

# VISIONPOSSIBLE

FRPA 2020



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# **When Parks become Tourism Attractions**

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FRPA 2020

## The problem:

- Parks can become tourism attractions by accident or by plan
- By Accident:
  - Circle B Bar Preserve
  - North East Regional Park
- By Plan:
  - Bone Valley OHV
  - Loyce E. Harpe Park

# By Accident: Circle B Bar Reserve

- Designed as a Outdoor Education Center
- Social Media: Unintended Impact
  - Video big gator eats little gator
  - Instantly overrun
- Loving nature to death
  - Most are looking for selfie photo opportunity



## By Accident: North East Regional Park

- Location, Location, Location
- DHL wants a soccer match
  - Rents park for a week
- Russ Matt College Baseball Invitational
  - Polk Sports Marketing  
7.4 Million investment





# By Plan: Loyce E Harpe Park

- Master Planned Park-changing over time
  - Sports fields
- High degree of stakeholder interaction
  - Design, construction maintenance
    - Mountain bike trail and pump track
    - Disc golf course
    - Skate Park under construction



# By Plan: Bone Valley OHV Park

- SCORP identifies lack of OHV facilities
- Monies made available through grants
  - T. Mark Schmitt
  - RTP
- Ongoing planning
  - Partner with DreamTrax





The Solution to becoming a tourism attraction?  
Embrace tourism and plan for it:

### **Don't Panic**

- Let your advanced worrying become advance thinking and planning

### **Start planning**

- By failing to prepare you are preparing to fail





## Who does Tourist Planning for Parks

- National Parks 100%
- State Parks 100 %
- County Parks ?
- City Parks ?

### **State Tourism Planning**

- Florida Tourism Industry Marketing Corporation (Visit Florida)

### **Local Tourism Planning**

- Visitor and Convention Center
- Sports Marketing



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## Parks Planning differs from Tourism Planning for Parks

- Parks planning is for the whole community
- Tourism planning is for targeted communities who use the parks system





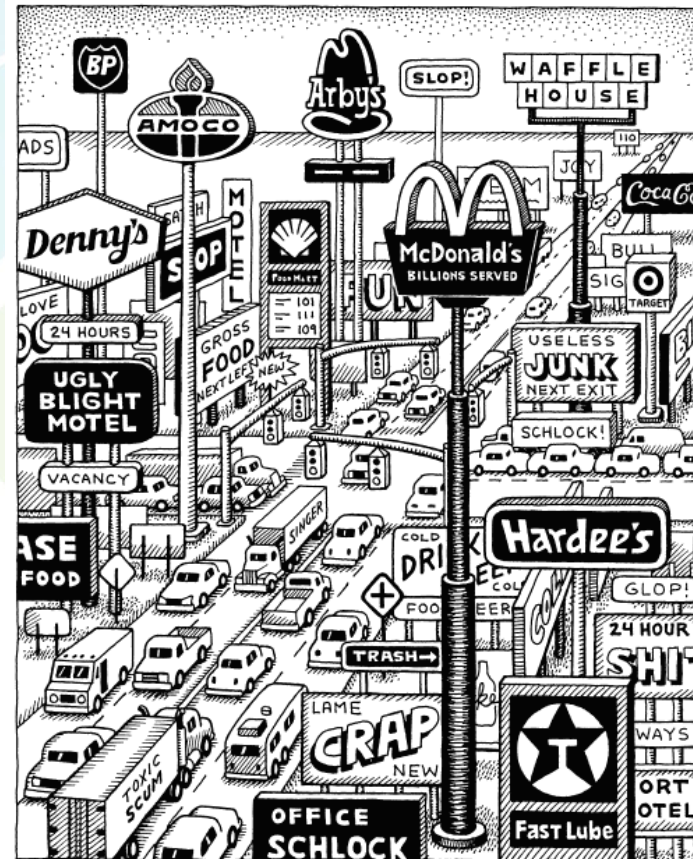
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## Park Planning and Tourism: the connection

