

Reconstructing & revitalizing
relationships:
The case of youth & young
families in parks & recreation

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Topic of interest

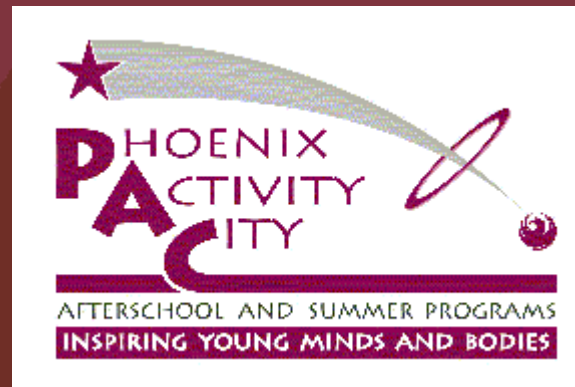
Participation of
youth & young families
in recreation



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Professional relevance

WOW



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Personal relevance



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Overview

- Assumptions
- Implications
- Relationship reconstruction & revitalization



Assumptions

- We
 - value outdoor recreation experiences
 - are interested in maximizing the # & quality of visitor experience opportunities
 - are interested in maximizing the *perceived value* of recreation opportunities
 - recognize participation is decreasing



Current OR market & trends

- National
 - 9/10 participate in OR 1x in 12 months
 - Decreasing participation pattern, particularly youth
 - Increasing ownership/use of electronic communication
- Source: Roper 2004 Report to American Recreation Roundtable
- Minnesota forecast
 - 14/20 have negative growth
 - 3 have 0 change
 - walking, down hill, golf
 - 3 have + change
 - ATV's (252%)
 - Camping (15.8%)
 - Run/jog (6%)
- Source: Kelly, T. 2005. DNR 10 year participation forecast.

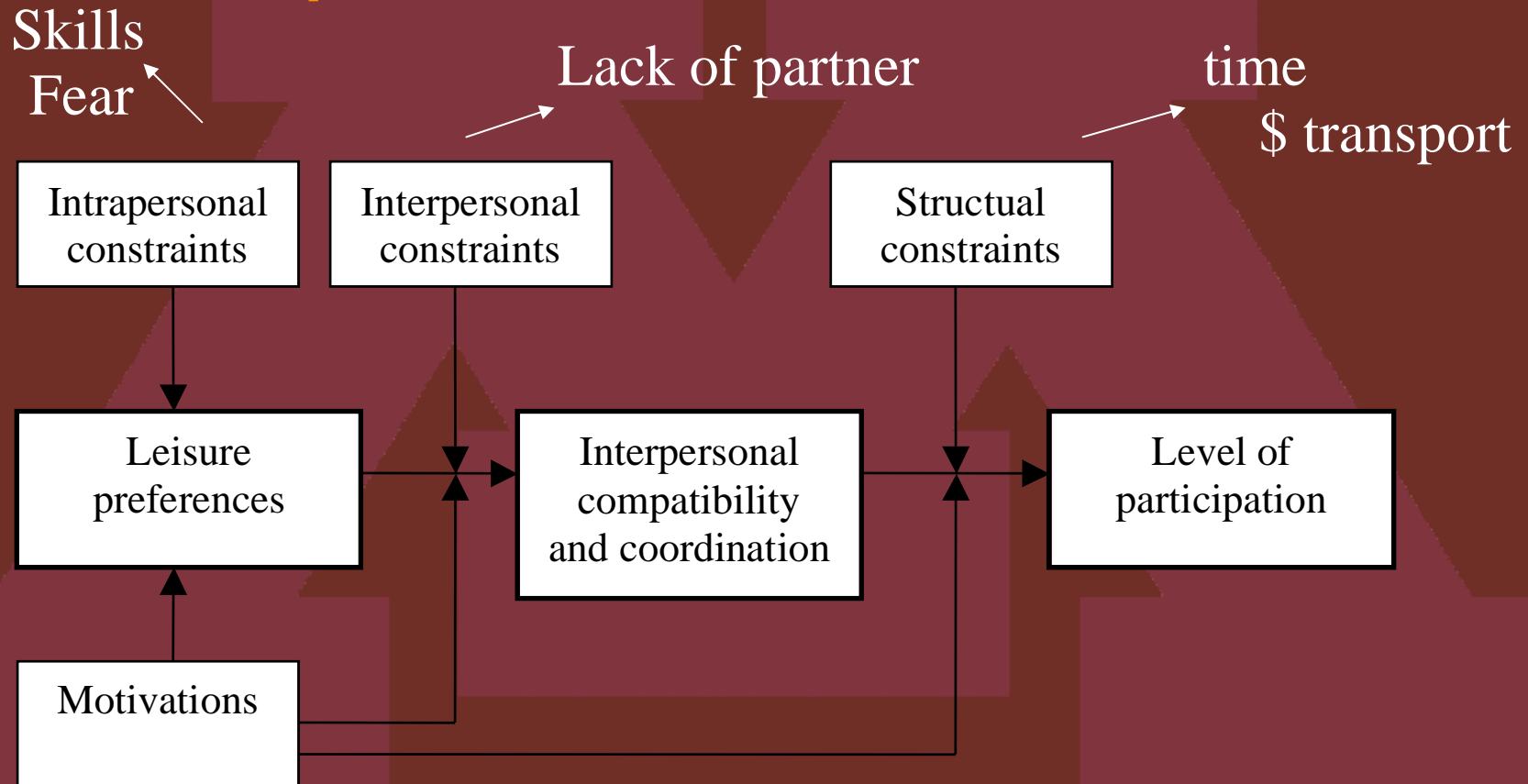


Assumptions

- We
 - value outdoor recreation experiences
 - are interested in maximizing the # & quality of visitor experience opportunities
 - are interested in maximizing the *perceived value* of recreation experience opportunities
 - recognize participation is decreasing
 - Have ideas on why participation is decreasing



Simple Constraints Model



(Jackson, 1999)



Assumptions

- We
 - value outdoor recreation experiences
 - are interested in maximizing the # & quality of visitor experience opportunities
 - are interested in maximizing the *perceived value* of recreation experience opportunities
 - recognize participation is decreasing
 - Have ideas on why participation is decreasing
 - Are concerned with declining participation



Why be concerned?

