

AN INVESTIGATION INTO THE PUBLIC AND PRIVATE  
CAMPGROUND CAMPER MARKETS IN THE OKANAGAN:  
SOME IMPLICATIONS FOR THE PROVINCIAL PARKS BRANCH

by

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#### ABSTRACT

In response to a burgeoning demand for camping opportunities in British Columbia, both the government and private enterprise have become involved in the provision of campgrounds. Differing philosophies about the goals and objectives of the camping public and an appropriate design standard have contributed to the evolution of a system of public and private campgrounds that differ from each other in important ways. A review of some literature suggests that basic changes have occurred in the ways in which society as a whole, and the camping public in particular, are expressing traditional values. When the designs of private and Parks Branch campgrounds are considered in this context, some shortcomings in the latter are suggested.

This thesis investigates the suitability of the campsite design standard of the provincial Parks Branch to its patrons. This report also endeavours to define the ways in which the public and private camper markets at selected campgrounds differ. Data were gleaned from the distribution of self-completed questionnaires and from personal interviews conducted in the summer of 1974 in the Okanagan region.

The results indicate that the public and private camper markets are distinctly different; not so much as defined by the traditional socio-economic indicators as by measures of

their social inclination and facility demands. The campsite and campground design standards of the Parks Branch may be unsuited to the campers using such sites. Public campground users are demanding a broader array of facilities and appear prepared to bear a portion of the increased costs implied by such additions.

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## CHAPTER I

### BRITISH COLUMBIA CAMPGROUNDS AND THE SPECIAL PROBLEMS OF THE PROVINCIAL PARKS BRANCH

#### *The Provision of Camping Opportunities in the Province*

Historically, several major agencies have shared in the task of providing campsites for the recreating public in British Columbia. The National Parks Service, today known as Parks Canada, has had the longest commitment to campers, but will not be considered in this study since the focus is upon campgrounds within the provincial sphere of influence. An amendment to the Forest Act in 1940 placed responsibility for provincial park administration with the British Columbia Forest Service (BCFS) of the Department of Lands, Forests and Water Resources. A rapid increase in park visitation in post-war British Columbia, led to the creation of the Parks and Recreation Division of the BCFS in 1948. The aims and objectives established by this organization were as follows:

1. to develop and manage a park system capable of meeting the non-urban recreation needs of the resident population;
2. to develop (parks) to enable their best recreational use by the greatest number of people by encouraging all possible constructive activities;
3. to protect (parks) from alienation and from real or fancied claims or right of individuals;
4. to control (parks) to ensure that uses of privileged minorities do not prevent or interfere with public opportunities for similar use;

5. to preserve a naturalistic atmosphere;
6. to perpetuate the recreational opportunities offered. 1

However worthy the above aims and objectives were, they could not be effectively implemented because provincial parks were administered under 13 sections of the Forest Act. Ever-increasing user pressures on parks led, in 1957, to the passing of an Act creating the Department of Recreation and Conservation. The Provincial Parks Branch of the above Department was assigned the task of administering the parks system that had evolved. Implicit in this responsibility was the construction of new campgrounds for a growing body of campers.

