WAS PARTICIPATED IN, BY PERCENT

Activity	Number of Participants	Percent of Participants	Number of Times, by Percent, Each Activity Was Participated in by Spouses, Children, and Other Household Members					
			1 - 5	6 - 15	16 - 25	26 - 50	51 - 75	76 - 100
Camping	1251	78.3	78.4	18.9	1.4	1.0	0.1	0.1
Swimming	1185	74.2	81.4	17.4	0.5	0.7	-	-
Sightseeing	1047	65.5	81.9	15.4	1.5	1.1	0.1	-
Picnicking	945	59.1	84.1	14.3	1.3	0.3	-	-
Driving for Pleasure	915	57.3	84.6	12.6	1.5	1.0	0.1	0.2
Fishing	522	32.7	85.8	12.8	0.4	1.0	-	-
Hiking and Nature Study	472	29.5	85.0	13.1	0.5	1.3	0.0	0.2
Boating	366	22.9	87.7	11.7	0.3	0.3	-	-
Viewing Exhibits & Cultural Events	309	19.3	93.9	5.5	0.3	0.3	-	-

TABLE XXXI (Continued)

Activity	Number of Participants	Percent of Participants	Number of Times, by Percent, Each Activity Was Participated in by Spouses, Children, and Other Household Members					
			1 - 5	6 - 15	16 - 25	26 - 50	51 - 75	76 - 100
Diving and Water Skiing	244	15.3	88.1	11.1	0.4	0.4	-	-
Playing Outdoor Games	185	11.6	91.4	8.6	-	-	-	-
Horseback Riding	114	7.1	96.5	3.5	-	-	-	-
Attending Fairs and Festivals	94	5.9	100.0	-	-	-	-	-
Viewing Outdoor Games	72	4.5	95.8	4.2	-	-	-	-
Bicycling	61	3.8	83.6	16.4	-	-	-	-
Golf	15	0.9	100.0	-	-	-	-	-
Target Shooting	15	0.9	93.3	-	6.7	-	-	-
Tennis	10	0.6	100.0	-	-	-	-	-
Hunting	7	0.4	85.7	14.3	-	-	-	-

participated in several times in one day it was counted as only one activity for that day and for each person that took part in the activity.

The tables in this chapter indicate that the majority of the recreation trips to Oklahoma by the out-of-state tourists were relatively short in duration or that the tourists had been on their trips only a few days. Most of these trips were of short duration as shown in Table XVI, page 30.

By comparing Tables XXX and XXXI it can be seen that outdoor recreation participation was done mostly as a family affair. Those activities that showed the most individuality were bicycling, swimming, and horseback riding, which were participated in more by younger people than by adults. Fishing, on the other hand, was an activity for the heads of households, as were hunting, target shooting, and golf. The other activities listed but not mentioned here were the activities participated in most often as a family activity.

Favorite Activities of Heads of Households

The heads of households were asked to rank their favorite outdoor recreation activities as first, second, and third choices. Table XXXII depicts the 19 selected activities and also two additional ones--winter sports and other activities. The other activities included rock hunting, rodeos, outdoor photography, and bird-watching. There were four activities that were outstanding among the twenty-one listed. Those activities were camping, fishing, swimming, and sightseeing. In the first choice column camping was number one, fishing second, swimming third, and sightseeing fourth. In column two the same activities were

TABLE XXXII

FAVORITE ACTIVITIES OF OUT-OF-STATE HEADS OF
HOUSEHOLDS, CLASSIFIED BY NUMBER AND PERCENT
OF RESPONDENTS OF EACH CHOICE

Activity	Number and Percent of Respondents					
	First Choice		Second Choice		Third Choice	
Camping	170	27.0	98	15.6	72	11.8
Fishing	113	17.9	90	14.3	75	12.3
Swimming	75	11.9	114	18.2	71	11.7
Sightseeing	58	9.2	70	11.1	86	14.1
Driving for Pleasure	35	5.6	24	3.8	44	7.3
Golf	30	4.8	10	1.6	11	1.8
Boating	29	4.6	41	6.5	48	7.9
Diving and Water Skiing	22	3.5	25	4.0	23	3.9
Hunting	22	3.5	40	6.3	28	4.7
Picnicking	21	3.3	28	4.5	41	6.7
Hiking and Nature Study	14	2.2	27	4.3	34	5.7
Horseback Riding	12	1.9	11	1.8	9	1.5
Viewing Exhibits & Cultural Events	6	1.0	15	2.4	17	2.8
Viewing Outdoor Games	5	0.8	13	2.1	10	1.6
Attending Fairs and Festivals	4	0.6	4	0.6	7	1.1
Other Activities	4	0.6	3	0.5	7	1.1
Target Shooting	3	0.5	2	0.3	10	1.6
Bicycling	2	0.3	3	0.5	0	0.0
Playing Outdoor Games	2	0.3	8	1.3	10	1.6
Tennis	2	0.3	2	0.3	4	0.6
Winter Sports	<u>1</u>	<u>0.2</u>	<u>0</u>	<u>0.0</u>	<u>2</u>	<u>0.3</u>
Totals	630	100.0	628	100.0	609	100.0