- GOALS RESULTING FROM THE MASTER PLANNING PROCESS
- Goal 1: CONNECT PEOPLE AND PARKS
- Goal 2: STEWARDSHIP: TAKING CARE OF WHAT WE HAVE
- Goal 3: CONSERVING POLK COUNTY'S DISTINCTIVE PLACES
- **Goal 4: PROVIDING VALUE BEYOND OUR PARK BOUNDARIES**
- Goal 5: DEVELOPING ORGANIZATIONAL RESILIENCE

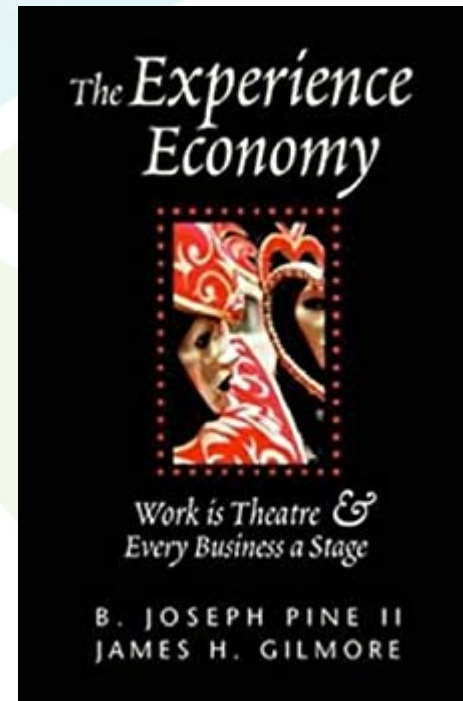
# Tourism

- Tourism is depend on a “Sense of Place”
- The enemy of “Place” is sameness, where every experience is the same
- Even baseball fields have some variation to avoid boredom



# Experience Economy

- The tourism experience is where tourism consumption and tourism production meet. Value depends on the tourist's state of mind





## Profile of the new visitor/tourist

	"Old Reality"	"New Reality"
Identity	Consumers, respondents	Real people, creative partners
Role	Passive	Active
Source	Surveys, observations	Conversations, stories
Handshake with parks system	Transaction based	Interaction and experience based
Information and Influence	Advertising, expert opinion	Social media, peer to peer
Concept of value	Parks offer; one size fits all	Customer determines; tailored and unique
Primary source of value	What's in the brand, attributes and features	What visitors do with the brand: unique solutions & customized experiences

-> shift from product-centric to visitor/tourist centric

# Definitions

- **Visitor experience:**

The cumulative impact - both emotional and practical - of all the encounters and interactions that a visitor has with a provider.

(after Soudager, Iyer & Hildebrand, 2012)

- **Co-Creation**

An active, creative and social process, based on collaboration between producers and users, that is initiated by the firm to generate meaning and value for the customer

- (Piller, Ihl & Vossen, 2010)



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Value ≠ providing more features  
= more and varied opportunities

Customer empowerment



## Co-Create an experience through social media

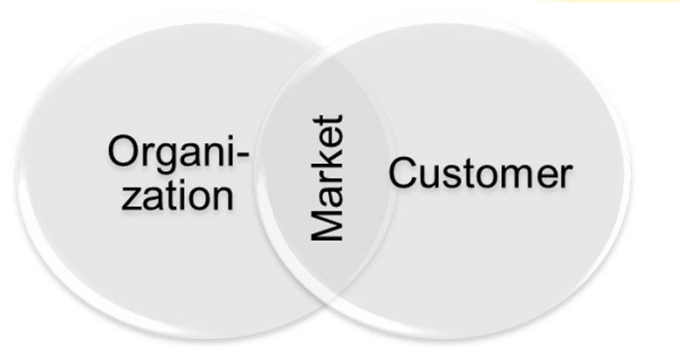
- Web pages to inform about experiences
- E-maps to get to the experience
- Email and Facebook to invite, inform and share information about the experience
- Web cameras to share experience in real time