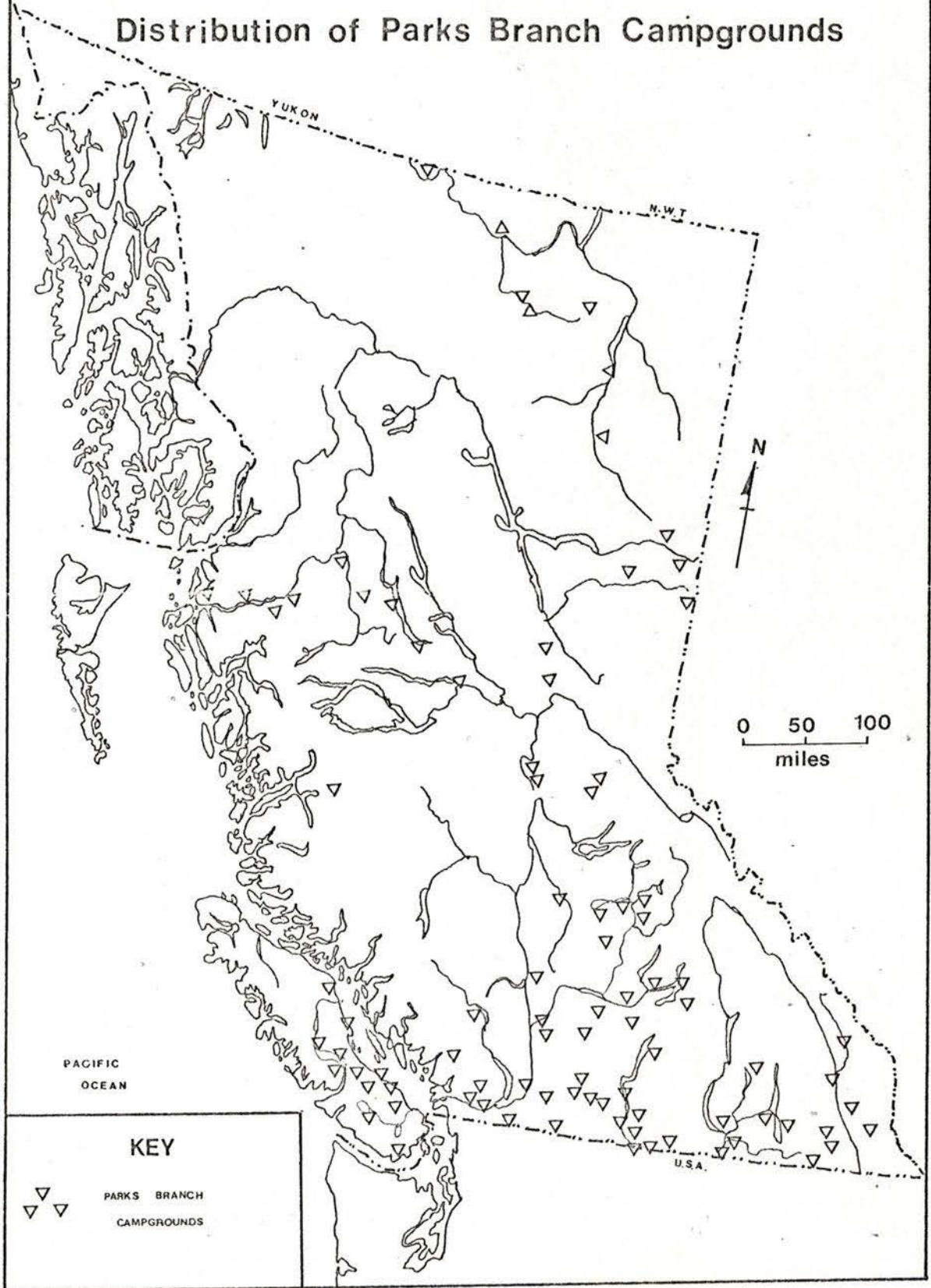
Although relieved of its duties in regard to providing facilities for outdoor recreation by the 1957 Act, the Forest Service subsequently found it expedient to re-enter the field. A substantial body of recreationists had begun to use the provincial forests for camping, and as no structured provision had been made for this use, some site damage and forest fires resulted. Since it wished both to assist with the provision of camping opportunities and to preserve the forest resources of the province, the Forest Service, in 1970, created the Forest Recreation Division. Since that time, the Division has constructed between 800 and 850 "recreation sites," ranging from simple clearings alongside logging roads to rough campsites provided with pit-toilet facilities.<sup>2</sup>

Throughout its history, the Parks Branch of the Department of Recreation and Conservation has paid particular attention to the location of its campgrounds. Almost without exception these are located near unique natural features and in prime ecological environments, at a distance from urban areas. The presence of a Branch campground within a five mile radius of urban areas is the exception rather than the rule. Generally, these campgrounds have been built in the more heavily used summer recreational areas of the province and along the major scenic highways (Figure 1). The first organized campsites were established in 1951 under the auspices of the Parks and Recreation Division of the BCFS.<sup>3</sup> By the end of its first year of operation in 1957, the Provincial Parks Branch administered 1404 such campsites. This number had risen to some 6200 in 130 campgrounds by the end of 1974.<sup>4</sup>

In spite of the activities of the Forest Service and the Parks Branch, private enterprise remains the largest provider of camping opportunities in British Columbia. The involvement of private enterprise in the camping business grew rapidly in British Columbia during the 1950's and early 1960's when the popular view was that there was much money to be made from the boom in outdoor recreation. For various reasons, usually related to operation scale or location, most such campgrounds proved uneconomic unless operated in conjunction with another business such as a restaurant,

FIGURE 1

Distribution of Parks Branch Campgrounds



motel or farm. It is difficult to accurately trace the growth of the private campground industry in British Columbia because definitions as to what constitutes a campground business have varied continuously. In 1970, ARDA listed 544 private campgrounds providing 12,456 campsites, yet in that same year the Department of Travel Industry listed 234 private campgrounds, providing 13,469 campsites.<sup>5</sup> The difference may be largely attributed to the fact that ARDA listed every business offering campsites while the Department of Travel Industry listed only those that appeared to make most of their income from campsites.

The ARDA listing included many 'campgrounds' that were in fact little more than vacant land, and which had little to offer the camper. The method employed by the Department of Travel Industry fails to tabulate many substantial camping facilities simply because they do not generate the balance of a business' income. In view of this fact, some compromise between the two systems seemed likely to yield the most realistic picture of the extent of 1974 private campground offerings. Accordingly, both listed 'campgrounds' and businesses otherwise listed, with facilities equalling or exceeding 15 campsites were tabulated from the *British Columbia Tourist Directory* (1974).<sup>6</sup> This method yielded a total of some 375 private campgrounds offering about 20,750 campsites.

