

Nova Scotia Outdoor Recreation Service Providers

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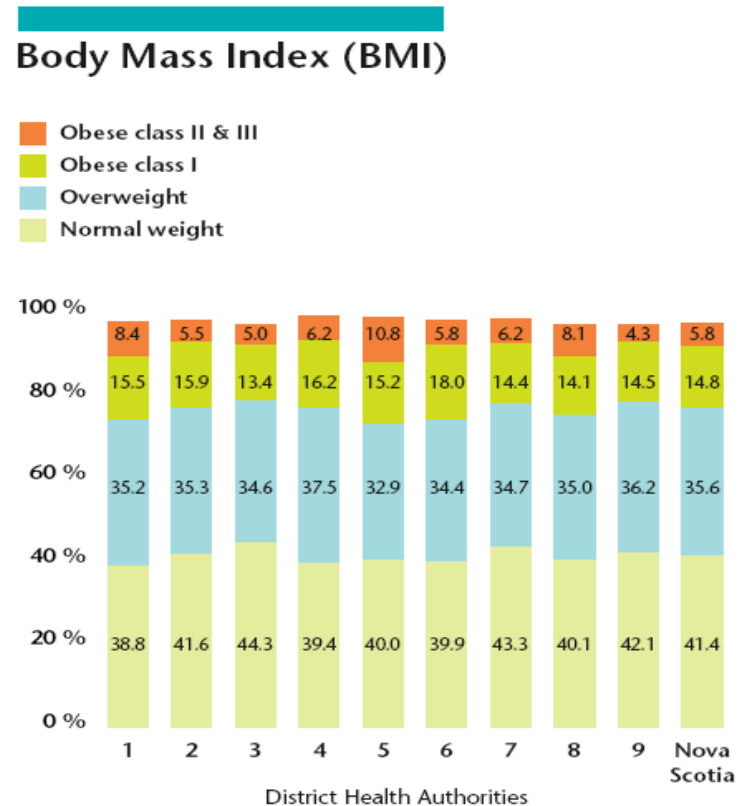
Outdoor Recreation

“Interaction between an activity and an outdoor natural environment that can recreate an individual physically, psychologically, emotionally and socially”^[1]



Why do we need outdoor recreation?

- Healthy Living
- Holistic
- Healthy Aging
- Demographic Shift
- Physical Inactivity
- Obesity and Overweight



Estimates for "underweight" could not be reported for most DHAs according to Statistics Canada guidelines. This question was asked of respondents aged 18 years or older.

Why do we need outdoor recreation?

TOURISM

- ❑ Tourism is one of Canada's largest industries bringing in \$52 billion dollars in 2003, and is the sixth largest employer of Canadians [4]
- ❑ In 1998, outdoor recreation accounted for \$15 to \$19 million in gross revenues which represented 27%-35% of tourism spending in NS[5]

SOCIAL

- ❑ Create new jobs
- ❑ Decrease the burden on the health care system

POPULARITY

- ❑ Outdoor recreation has become increasingly popular over the past half-century.
 - Attributed to increases in accessibility due to higher incomes, better transportation and an interest in fitness [6]

Thesis Questions

How outdoor recreation service providers identified and reacted to change during a demographic shift, and what is considered when developing business strategies?

1. Have outdoor service providers considered the impact demographic shift could have on their businesses and have they altered their programs accordingly?
2. How did outdoor service providers responded to trends in the past ten years and how do outdoor service providers intend to respond to trends in the next ten years?
3. How did outdoor service providers perceive their role with respect to population health?
4. What were the external and internal factors shaping the decision making of outdoor recreation service providers?
5. How have outdoor recreation service providers created their business strategies?

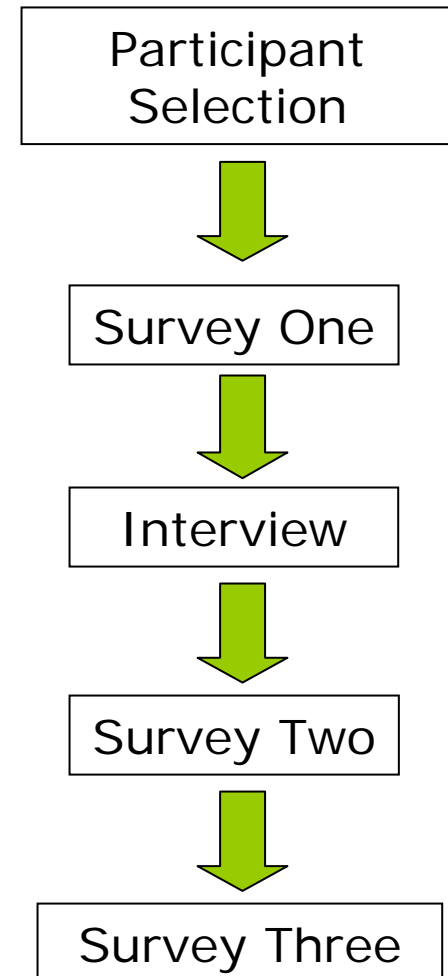
Sample

- ❑ Sample Size: $n=9$
 - Male=2 Female=7
 - Activity type
- ❑ Inclusion Criteria
 - Private Outdoor Recreation Service Providers
 - Non-Motorized
 - Managers or Owners
 - Randomized
- ❑ Geographic Distribution