ranked swimming, camping, fishing, and sightseeing as the second favorite activities of the tourists. For the respondents' third choice of a favorite activity the ranking was sightseeing first, fishing second, camping as third, and fourth was swimming. These four activities were the top favorites of the heads of households from out-of-state. Their activity participation in these activities were also the highest in Table XXX, except for fishing. Some of the activities that are not readily available at the recreation areas were participated in by the head of household when he was at home, therefore, he chose that activity as a favorite. Some of the higher ranking favorite activities do not coincide with the activities participated in while on the trip, therefore indicating that some of the recreation activities are influenced by the spouse and children as well as by the head of household.

The four top favorite activities consisted of 66.0 percent of the total respondents as first choice, 59.2 percent of them as second choice, and 47.5 percent of the total chose these four activities as their third favorite activities.

Thus, recreation areas, especially resource-based, have to be planned with every family member in mind. As the last three tables have shown, the activities to be planned for in the future are the ones so heavily used today, i.e., the natural, scenic sites that cannot be found near cities. The activities that can be acquired when the recreationist is at home are the last nine activities in Tables XXX and XXXI. Therefore, the activities for the future will be those that include the family and cannot be participated in unless the recreationist travels some distance to reach such a site.

CHAPTER VI

SUGGESTIONS FOR IMPROVING OKLAHOMA OUTDOOR RECREATION AREAS AND FACILITIES

The out-of-state respondents were asked what they would do to improve the recreation areas they had seen in Oklahoma. On the questionnaires they were given space for four suggestions. Many of the respondents gave at least one suggestion, others offered more, and still others did not reply to the question. Therefore, since more than one answer was given by many of the respondents the percent column in Table XXXVIII will not equal 100. The number of responses in each category refers to how many times that particular suggestion was made. And the percent of each suggestion is the percent of total respondents that suggested each item. There were a total of 500 respondents that volunteered suggestions and there were 69 that were either satisfied or said that nothing needed improving. The question also drew 76 no responses. For example in Table XXXVIII, the first category, it shows that there were 76 responses pertaining to electrical outlets. This number of responses included 15.2 percent of the total 500 respondents. Each suggestion was figured in this manner.

Camping Facilities

Table XXXVIII shows that, besides providing more electrical outlets, the out-of-state tourists want more and larger campsites. There were

TABLE XXXIII

SUGGESTIONS FOR IMPROVING OKLAHOMA OUTDOOR RECREATION
AREAS, BY OUT-OF-STATE TOURISTS, CLASSIFIED BY
NUMBER OF RESPONSES AND PERCENT OF RESPONDENTS
IN EACH CATEGORY

Category	Number of Responses	Percent of Respondents
<u>Camping Facilities</u>		
Provide more electrical outlets	76	15.2
Provide more or larger campsites	22	4.4
Provide level areas for camping	17	3.4
Provide more trailer spaces	13	2.6
Provide firewood	10	2.0
Provide less crowded areas	8	1.6
Construct sites closer to water	<u>8</u>	<u>1.6</u>
Total	154	30.8
<u>Picnicking and Roadside Rest Facilities</u>		
Provide drinking water in more locations	72	14.4
Provide better lighting of areas	20	4.0
Provide more picnic tables	19	3.8
Provide a fireplace at each table	17	3.4
Build more roadside rest stops	<u>14</u>	<u>2.8</u>
Total	142	28.4
<u>Water-Oriented Activities</u>		
Provide more and better beaches	18	3.6
Provide more swimming facilities	13	2.6
Improve all swimming areas	10	2.4
Build more boat ramps	9	1.8
Build more boat docks	8	1.6
Designate separate areas for each activity	7	1.4
Provide lifeguards	<u>5</u>	<u>1.0</u>
Total	70	14.0
<u>Sanitary Facilities and Maintenance</u>		
Improve restroom facilities	67	13.4