Private campgrounds, like their public counterparts, are usually near a body of usable water. But here, the

similarity ends. Private campgrounds with their often urban or near-urban location, relatively crowded conditions, and broad array of facilities differ sharply from public campgrounds. The degree of naturalness of the campground environs is clearly regarded as being secondary in importance to the creature-comfort needs of the camper. The consistent basic differences between provincial and private campgrounds lead one to suspect that the camper market must be split between the two; some people preferring provincial sites, and others private sites. No data exist to support this supposition in regard to private campgrounds in British Columbia.

Market data collected in British Columbia provincial campgrounds and elsewhere in comparable Canadian and American government sites have consistently described a middle income person of higher-than-average education.<sup>7</sup> Why should this be so? Could it be that the design and location of Parks Branch campgrounds satisfies some segments of society completely and others not at all? If this is the case, then serious thought will have to be given to correct any imbalance that may exist. To evaluate the faults or merits of the existing design and location criteria, it is necessary to examine both the circumstances that led to their adoption and also the relevant literature.

*The Development of the  
Parks Branch Campsite Standard*

The 1957 change in park administration did little to alter basic philosophies. The aims and objectives of the Parks and Recreation Division of the BCFS were adopted verbatim by the newly established Provincial Parks Branch, which was staffed mainly by foresters who had gained some expertise in park planning and management. From the time of its creation, the Branch was under much pressure to manage and develop, among many other things, campgrounds. This task was made difficult by a lack of personnel. Problems that today would gain investigation through research prior to any decision, were then often decided by educated guesses or 'gut feeling'. There was neither the manpower nor the time to do otherwise. It is also not surprising that the Branch, dominated as it was by foresters, adopted a basically conservationist theme very much in line with the ideas of Thoreau, Muir, Pinchot and others.<sup>8</sup> Consistent with such a theme was the formal role that the Branch later adopted in regard to camping. The Branch defined its role as: "to develop, maintain and manage campgrounds of various kinds, adequate to the unfulfilled needs of the people of the Province, within the Provincial park system."<sup>9</sup> It was determined that the level of use of a site should be controlled so that its environment would remain basically unchanged in perpetuity.

In order that it might control the quality of the camping facility it was to provide, the Parks Branch adopted the

campsite "standard" that was first devised by the Parks and Recreation Division in 1951.<sup>10</sup> The standard campsite then as now consists of a circular gravel pad, about 40 feet in diameter, that is connected to the campground road by means of a parking spur. Each campsite is provided with a concrete fire base, a grill and a picnic table. The sites are normally about 70 feet apart, but separation is moderately flexible. Ideally, the buffer of vegetation between sites is sufficient to block out both sight and sound of neighbours. Although the campsite standard was established without any real data base to justify its design, many publications of the late 1950's and early 1960's described it as the ideal. These publications almost invariably found that people want shaded sites with lots of room and privacy and that campsites should therefore be separated by a substantial vegetation screen.<sup>11</sup> The chosen standard appeared to satisfy these needs perfectly, and it has remained virtually unchanged to the present day. A perusal of the recent literature, however, indicates that change may be in order. This applies not only to campsite design, but also to campground design, location and facility offerings.

#### *The Literature: Social Change and the Camper*

The post-war camper in North America did not remain content with camping in its simplest form for long. He was part of a dynamic, changing and increasingly affluent society in which the benefits of a shorter work-week, paid vacations,

increased personal mobility and enhanced financial resources became relatively commonplace. The traditional values of the Protestant work ethic seemed to be at least superficially eroded as the more contemporary values of conspicuous consumption, immediate gratification, peer-group acceptance and the easy life evolved.<sup>12</sup>

During this period of value change, or at least change in the way in which people expressed their values, the larger portion of recreationists began demanding increasingly elaborate and costly facilities to accommodate their various needs. Whereas campers once required only primitive facilities such as a campsite, water-supply, and a pit-toilet, the demand has changed to flush-toilets, electrical outlets and concession stores.<sup>13</sup> A concomitant change was the tendency for campers to 'crowd' campgrounds; an occurrence that led some traditionalist writers to decry such campsites as 'camping slums'.<sup>14</sup> Such changes have been accompanied by a change in the mode of camping. Whereas most campers once used tents, the majority of present-day campers in British Columbia utilize tent and travel trailers, truck campers and self-contained vehicles. These vehicles generally contain many more creature comforts than the tent camper ever considered necessary. Such trends may indicate that today's camping public is seeking to reduce the contact with the environment that was not only unavoidable, but also the object of camping in the early days of the pastime. It follows, then, that

the environment-oriented experience may currently be less important than it once was.