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Tourism Knowledge and Co-Creation



Value

≠ providing more features  
= more and varied  
opportunities

1 Visitors/tourists as innovators  
Consumption Knowledge  
Enterprising consumers

2.Visitors/Tourists are a source of Knowledge for innovation and design

Observe & listen, Engage & orientation, Respond & decide, Action & Observation





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Matching own and visitors/tourist's' perception

- Control quality of services/products offered
- Insights into visitors/tourist's needs and wishes
- Adaptation and development of services/products supplied
- Change of product/service attributes over time (e.g., day/season)
- Insights into activities of competitors
- Identify trends (Ride our trails using virtual reality on Peloton?)

Kaisan: Constant modification of products/services and processes.

## Look to National and State parks for tools

Parks tools to design  
and deliver services

- VAMP
- LAC
- ROS



COURTESY: EVERGLADES NATIONAL PARK



## Visitor Activity Management Process

- Use VAMP to develop profiles of Visitor Activity Groups to connect visitors and parks with
  - Activity-setting requirements
  - Trends affecting the activity



## V.A.M.P.

- Visitor Activity Groups

- Visiting friends and relations
  - Birders
  - Cultural tourists
  - Sports specialties

### Profile visitors by

- Demographic
- Geographic
- Psychographic

- The Experience

1. Awareness
2. On-route
3. Arrival
4. On-site
5. Departure



# Disc Golf at Loyce E Harpe

- We looked into who played disc golf
- Performed a literature review
- Visited disc golf courses
- Sought information from design companies
- GIS analysis of the site
- Check for grants





## Stewardship

### Conservation Data Sources for constraints

- **Florida Wildlife Conservation Guide**
  - <http://www.myfwc.com/Conservation/fwcg.htm>
- **Federal Regulations**
  - Army Corp of Engineers, DEP
- **State Regulatory Compliance**
  - Permitting: Gopher Tortoise, Sand Skink, Plovers
  - Water Management Districts
  - University Extension Offices



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## Involve Visitor Activity Group

- Public Involvement Program
  - Parks Recreation and Preserves Master Plan
  - Focus Groups
  - Charrettes
  - Co-designers of experiences



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# Inventory

## Current Market Demand Analysis

- Secondary Data: Chambers of Commerce, Visitor and Convention Centers, Sports Marketing Groups
- Visitor Questionnaires
  - On-line
  - In-person
  - Values and lifestyles



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## Competition and Labor Requirements

- Competition
  - Who are the competition
  - Competitive advantage
- Labor Source Survey & Training Plan
  - Local capacity building plan



# Orientation

- Create working group
- GIS Analysis: Creating a Common Operating Picture (COP)
- Co-create your attraction
- Recreational Opportunity Spectrum
- Tools to Manage Visitor Use





## Create Working Group

- Orient to the disc golf community
  - Community mapping
  - Web pages
  - Social media
- Orient to the concept
  - Educating the public