TABLE XXXVIII (Continued)

Category	Number of Responses	Percent of Respondents
Provide more restrooms	63	12.6
Clean restrooms more often	50	10.0
Provide more showers	49	9.8
Improve shower facilities	32	6.4
Improve general maintenance	30	6.0
Spray insects	26	4.4
Provide hot showers	19	3.8
Provide hot water	12	2.4
Cut weeds and grass	11	2.2
Provide more trash cans and lids	10	2.0
Keep litter picked up	9	1.8
Provide sanitary dump stations	<u>7</u>	<u>1.4</u>
Total	385	77.0
<u>Road and Traffic Conditions</u>		
Pave roads to and within areas	34	6.8
Put up directional signs	<u>12</u>	<u>2.4</u>
Total	46	9.2
<u>Laws and Regulations</u>		
Provide police patrol and enforce laws in areas	16	3.2
Provide more supervision and management of areas	<u>7</u>	<u>1.4</u>
Total	23	4.6
<u>Miscellaneous Suggestions</u>		
Provide more facilities of all kinds	21	4.2
Plant more shade trees	17	3.4
Provide more information	<u>10</u>	<u>2.1</u>
Total	48	9.6

3.4 percent of the respondents that indicated Oklahoma should make level camping areas, especially for trailers and pick-up campers. Also, 2.6 percent of the respondents said that more trailer spaces were needed. Two percent of the interviewees stressed the point that firewood should be provided at all campsites and picnic areas. Less than two percent of the total respondents thought the sites should be closer to water, meaning a lake, etc., and 1.6 percent wanted less crowded areas. In all, there were 154 responses referring to camping facilities and area improvement.

Picnicking and Roadside Rest Facilities

Drinking water seemed to be a major concern of the out-of-state tourists as indicated by 14.4 percent of the 500 respondents. Some of the tourists suggested that the lighting be improved in areas that were used after dark. They felt that by providing lighted areas vandalism would be decreased and safety increased. More picnic tables was voiced by 3.8 percent of the respondents and 3.4 percent of them recommended that a fireplace be provided each family. The need for more roadside rest stops with better facilities was suggested 14 times. The respondents' main complaint concerning roadside rest stops was that there were no overnight camping accommodations at them. There were almost as many responses in this category as there were for camping, and in many respects the two of them could be combined since both types of areas use many of the same facilities.

Water-Oriented Facilities

There seemed to be some concern about the lack of and the condition

of existing beach areas in Oklahoma. Beach swimming tends to be a favorite of many tourists. Also, 5.6 percent of the respondents indicated that improvements should be made in all swimming areas including the provision of lifeguards, and that many would be happy to see and use more swimming facilities. Boat ramps and docks were suggested by 3.4 percent of the total respondents that considered the present boating facilities inadequate. Water safety was voiced by 1.4 percent of the respondents who encourage the directors or superintendents of the recreation areas to provide designated areas for each water sport.

Many of the people that would have been included in this category, and also in the activity participation tables, were recreating in the water at the time the interviewers were in the recreation areas. Therefore, the water-oriented activities and suggestions would have been higher if those people had been ashore to fill out a questionnaire.

Sanitary Facilities and Maintenance

As shown in Table XXXVIII this category received by far the majority of suggestions for recreation area improvement. Many of the respondents in this category were actually bitter when they gave their suggestions pertaining to sanitation. Therefore, if all the other categories receive no attention, this one should get some action since the tourists felt it was the most important.

Heading the list was the over-all improvement of restroom facilities followed by the need for more of them, and third, the cleanup of the restrooms. Those three suggestions consisted of 36 percent of the total respondents. The next group included shower facilities. The

need for more and their over-all improvement was a concern of almost 20 percent of the respondents. Hot showers was also suggested and combining the three shower recommendations the percent of total respondents was almost twenty-four. Improve general maintenance of areas was suggested by six percent of the total that did not list a specific suggestion. The need for insect control was mentioned by 4.4 percent of the interviewees. The remaining suggestions in this category ranged from 1.4 to 2.2 percent and included recommendations for sanitary dumps, more trash cans, the cutting of weeds and grass, and just keeping the litter picked up that the recreationists throw upon the ground rather than in a trash can or some other type of disposal. For the entire category there were 385 responses or over three-fourths of the total number of respondents.

Road and Traffic Conditions

Almost ten percent of the respondents gave a suggestion relating to road and traffic conditions. Most of them, as shown in Table XXXVIII, suggested that the roads leading to and those within the recreation areas be paved. This would keep the areas open in all weather conditions and most of all, eliminate dust. The other suggestion in this category was that directional signs be put up in order that an out-of-state tourist can find an unfamiliar area easier.