Methods

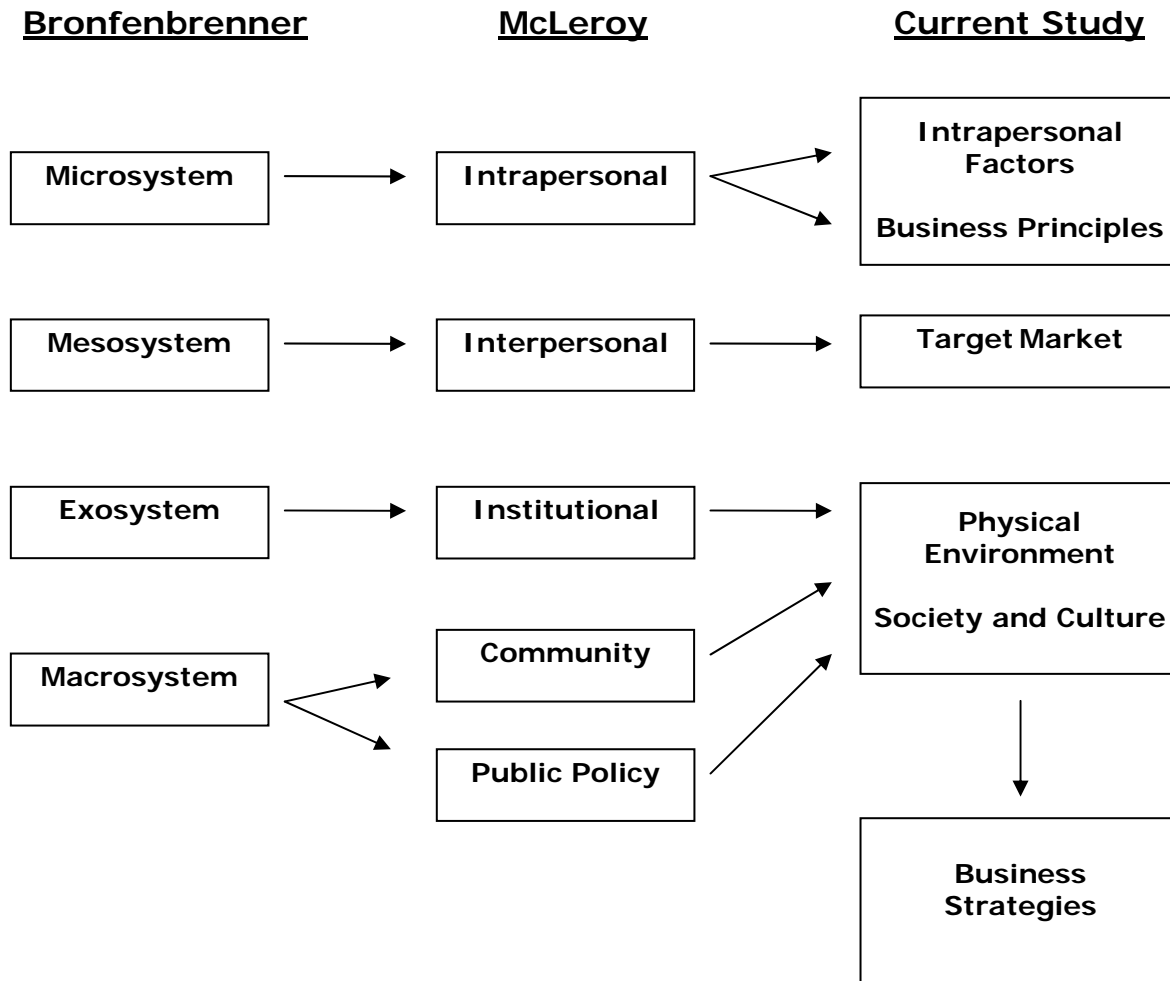
- Mixed Methodological Approach
 - Multi-stage survey and interview
- Multi-stage survey
 - Combination of the Delphi Method and Nominal Group Technique
- Strength of Methodology
 - Interactive
 - Internal validation
 - Created for providers