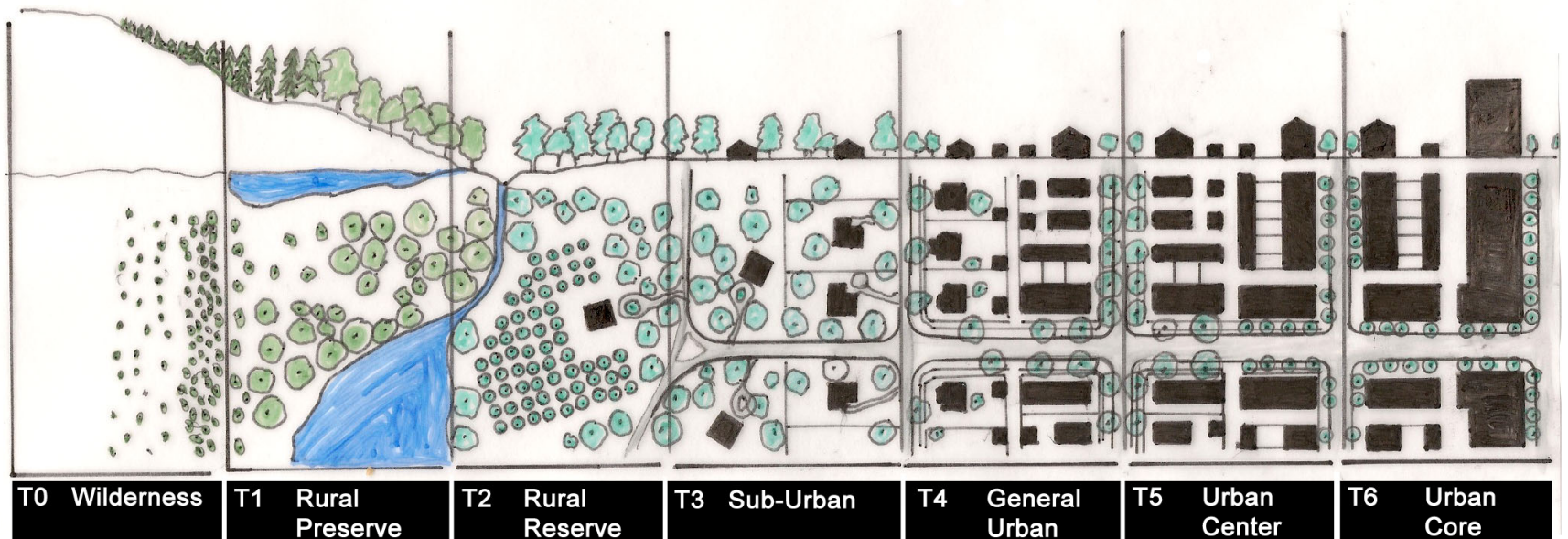
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## Ridge Riders Bicycle Club and ROS = Recreation Opportunity Spectrum

- Based on levels of development ranging from primitive to modern and levels of management required
- For bicycles, Loyce Harpe Park includes mountain bikes and adventure hybrids on the backcountry trails, road bikes on the pavements, BMX bikes on the pump track and trick bikes in the new Skate park

## ROS Activity -> Setting -> Desired Experience

### Rural Urban Transect



Least  
Developed

Most Developed

Primitive    Semi-Primitive, non-motorized    Semi-primitive, motorized    Roaded natural    Rural

Urban/Developed



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## Tools to Managing Visitor Use

- Use Limitation
- Design
- Education/Interpretation
- User fees and charges



## Cost Benefit Analysis

- Create a Business plan or at least a business case
  - Economic Cost Benefit Analysis
  - Estimating un-measureable costs and benefits
  - User fees and charges
  - Cost benefit evaluation & recommendations



## **Carrying Capacity**

is related to the number of visitors to a site or area

- Physical is the actual number of visitors a site can hold
- Biological is the point at which environmental degradation occurs to the extent that it is irreversible or unacceptable
- Psychological is the point at which the tourists feels the quality of their experience is damaged by the number of other tourists and/or their behaviors
- Social is the level at which the local inhabitants of the site (possibly the tourist attraction themselves) feel disrupted, intruded upon etc.

**Quality demands setting limits**





## Design Sustainability

- Policy Tools
  - Policy Documents
  - Codification
- Management Tools
  - Business Plans & Marketing Plans 10 P's
  - Implementation Plans
- Design Tools – linking elements
  - Connect system of multi-use trails, recreational areas, open spaces and environmental lands



## Perpetuate sustainability by

- Establishment of
  - Monitoring – changes in levels and conditions
  - Indicators – of changes from benchmarks
  - Control/Incentives – to correct problems and achieve goals.
  - Policies – integrated vertically and sectorally implemented and enforced



## To conclude

- Tourism in parks can happen by accident or by plan
- Tourism planning is different than park planning
- Co-creation and technology is the flavor of the week
- Look to state and national parks for tools



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# Thank You

Visit Bone Valley OHV  
Park