Laws and Regulations

There were 23 responses or 4.6 percent of the total respondents that gave a suggestion pertaining to laws and regulations in a recreation area. Most of the people were concerned with having a police

patrol in the area and that the laws subject to the area be enforced so that the recreationists can relax and not worry about vandalism and minor injustices.

Miscellaneous Suggestions

In this category the provision of more facilities of all kinds generally referred to laundry facilities, concession stands, ice machines, grocery stores, bathhouses, and fish cleaning sinks. The planting of shade trees was suggested by only 3.4 percent of the respondents who were undoubtedly in western Oklahoma when interviewed. Two percent of the tourists suggested that Oklahoma provide more information pertaining to outdoor recreation areas. Since this study the Oklahoma Tourism Division has published several new and colorful brochures advertising the state recreation areas.

Almost every outdoor recreationist enjoys an area that has clean restroom facilities and surrounding area; has ample camping, picnicking, and water sport facilities; has designated areas for selected activities; paved roads everywhere; is located near trees and a body of water; and, is used by law-abiding citizens that are at the site for one reason--to relax out-of-doors. This is what the 500 out-of-state respondents have suggested as ways to improve Oklahoma outdoor recreation areas as a means of enhancing the sites so that more tourists will vacation in Oklahoma and those that have, might come again.

CHAPTER VII

WHY OKLAHOMA

The last question in the survey asked the out-of-state tourists why they had come to Oklahoma for outdoor recreation. This question could also have more than one answer and was dealt with as the question was in Chapter VI. This particular question was asked in order that we might find out what some of Oklahoma's outdoor recreation attractions are that people enjoy. Many of the responses can be classified as general comments, but all of them were grouped into two categories, physical features and cultural features.

Physical Features

The physical features in Oklahoma that attracted the out-of-state tourists were those things listed in Table XXXIV. The physical feature mentioned most often by the respondents was that they liked the facilities offered at the site where they were recreating. The facilities include everything the site has available for the tourist. Nice scenery, clean areas, and nice areas in general were the comments of 19.5 percent of the total number of respondents which was 595. Another five percent of the out-of-state tourists came to Oklahoma because of the lakes and rivers. Natural attractions could be included in almost any of the categories, but covered a wide range of responses which included forests, mountains, lakes and rivers, and climate. Three

percent of the respondents were more specific and said that they came to recreate in Oklahoma because of its camping areas. Almost half of those responses referred to Platt National Park. Some of the respondents in Chapter VI suggested that more shade trees be planted in recreation areas and others considered shade trees as their reason for choosing Oklahoma for a recreation outing.

TABLE XXXIV

PHYSICAL REASONS WHY OUT-OF-STATE TOURISTS VISITED
OKLAHOMA, CLASSIFIED BY NUMBER OF RESPONSES AND
PERCENT OF RESPONDENTS IN EACH CATEGORY

Physical Features	Number of Responses	Percent of Respondents
Like facilities offered	65	10.9
Nice scenery	44	7.4
Clean and well maintained	41	6.9
Nice areas in general	31	5.2
Lakes and rivers	29	4.9
Natural attractions	19	3.2
Nice camping areas	18	3.0
Shade trees	15	2.5
More lakes and parks	15	2.5
Better fishing	11	1.8
Not crowded	11	1.8
Easy access to areas	9	1.5
Quiet and relaxing	8	1.3
Seasonal residence	<u>5</u>	<u>0.8</u>
Total	321	53.9

Another 2.5 percent of the respondents indicated that they came to Oklahoma for outdoor recreation because there are more parks and lakes from which to choose a site. Fishing was not very high on this list due to the great number of fishermen that were out in boats at the time the interviews were administered. But, the 1.8 percent that were interviewed considered Oklahoma fishing areas ideal. Another 1.8 percent came to outdoor recreation areas in the state because they felt that the sites here were less crowded. There were nine responses that referred to accessibility to the sites, and eight responses or 1.3 percent of the respondents said they enjoyed the recreation site they were visiting because it was quiet and relaxing. Five respondents from out-of-state were here to stay at their seasonal residence which was their reason for coming to Oklahoma every summer.

There were a total of 321 responses given by almost 54 percent of the respondents to this question that actually complimented Oklahoma's physical outdoor recreation attractions.