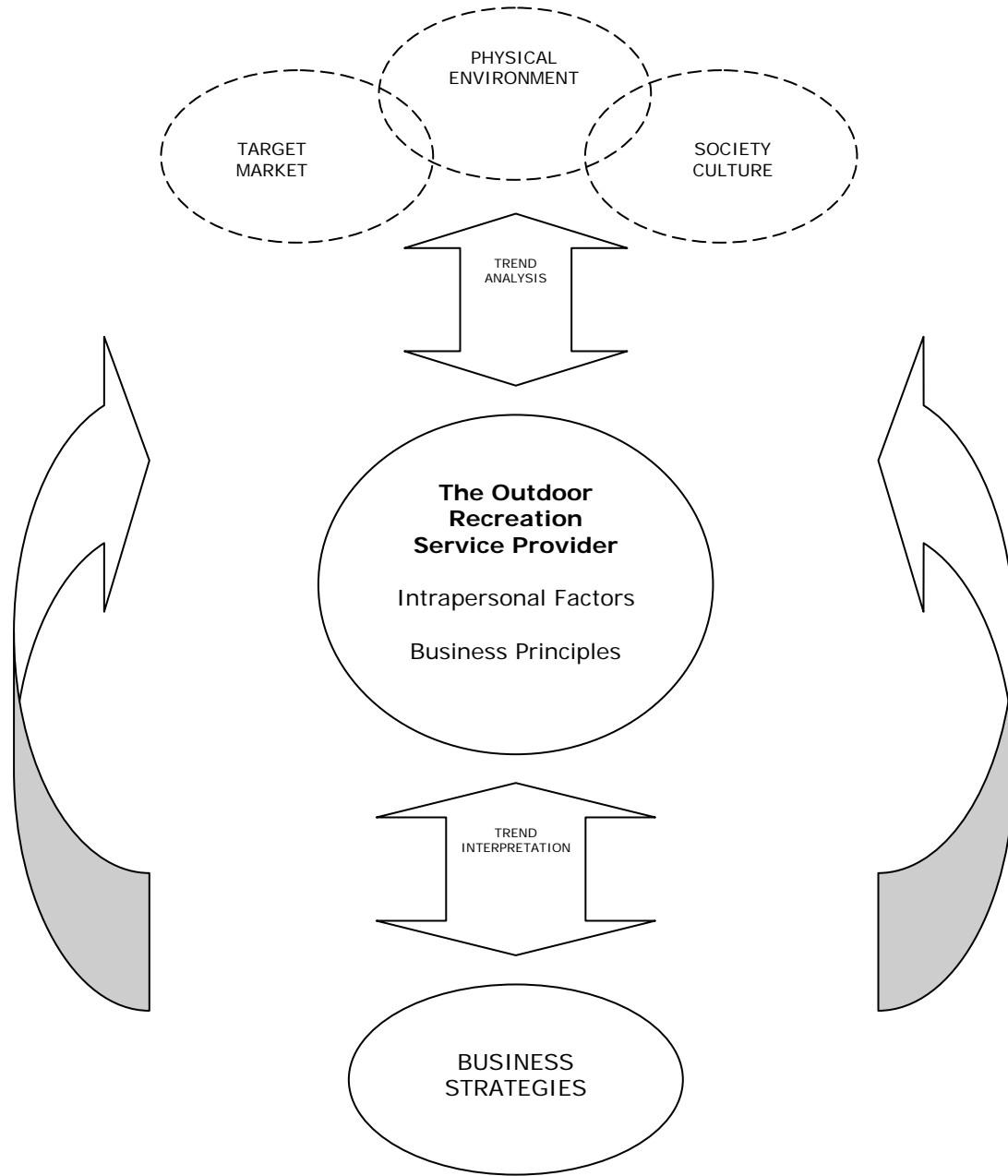


Limitations

- ❑ Participant Diversity
- ❑ Participant Accountability
- ❑ Selection Bias

Evolution of Theoretical Breakdown





Discussion

□ State of the Industry

■ Growth

- Consistent with literature

■ Participation

- Literature: Traditionally, adventure seekers consisted of individuals between the ages of 35-50, but adventure is starting to appeal to a broader array of individuals including older adults ^[7]
- Study Finding: Many new market niches

■ Accessibility

■ Setting

- Jackson (1994) discusses the importance of time and place and connection to landscape

■ Tension

- Public vs. Private, Motorized vs. Non-motorized, Profit vs. Common good, Youth vs. Aging, etc.

Future Implications

- Based on the analysis of the data provided by the service providers we need the following:
 - Increased commitment from the outdoor recreation service providers to their industry
 - More support from the government
 - Closer ties to the research community and research that applies to practitioners

Future Research

1. Outdoor Recreation Provision. Comparing trend research from the perspectives of service providers to trend research from the perspectives of the users.
2. Relationship between the public and private sector in outdoor recreation.
3. Social responsibility and environmental sustainability and how outdoor recreation service providers differ from other industries.
4. Gender analysis in outdoor recreation service provision.
 - The differences between male and female service providers
 - Look at couples who run outdoor recreation services together

References

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5. Pickard, T. (2004). Management strategies used within small outdoor recreation business and its effect on the owner's health and leisure participation. (Masters Thesis. Dalhousie University)
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THANK YOU

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