Such changes in camping styles were not always willingly accepted by resource managers. Kimball (1966) expressed the view that:

. . . if our outdoor recreation policies and our management programs are going to be based on the current whims and wishes of the city dwellers, I'm afraid we're heading into trouble. If the planning and development of the land and water resources which provide outdoor recreation are going to be based only on current public behavior and desire, we may well pursue a national policy of deliberately destroying the qualities of an outdoor recreation experience which make it worthwhile in the first place. . . . The question, of course, is whether or not we are going to adopt policies to meet the trends or policies to meet the true needs of the American people, regardless of whether or not they themselves recognize or desire those needs. 15

Views such as this, although gaining little popular direct support in the literature, are occasionally reflected in the facility offerings in the campgrounds of public agencies. The tendency for recreation resource managers to perceive the needs of recreationists differently from how the participants themselves perceive them<sup>16</sup> has its roots in mythology.<sup>17</sup> The significance of these myths cannot be overstated since they frequently form the philosophical basis of not only past and in some cases ongoing research, but also campground and campsite design and management.

Among the most influential of our outdoor beliefs is that of the 'return to nature' or the 'Arcadian Myth':

Simply stated, the Arcadian Myth is the belief that goodness and strength flows from the land and that rural living is vastly more suited to the human condition than the artificiality and complexity of urbanized areas. In one form or another, this belief has been the theme for countless books, the thesis of much serious (if inconclusive) study, and the popular explanation for such social phenomena as urban crime and delinquency, urban decline, suburban growth and outdoor recreation demand. 18

Henry Thoreau, John Muir, Gifford Pinchot, Steward Udall, Theodore Roosevelt and other devout early 'conservationists' undoubtedly regarded the outdoors as being essential to individual health and well-being.<sup>19</sup> The conservation movement that these individuals spurred to national proportions had much to do with the rise of the return-to-nature ethic. The 'healthiness' of outdoor living, originally advocated by Frederick Law Olmstead, was a belief so powerful that it still persists today. Yet in a report to the Outdoor Recreation Resources Review Commission (1962), Herbert Gans reported that he found no significant relationship between outdoor living and either mental or physical health.<sup>20</sup> Clearly, the belief is open to question and may be technically invalid.

One need only observe the paraphernalia that campers bring with them to gain evidence that the outdoors is not widely regarded as being "vastly more suited to the human condition than the artificiality and complexity of urbanized areas." Etzkorn (1964) found that fewer than one-fourth of his sample of campers at auto campgrounds slept in tents. Most campers opted for the more sophisticated truck-campers

and travel trailer gear.<sup>21</sup> Similarly, in an analysis of destination and roadside camping styles in British Columbia during the summer of 1970, O'Riordan (1973) states that: "In the 49 campgrounds that are situated on major highways, the average number of tents recorded was only 23% while self-contained vehicles averaged 57% (the remaining 20% were tent trailers)."<sup>22</sup> The Department of Recreation and Conservation *Annual Report 1973* notes that 35% of the campers visiting its campgrounds utilized tents, 31% camper vehicles, 18% trailers and 16% tent trailers.<sup>23</sup>

A second myth, closely related to the Arcadian Myth, is that of 'perfect market knowledge'.<sup>24</sup> The consistently similar findings of researchers' inquiries into camper needs did much to build confidence in the previously described campsite standard. If campsite and campground design is to be considered an indication of the Park Branch perception of camper needs and values, it is evident that the myths described above have gained substantial support. The Arcadian Myth is reflected in the policy that provided campsites very much environment-oriented in their design and facility offerings. The consistent isolation of campsites from one another suggests that interpersonal and intergroup interaction has been judged the aim of only a small proportion of the camping public. The myth of perfect market knowledge also appears to gain strong support. Although the Parks Branch provides camping opportunities in diverse environments, the

province-wide standardization of campsite design is indicative of a policy of undifferentiated marketing.<sup>25</sup> By trying to serve the 'average' camper, rather than a number of 'types' of camper, the Parks Branch may well have been able to economize on time and funds. But a single product cannot be equally acceptable or satisfying to all consumers; hence the argument against such a policy.

There is abundant evidence to suggest that the one-campsite design policy is inadequate for meeting the needs of the camping public in British Columbia. Some of the more obvious inadequacies are related to the facility requirements of today's camping public. Sophisticated camping gear, now commonplace, often requires the availability of electrical outlets, individual water hydrants and other costly provisions. These are not to be found in any British Columbia campground. For several reasons, including policy, prohibitive costs and problems of competition with existing private campgrounds that already provide such conveniences, the Branch has determined to minimize its involvement in this regard. While this decision seems sound enough when one considers the Branch's many roadside campgrounds, in which visitors tend to stay only a night or two, it may not be so easily justified in the destination-type or developed campgrounds. The latter are those at which campers tend to stay for longer periods of time and which seem to have established clientele. Among the campgrounds falling into this category

are Goldstream, near Victoria; Cultus Lake, near Vancouver; and Shuswap Lake, Ellison Park and Okanagan Lake in the Okanagan Valley.