Cultural Features

Table XXXV shows the cultural features which the out-of-state tourists, in this study, felt were some of the attractions that encouraged them to come to Oklahoma on an outdoor recreation trip.

The majority of them came to Oklahoma to either visit friends or relatives or both. This group accounted for over sixteen percent of the respondents. Seventy-four responses were given pertaining to those tourists just passing through the state enroute to another destination. This category shows that over twelve percent of the respondents just in this study stay in the state only a short time before continuing their

TABLE XXV
 CULTURAL REASONS WHY OUT-OF-STATE TOURISTS VISITED
 OKLAHOMA, CLASSIFIED BY NUMBER OF RESPONSES AND
 PERCENT OF RESPONDENTS IN EACH CATEGORY

Cultural Features	Number of Responses	Percent of Respondents
Visit friends and/or relatives	96	16.2
Passing through - on route	74	12.4
Close to home	73	12.3
Been before - return visit	49	8.3
New place to visit	35	5.9
Family reunion	34	5.7
Recommended by others	30	5.1
Like it here	29	4.9
Historic attractions	23	3.9
Former resident	20	3.4
Friendly people	15	2.5
Business trip	15	2.5
School	9	1.5
Free facilities	9	1.5
Group or organization	<u>8</u>	<u>1.3</u>
Total	519	87.2

trip. These are some of the people we want to try and encourage to see more of Oklahoma. There were 12.3 percent of the respondents that came to one of the state's recreation areas because the site was close to their homes. Almost fifty responses were given pertaining to previous visits to the state. Those people had found a vacation spot in Oklahoma that they enjoyed and returned to it for that reason. About six percent of the respondents said they had come to Oklahoma as a new place to visit. Several of them had obtained information about Oklahoma tourism from vacation brochures, the American Automobile Association, and magazine advertisements.

The family reunion category was separated from the family or friends category because this was the reason for those tourists visiting Oklahoma. Many of the family reunions were in Oklahoma since it was a convenient meeting place for those involved, or the recreation area was closer to their home, or the site was attractive, or the family ties were native to this state.

Usually when a recreation site is recommended by someone the tourist that has never been there will think more highly of the area. Therefore, 5.1 percent of the respondents were in Oklahoma for that reason. When the recreation area meets the recommendations given by those that have been to the site the new visitor may come back the following vacation. Another five percent of the respondents came to Oklahoma just because they liked the site which they were visiting. Former residents also are some of the best recommendations a state can have regarding tourism. Table XXXV indicates that 3.4 percent of the respondents had once been residents of Oklahoma and had come back for a vacation. Some of the out-of-state tourists came to Oklahoma to see

its historical attractions, but most of them were here to see "real" Indians. The friendly people attitude by many Oklahomans was noticed and commented on by 2.5 percent of those tourists interviewed. Another 2.5 percent of the respondents were here on business but had taken a short pleasure trip to see some of Oklahoma's recreation attractions.

There were 1.5 percent of the respondents here to attend one of the state's colleges or universities, and another 1.5 percent were here to take advantage of the state's free recreation facilities. This last refers to the non-user fee policy of Oklahoma State Parks and recreation areas. The last category pertained to those tourists that were in Oklahoma to take part in a convention or social group event.

This last chapter indicates that out-of-state tourists do come to Oklahoma for outdoor recreation activities and are satisfied with what they see and do most of the time.

CHAPTER VIII

SUMMARY

The sampling procedures in this study were designed to obtain information pertaining to outdoor recreation participation by out-of-state tourists in Oklahoma. Most of the respondents interviewed were very cooperative and willing to provide the information needed to complete the questionnaires. Many of them felt that a study such as this was necessary to inform recreation planners of the demands and needs of the tourists and for this reason were most interested in getting their views expressed.

The analysis of the data revealed several interesting findings. First, the socio-economic characteristics of the head of the household, such as marital status, age, education, occupation, and income, affect the outdoor recreation participation of the entire family. Therefore, the majority of the outdoor recreationists are families participating in various activities together. While there were many single people at the recreation sites also, they were usually with family or friends. Factors such as age, education, occupation, and income have a positive effect upon the demand a tourist has for outdoor recreation. Age determines mostly the types of recreational activities one will participate in. But income, which is closely related to education and occupation, determines the type of facilities the tourists will utilize; the length of time they will stay at a site; and, the distance they will

travel to reach an outdoor recreation area. Income also determines the tourists' mode of travel, type of trip, and their trip expenditures. This study revealed that almost 77 percent of the out-of-state tourists have annual family incomes of \$7,000 or more, and over 43 percent of that number were in the \$10,000 and over bracket.

