

**Can Marketing  
Save The  
National  
Parks?**

**Take a Number  
To Take a Hike**

**Neighbors urged  
to preserve park**

Grand Canyon  
Considering  
Crowd Control

**ITEMS OF INTEREST, III**

Civil War battlefields  
focus of preservation

Park begins two-year visitor use study

Tourism  
Turns Soft  
For District

*Travel Slows Across U.S.,  
But Has D.C. Lost Allure?*

Visitors soaking up  
view from their cars

*The Crowded Outdoors*  
Anxious Armies  
Of Vacationers  
Are Demanding  
More From Nature

**National park becomes parking lot**



# United States Department of the Interior



NATIONAL PARK SERVICE

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WASHINGTON, D.C. 20013-7127

IN REPLY REFER TO:

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SEP 14 1990

September 14, 1990

## Memorandum

To: Park Superintendents

From: Assistant to the Director for Science and Technology

Subject: ITEMS OF INTEREST, III

This issue of the Superintendents' Memorandum Series reports on two topics: the first is titled "Speaking of Economic Impacts"; it deals with the economic values of intrinsic park resources, specifically with the question of what is the economic value of Channel Island NP marine areas as a fishery preserve. A broader issue is: what is the economic value of a park that serves as a breeding ground, a safe haven, or a major food source or essential habitat area for animals that later are harvested elsewhere for sport or commercial purposes?

The second topic is titled "In Transition, Roosevelt Campobello International Park"; it deals with some of the socio-economic issues and management decisions faced by the park as the visitor population undergoes fundamental changes.

1. SPEAKING OF ECONOMIC IMPACTS. Gary Davis, Research Marine Biologist at Channel Islands NP, recently published a report dealing with the role of NPS marine parks as safe-haven fishery reserves capable of providing recruits to sustain or enhance commercial and recreational fishery harvests in coastal areas. This introduces some interesting preservation, protection, and multiple-use resource management issues . . . . for example, as relates to fishery management options that might be designed to maximize the sustainable yield, or alternatively to maintain genetic diversity, or to protect critical breeding stock, etc. But discussion of the role of marine parks as fishery reserves also raises some very interesting questions about the economic consequences of various fishery management alternatives. For example, what is the economic value of Channel Islands marine sanctuary as measured by its contribution to present day or to future fishery productivity? A corollary situation exists concerning what is the direct and indirect contribution to local

economies of those parks that serve as breeding grounds or temporary sanctuaries for wildlife that eventually are harvested on adjacent lands.

These are complex economic issues in that they involve economic benefits that clearly are attributable to the park but that are not accounted for as park visitor expenditures or as a contribution to the park visitor recreational experience. The role of parks as fishery reserves or as wildlife sanctuaries concerns economic values that are hard to quantify, or represents situations where it is difficult to determine what would have been the marginal economic impacts with or without different management actions. Still, we need to be able to make such economic impact assessments because they are required in EIS's and are essential for planning activities. Also, Superintendents who have a handle on such matters will be better prepared to deal with local constituencies, with special interest groups, and with sister resource management agencies, and there could be important benefits regarding gaining support for future budget requests. The Service needs to do more work in this area; hopefully, this is something the WASO Social Science Office can support in the future.

"Designated Harvest Refugia: The Next Stage of Marine Fishery Management in California"; and Biosphere Reserves as Marine Harvest Refugia", by Gary Davis.

2. IN TRANSITION: ROOSEVELT CAMPOBELLO INTERNATIONAL PARK.

Dr. Robert Manning, a Schedule "A" employee in the WASO Social Science Program, recently completed a visitor survey project at Roosevelt Campobello International Park under sponsorship of the NARO. This is a park in transition ..... i.e. from today's visitor population made up primarily of older individuals with personal remembrances of President Franklin Roosevelt to a younger visitor population whose interests are directed more to the natural resource attributes of the park. I have attached a copy of Dr. Manning's cover letter transmitting his report to this Office. It demonstrates another example of how social science can be used to help managers assess changing conditions and plan for the future. I believe you will find Dr. Manning's comments most interesting.

"Roosevelt Campobello International Park, Visitor Use Report" by Dr. Robert Manning, June 1990

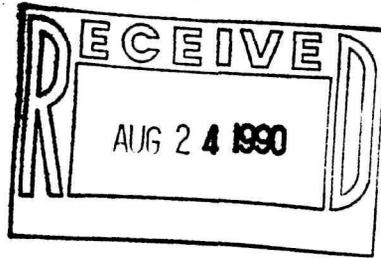


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August 16, 1990

Dr. Richard Briceland  
Special Assistant to the Director  
for Science and Technology  
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Dear Dick:

I thought you might be interested in the report on my survey at Roosevelt Campobello International Park. I presented an oral report on these findings at the North Atlantic Regional Office in Boston in April. I will probably remain involved on a low intensity basis in planning for this park.

There are several interesting findings regarding this park. I think the most intriguing one relates to the age distribution of park visitors. The average age of visitors is 53.2 years which is unusually high. Greater than one-third of visitors are retired. The importance of this finding stems from the differences between older and younger visitors to the park. Older visitors apparently have personal remembrances of FDR and the dramatic effects of his leadership in national and international affairs. These people are drawn to the park for its historical significance. Younger visitors, on the other hand, have no personal connection to FDR and his times and are less interested in the historical value of the park. Rather, they see the park as a place of great natural beauty and significance. If the park is not to become an anachronism, it will have to respond to the changing interests and values of the visiting public. In the not-too-distant future, visitors with personal connections to FDR will be replaced by a new generation of park visitors more attuned to the natural resource values of the park. This will require some transition on the part of park management. The park was clearly established as an historical area. However, it is evolving to take on environmental values as well. Certainly, the important historical significance of the park should not be abandoned. I recommend that connections be made between historical and natural values. Management and interpretative themes might be developed to explore how this natural environment might have affected FDR and his policies (e.g., the Civilian Conservation Corps), how FDR and his family used the surrounding lands for outdoor recreation, etc. I think this connection between historical and natural values is an issue to be addressed in other parks as well.

Perhaps this is a subject for one of your social science mailings.

Sincerely,

A handwritten signature in cursive script that reads "Bob".

Robert E. Manning  
Professor

REM/md  
Enclosure