Most campers find little difficulty in doing without urban-like facilities for a night or two. Indeed, there are those who find the very presence of such facilities deleterious to the camping experience.<sup>26</sup> It should come as no surprise to learn that a substantial portion of provincial campground system users are of this view, for aside from Forest Service 'recreation sites', there are no more 'primitive' structured campsites to be found in British Columbia. But as implied by the numbers of self-contained recreation vehicles that are in evidence every summer, there is also a substantial body of campers who consider camping to be a pastime that can be extremely comfortable. Even the most self-contained of these vehicles is unable to do without electrical, water and sewage hookups for much over a week; most being limited to about three days.

One frequently hears the view that these people should frequent the private campgrounds if they want these services. However, one should remember that private campgrounds offer a very different sort of product. Surely these people are entitled to enjoy government campsites in the degree of comfort they desire, so long as they are willing to pay a reasonable fraction of the cost of doing so. In any case, the real dimensions of the demand for such services is

unknown; campers have not been queried on this issue in British Columbia.

The supposed inadequacies of British Columbia's provincial campgrounds have thus far been associated with their apparent failure to meet new and more demanding camping styles. A closely related but distinctly different shortcoming is that they may not accommodate the diverse and changing social and cultural needs of users as well as they might. Specifically, society at large has apparently altered its standards of interpersonal relationships. David Riesman in *The Lonely Crowd* (1956) states that in the past,

Americans largely adopted the values and goals of their parents. People were inner-directed in that they absorbed the strongest formative influence from the home. The values of the parents were internalized and acted like a "psychological gyroscope" to guide the inner-directed persons through difficult decisions and social relationships. 27

Riesman's view seems to relate strongly to current campground design in British Columbia. Social contact with individuals outside of the actual camping party is minimized by the policy of providing, and isolating as much as possible, campsites that might be described as 'islands of solitude'.

Riesman notes that there has been a significant change in social values:

Urbanization, suburbanization, and high mobility mean that Americans are living in closer quarters, and are exposed to more new people than ever before. Affluence means a decline in the motifs of hard work, self-discipline and thrift. Leisure means more time to be with other people. In this environment, people are becoming 'other-directed'.

They increasingly assimilate the values of their contemporaries--neighbors, friends, associates. They find it more important to come to terms--harmonious terms--with other people than to defend any rigid ethos or prejudices inherited from their parents. 28

Closely related to the views of Riesman are those of Kotler (1967), who not only discerns an increase in the sociability of the American public, but also notes that:

There is a distinct movement away from the ascetic and puritanical life values toward a pure-and-simple hedonism. Americans want to have fun, to have a good time, and to have it now. They hate the idea of postponing their gratification, of saving when the future is so uncertain. They will take vacations on a 'fly now pay later' basis, incur large debts in order to drive a sports car or a boat. The accent in American culture is on being young and enjoying life. Adult Americans would like to live like their children, carefree, with a plentitude of amusements and lots of activity and sociability. 29

It is generally agreed that social change in the United States is shortly followed by an approximately parallel change in Canada. The social and cultural changes outlined above, therefore, either are or will be occurring in Canada.

These changes have manifest themselves to a large degree in developed campgrounds. LaPage (1971) noted that the obvious presence of changing values in the campgrounds ". . . suggests that outdoor recreation is, if not a battleground, at least a focal point for cultural clashes."<sup>30</sup> The sociology of human behaviour in parks has taken on a character entirely unlike that which operated when camping was less popular. Cheek (1972) notes that:

The fact that people enjoy themselves while in a park should not be dismissed lightly. What are the conditions which bring about the expectation of enjoyment? One condition is the idea of communion. People in parks reaffirm their identification with others of their own species, not only as conspecifics but as members of a society. In parks, interaction among strangers appears to be an important social norm, and the classical anonymity of the urban area seems not to hold the same degree. The reputed isolation and alienation of the individual from his own kind appears to be attenuated somewhat in parks. Instead, interaction is expected, enjoyed, and at times sought. 31

The views of Cheek gain considerable support in the literature.<sup>32</sup> Hence, it is clear that developed-site camping may have more social than environmental meaning to participants. This statement should be qualified: While campers may perceive their venture as having much to do with the natural environment, their requirements for the degree of 'naturalness' and isolation may have declined. Therefore, perhaps the traditional planning goal of isolating each campsite as much as possible may have outlived its relevance.

Evidence to support this conclusion is found in the research of Burch and Wenger (1967).<sup>33</sup> In their study of different types of campers, the findings indicated that the more primitive one's style of camping, the less a person seeks social interaction with members outside his camping party. The findings of Beardsley (1967) revealed that multiple occupancy of a single campsite (more than one camping party residing in the same site) at developed campgrounds was relatively common.<sup>34</sup> Such occurrences were not dictated by a lack of alternate sites. This phenomenon has

been observed in the destination campgrounds of British Columbia. Clearly, socializing with other campers has been found to be an important part of the total experience for many campers. Since developed campgrounds in public parks account for more camper-days than the more primitive facilities, one cannot ignore the social requirements of those users. The planned isolation of camping parties inherent in the standardized design of campsites in British Columbia's public parks hardly seems conducive to the supposed sociological requirements of today's camping public.