- What of the next generation of managers, planners?
- What about our political support?
- As people age-*they contract*
- We care!
- Creativity formation & outlet



Implications

- Diminishing political support
- Diminished fiscal support
- Decreasing labor supply
- Reversal of long standing policies regarding resource protection
- Administrative changes in agencies that manage resources
- Replacement of actual visitors by virtual visitors
- Reliance on technology for interpretation
- ???!?!?!?

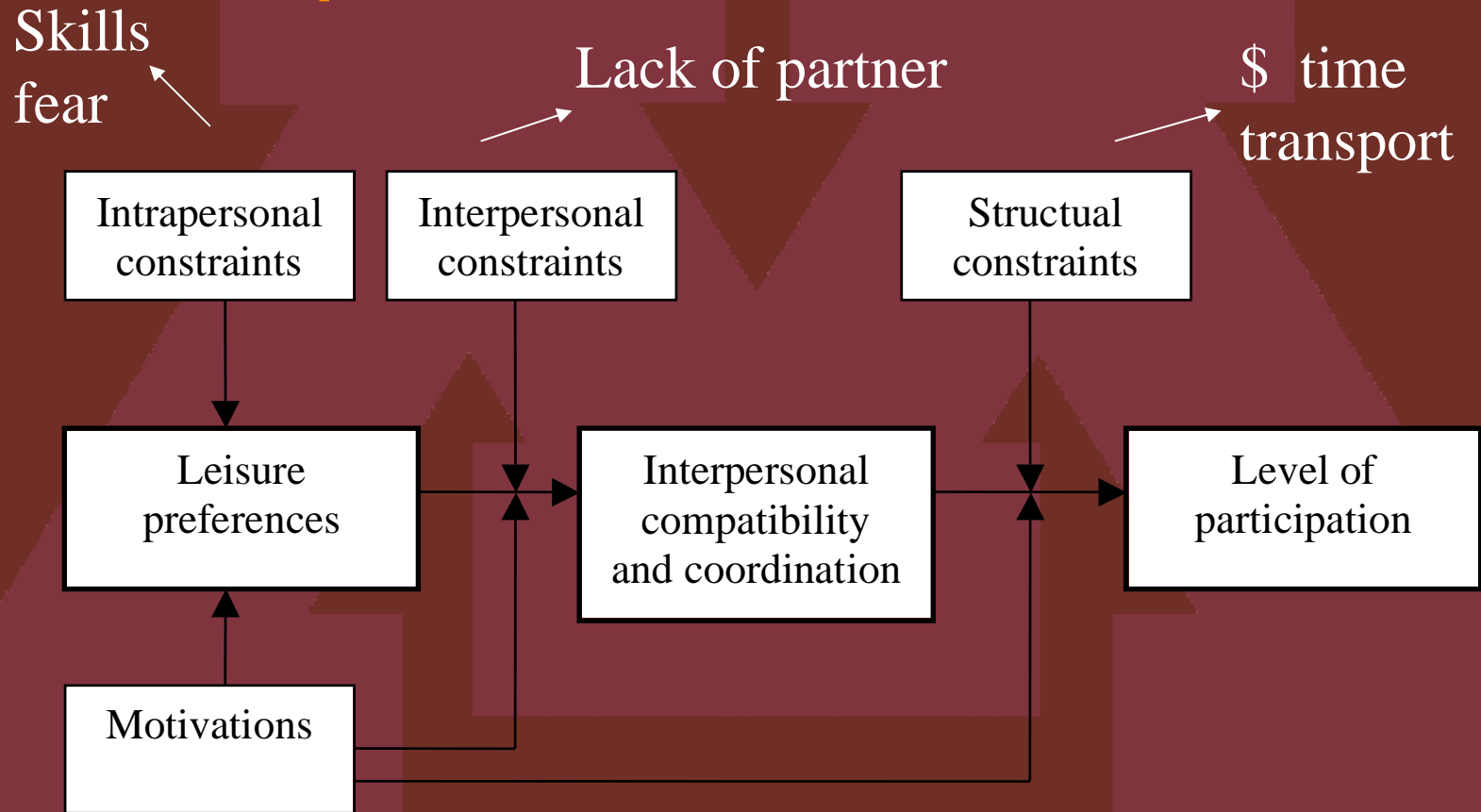


Relationship reconstruction & revitalization

- Recognize relationship is different with youth & young families
 - Gen x, millenials
- Self examination regarding constraints



Simple Constraints Model



(Jackson, 1999)



Relationship reconstruction & revitalization

- Recognize relationship is different with youth & young families
 - Gen x, millenials
- Examine constraints to opportunities
- Consider factors that influence relationships-relational/public purpose marketing



Public-purpose marketing (Borrie et al. 2002)

- Establish, develop & maintain the relationship: *agency relationship with the public built on previous agreements & ongoing*
- *Key elements*
 - Trust *shared values, goals-confidence-fairness-predictability*
 - Commitment *relationship important to maintain*
 - Social responsibility *mandated in legislation*



Review

- Assumptions
- Implications
- Relationship reconstruction & revitalization
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