The study also shows that most tourists plan their recreation trips in the late winter and spring months and take their vacations in June, July, and August when their children are out of school. The out-of-state tourists originate mainly from the states surrounding Oklahoma, especially Texas, Kansas, Arkansas, and Missouri. The majority of them come to the state on major annual vacations or weekend trips and choose recreation sites less than fifty miles across the Oklahoma border.

With the improvement of the highway system in Oklahoma the out-of-state visitor can drive to the center of the state in two or three hours. The state's major recreation areas, however, are located closer to the state lines making access to them from super highways an hour's drive or less. Most of the tourists indicated that their choice of a route of travel was by both express and scenic highways.

Generally, the majority of the out-of-state tourists stay at a recreation site in Oklahoma five days or less. This indicated that if they are not on an overnight trip they are on annual vacation, and that most of them are only passing through the state to their primary destination state.

The out-of-state tourists spend between 50 and 100 percent of their total travel expenditures for food and travel. Lodging expenses are low due to the number of pickup campers, trailers, and tents used for overnight lodging accommodations rather than motels when traveling

to recreation areas.

The most effective information media, from the tourists' point of view, were road maps, vacation brochures, and the news media. While time and money were the major limiting factors of their recreation travel and activities, they indicated they would not object to paying a user fee for Oklahoma outdoor recreation areas and facilities.

The number of times an individual participated in an activity was somewhat influenced by his age. Children went horseback riding, swimming, and bicycling more often than adults. The parents or adults on the other hand played more golf, did more target shooting, hunting, and fishing than their children. They did, however, participate as a family unit in all of the other activities listed in Chapter V. The favorite activities of the heads of households were activities that the whole family could participate in together or individually. For example, while the parents fished the children may have gone swimming or bicycling if their ages permitted, but together they went camping, picnicking, and sightseeing, and participated in other activities together as well.

Finally, the out-of-state recreationists like their recreation areas to have a full complement of facilities and be well maintained so that they may enjoy the area to the utmost.

CHAPTER IX

RECOMMENDATIONS

As was pointed out in the Procedure in Chapter I, the limitations of this research is based on recreation activity preferences of those tourists that camp, picnic, and/or participate in the various recreational activities in areas that accommodate such activities. Therefore, keeping these limitations in mind, the following recommendations are made as a result of this study.

- (1) It is recommended that use of vacation brochures with road maps included and advertisement through the news medias concerning Oklahoma tourism be distributed in the late winter and early spring months. This is the time when out-of-state tourists are planning their vacations as indicated in Tables VII, VIII, and XXIII. By promoting tourism early enough, opinions and preferences can be formed in people's minds when they are planning their recreation trips. Therefore, this early tourist promotion could encourage the tourists to come to Oklahoma for their vacations or at least entice them to stop over for a few days on their way to another destination.
- (2) It is recommended that additional roadside rest stops be located along interstate and other heavily traveled highways. This would encourage tourists to stop over for longer periods

of time in Oklahoma if the roadside rest stops have overnight accommodations. Camping areas, restroom and shower facilities, as well as cooking facilities should be included at these sites. A small user fee should be charged to meet the costs of maintaining such areas.

- (3) It is recommended that in order to meet the desires of a majority of the campers interviewed, camping sites should be established in the parks and recreation areas which separate vehicular camping from tent camping. Also, less crowded areas should be constructed away from a central parking area where people would have to walk in order to reach a camping site. These areas would be for those tourists that enjoy a more natural setting, some privacy, and scenic enjoyment.
- (4) It is recommended that in all of the camping and picnicking areas a fireplace should be provided for each site or table and firewood should be sold at a nominal fee for those campers and picnickers that need it. By providing firewood for the tourists for a small fee they would be discouraged from cutting or damaging the existing vegetation.
- (5) It is recommended that water safety rules and regulations be established and enforced at all water-oriented recreation areas. Separate water activity areas should be designated for swimming only, fishing, boating, and water skiing.
- (6) It is recommended that a user fee be charged for the use of the parks and other recreation areas. This fee should be set at a level which would cover all costs associated with collecting the fee plus variable costs associated with

maintaining the recreation areas. Also, additional summer help, such as college students, should be hired to assist in maintaining these areas to make them more enjoyable for the tourists.

- (7) It is recommended that a continuous review should be made to detect changes in the opinions and preferences of out-of-state tourists. This would be done by giving them a questionnaire when they enter the recreation area and have the tourist return the completed questionnaire when they leave the area.

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