In summary, the literature suggests that there may be some serious shortcomings inherent in British Columbia's campgrounds. The design, location and facility range of the typical campground may in themselves dictate which segment of the population finds it satisfactory. Theoretically, provincial campgrounds should be satisfying to a cross-section of society. Design criteria that have remained relatively constant for over twenty years seem inappropriate when one considers the changes of camping styles that have occurred in that period. In addition, sociologists suggest that campers have become less inner-directed and more other-directed. Researchers have noted an apparent decline in the importance of the degree of naturalness of the camping environment and an increase in campers' desire to participate in luxury. Such changes are, to say the least, extremely

significant ones, worthy of specific investigation. This type of research, however, would be of far greater value if not confined to the provincial campgrounds; it would be best also to involve the private sector. Just as the public campgrounds might be described as a gathering place for campers dissatisfied with the private campground product, the reverse might also be said of private operations. If one is to study the camper in the private campground environment in the same manner that he proposes to investigate the public campground user, he must seek to optimize his knowledge both in the areas of existing user information, and of the industry itself. The following chapter is intended to fulfil this purpose.

## FOOTNOTES

<sup>1</sup>P. J. Dooling, "History: Provincial Parks of British Columbia," Course Notes, Forestry 491, Outdoor Recreation Resource Studies, Faculty of Forestry, University of British Columbia, October, 1970, 3pp.

<sup>2</sup>H. N. Marshall, Forester, Recreation, BCFS, personal communication, December, 1974. No data are available regarding the extent of use of the recreation sites, nor were any estimates offered.

<sup>3</sup>British Columbia, Provincial Parks Branch, Public Information and Education, "Fifty Years of Provincial Parks-- A History 1911-1961," Information Bulletin, June 1, 1961.

<sup>4</sup>British Columbia, Department of Recreation and Conservation, Parks Branch, "Provincial Summary by Region," computer printout of updated faculty list, 26 Nov., 1974, p. 66.

<sup>5</sup>J. D. Anderson, "Private Recreational Enterprise in British Columbia" (unpublished Master's thesis, School of Community and Regional Planning, University of British Columbia, 1971).

<sup>6</sup>These figures were abstracted from: British Columbia, Department of Travel Industry, *British Columbia Tourist Directory*, 1974.

<sup>7</sup>Many references could be cited here. Among the most significant is the Outdoor Recreation Resources Commission, ORRRC Study Report 19, *National Recreation Survey* (Washington, D.C.: U.S. Government Printing Office, 1962); also see K. P. Etzkorn, "Leisure and Camping: The Social Meaning of a Form of Public Recreation," *Sociology and Social Research*, 49 (1964), pp. 76-89.

<sup>8</sup>This preservationist theme is found to be basic in: British Columbia, *Park Act*, 1965, c.31, s.1, ch.31. The theme of this Act centres around the irreplaceable values of the natural environment and the need to preserve it. Also, recall the aims and objectives of the Parks Branch as established by foresters in the early 1950's.

<sup>9</sup>British Columbia, Provincial Parks Branch, "Policy Statement" (Victoria, B.C.: 1963), p. 8.

<sup>10</sup>British Columbia, Provincial Parks Branch, Public Information and Education, *op. cit.*, p. 3.

<sup>11</sup>A number of publications have presented these results. Among them: W. S. Hopkins, "Myths and Facts about Forest Recreation: A Review of Forest Recreation Research in the Forest Service," *Trends in Parks and Recreation*, 3, No. 1 (1966), pp. 19-22. See also: R. C. Lucas, *User Evaluation of Campgrounds on Two Michigan National Forests*, North Central Forest Experiment Station, St. Paul, Minnesota, 15pp. (USDA Forest Service Research Paper NC-44), 1970. Interesting comments on why such findings were so consistently revealed are forwarded in: R. N. Clark, J. C. Hendee and F. L. Campbell, "Values, Behavior and Conflict in Modern Camping Culture," *Journal of Leisure Research*, 3, No. 3 (1971), pp. 143-159.

<sup>12</sup>W. F. LaPage, "Cultural 'Fogweed' and Outdoor Recreation Research," Forest Service, USDA. *Recreation Symposium Proceedings*, Northeastern Forest Experimental Station, Upper Derby, Pa. (1971), pp. 186-193.

<sup>13</sup>H. K. Cordell, *User Preferences for Developed-Site Camping*, USDA Forest Service Research Note SE-122, Southern Forest Experiment Station, Ashville, N.C. (1969), p. 1.

<sup>14</sup>R. N. Clark, J. C. Hendee and F. L. Campbell, *op. cit.*, p. 146.

<sup>15</sup>T. Kimball, "Special Interest--conservation's greatest cross to bear," *National Conference on Policy Issues in Outdoor Recreation*, Utah State University and Bureau of Outdoor Recreation, USDI (1966), pp. 52-56. Kimball was far from being alone in expressing such a controversial moralistic stance. See also: J. W. Bennett, *Vandals Wild* (Portland, Ore.: Metropolitan Press for Bennett Publishing Co., 1969), 237pp. Bennett decried the "sick" changes evident among the users of highly developed campgrounds. F. Tinker, "The Recreation Killers," *Kiwanis Magazine*, June 27-30, n.d., expressed concern for the "lost standards of behavior evident in modern camping culture."

<sup>16</sup>J. C. Hendee and R. W. Harris, "Foresters Perception of Wilderness-User Attitudes and Preferences," *Journal of Forestry*, 68, No. 12 (1970), pp. 19-22.

<sup>17</sup>W. F. LaPage has been a major proponent of the view that several "myths" underlie recreation literature. See, for example: "The Mythology of Outdoor Recreation Planning," *Southern Lumberman*, 221, No. 2752 (1970); or "Cultural 'Fogweed' and Outdoor Recreation Research," *op. cit.*

<sup>18</sup>W. F. LaPage, "Cultural 'Fogweed' and Outdoor Recreation Research," *op. cit.*, p. 189. A much more comprehensive explanation of the Arcadian Myth is forwarded in: P. J.

Schmitt, *Back to Nature: The Arcadian Myth in Urban America* (New York: Oxford University Press, 1969).

<sup>19</sup>G. McConnel, "The Conservation Movement--Past and Present," *Readings in Resource Management and Conservation*, ed. by I. Burton and R. W. Kates (Chicago: University of Chicago Press, 1967), pp. 189-201.

<sup>20</sup>H. J. Gans, "Outdoor Recreation and Mental Health," *Trends in American Living and Outdoor Recreation*, ORRRC Study Report No. 22 (Washington, D.C.: 1962), p. 233-242. The fact that such a study should have been commissioned by an organization as reputable as the ORRRC hints at the relevance of the issue, although one is at first inclined to deem it somewhat petty. Some myths, such as this one, are very deeply rooted in our culture.

<sup>21</sup>K. P. Etzkorn, *op. cit.*, p. 82. See also: G. L. Cole and B. T. Wilkins, "The Camper," *Recreation Symposium Proceedings*, Forest Service, USDA, Northeastern Forest Experiment Station, Upper Derby, Pa. (1971), pp. 105-112.

<sup>22</sup>T. O'Riordan, "An Analysis of the Use and Management of Campgrounds in British Columbia Provincial Parks," *Economic Geography*, 4, No. 49 (1973), p. 6.

<sup>23</sup>Province of British Columbia, Department of Recreation and Conservation, *Annual Report 1973* (1974), p. AA82.

<sup>24</sup>W. F. LaPage, "The Mythology of Outdoor Recreation," *op. cit.*, p. 120. The term "Perfect Market Knowledge" requires explanation. A supplier of a good or service can exhibit perfect confidence in its product's suitability to the market by failing to vary that product. A single product cannot be equally satisfactory to all consumers. Thus, the Parks Branch campsite standard, being essentially an example of an unvarying product, suggests Branch adherence to the Myth of Perfect Market Knowledge.

<sup>25</sup>Some elaboration may be in order here. Traditionally, Parks Branch campgrounds are located in non-urban, forested locations throughout the province. Such *locational* diversity, however, has not been paralleled by *design* diversity. The same campground campsite product, one that is "environment-oriented," has simply been placed in diverse environments. Hence, perhaps the provincial campground system is not as well suited to "diverse user needs" as is at first implied by location.

<sup>26</sup>These people are in evidence at most Parks Branch campgrounds but more particularly at the remoter, more

rustic ones. Many of these people would not feel they were "camping" unless they were without modern conveniences. Numerous studies, particularly those investigating wilderness-user attitudes, have discovered this to be true. See, for example; R. C. Lucar, "Wilderness Perception and Use: The Example of the Boundary Waters Canoe Area," *Readings in Resources Management and Conservation*, ed. by I. Burton and R. W. Kates (Chicago: University of Chicago Press, 1967), pp. 363-374. A more recent work is that by: G. H. Bentryn, "Park Planning and Wilderness Perception" (unpublished Master's thesis, University of Victoria, B.C., 1972).

<sup>27</sup>D. Riesman, N. Glazer and R. Denny, *The Lonely Crowd: A Study of the Changing American Character* (Garden City, N.J.: Doubleday & Doubleday Inc., 1956), p. 36.

<sup>28</sup>P. Kotler, *Marketing Management: Analysis Planning and Control* (New Jersey: Prentice-Hall, 1967), p. 39.

<sup>29</sup>*Ibid.*, p. 39.

<sup>30</sup>W. F. LaPage, *op. cit.*, p. 188.

<sup>31</sup>N. H. Cheek and L. Taylor, "Variations in Patterns of Leisure Behavior: An Analysis of Sociological Aggregates," in William R. Burch (ed.), *Social Behavior, Natural Resources and the Environment* (New York: Harper & Row, 1972), p. 30.

<sup>32</sup>Included in these publications are the aforementioned articles by LaPage (1970, 1971), Clark, Hendee and Campbell (1971), Etzkorn (1964), and W. Burch Jr., "The Play World of Camping: Research into the Social Meaning of Outdoor Recreation," *American Journal of Sociology*, 70 (1965), pp. 604-612.

<sup>33</sup>W. Burch Jr., and W. D. Wenger Jr., *The Social Characteristics of Participants in Three Styles of Family Camping*, U.S. Forest Service Research Paper PNW-48 (1967). Also see: W. F. LaPage, "The Mythology of Outdoor Recreation Planning," *op. cit.*, pp. 119-120.

<sup>34</sup>W. Beardsley, *Cost Implications of Camper and Campground Characteristics in Central Colorado*, U.S. Forest Service Research Note RM-86, Rocky Mountain Forest Experiment Station (1967).

## CHAPTER II

### THE PRIVATE CAMPGROUND IN BRITISH COLUMBIA: ITS PROBLEMS, PRODUCT AND PATRONS

While data describing the product and users of the public campgrounds of British Columbia are easily found, the reverse is true of the commercial counterpart. Indeed, in comparison with the research that has been conducted on the latter in the United States, there is an extreme paucity of parallel inquiry in Canada. Luckily, the single Canadian work that presents a useful statement of the legal, economic and organizational condition of the private campground industry was conducted in British Columbia by Anderson (1971).<sup>1</sup> This report does little, however, to describe the product of those enterprises or the people who frequent them. But a review of the information gleaned in that report does reveal an overall similarity with private campground management, economic conditions and facility offerings in the United States. This parallelism leads one to surmise that the product and clientele of British Columbia's enterprises may also be comparable to the American counterpart. Subsequent discussion of private campground product and patrons, therefore, draws considerably upon research findings in the United States.

*The Growth and Problems of  
British Columbia's Private Campgrounds*

As indicated earlier, existing data do not permit accurate estimates to be made of the growth rate in the private campground industry of British Columbia. It is reasonable, however, to postulate that such growth approximated that which occurred in the United States. In one of the more comprehensive American studies, Moeller (1970) found that the number of private campgrounds in the eleven northeastern states grew by about 800% between 1961 and 1967. While public campgrounds had outnumbered private campgrounds by a ratio of almost 2 to 1 in 1961, by 1967 the market composition had reversed to a ratio of 4 to 1 in favour of the latter.<sup>2</sup> Currently, private campgrounds in British Columbia outnumber provincial equivalents by a ratio of about 3 to 1, and this ratio remains approximately the same when one considers the campsites available.

It is noteworthy that while the private campgrounds of British Columbia are scattered throughout the populated portions of the province, the major concentrations or clusters of enterprises occur near existing public recreation lands, resort areas, seashores and lake areas. Anderson found that 61% were within 10 miles of a public campground and that 74% were within 5 miles of a private competitor.<sup>3</sup> A competitive advantage is frequently attributed to public campgrounds as opposed to private ones, and it may seem paradoxical that the latter should so frequently choose to locate close to

their competitors. But relationships between these two are not only competitive; they can also be complementary. Thus, beaches, picnic sites, hiking trails and nature interpretation programs, typically provided by public funds, can be sufficiently attractive to lure new customers to nearby private enterprises where the individual can enjoy the additional benefits of relatively luxurious accommodation. Thus, this clustering phenomenon affords the camper both a broader choice of activity alternatives and a better chance of accommodation.

While the number and apparent growth of private campgrounds in British Columbia suggests that the industry is healthy, a number of problems reveal that this is not the case. Probably the single most significant problem is that of "image." A major cause of this problem may be related to the difficulties of operating a successful commercial campground. Many of today's private campgrounds were conceived and built before published guidelines referring to such considerations as location, scale, clientele, operating costs and management techniques were available. Therefore, most of these businesses were too small, or poorly located, or otherwise inadequate to generate a profit. Those individuals who wished to stay in business quickly learned that the campground would have to be operated in conjunction with another income-generating facility, such as a motel or restaurant, or else be larger in scale and therefore costly. Most of those

who did not learn this simply went out of business.

Private enterprise has traditionally been quick to recognize and pursue a market. The guiding objective of providing an experience different from that which is found in public campgrounds has remained basically unchanged to the present day. The pursuit of that objective, however, has not always served the best interests of the patron. While many of British Columbia's early commercial enterprises offered adequately spaced sites and sanitary conditions, some did not. The visitors to such sites were subjected to crowded conditions, littered grounds and unsanitary toilet facilities. While such an experience could in itself be enough to fix a negative image in the mind of the user, the fact that he had to pay to obtain the experience added to that probability. Thus, an enterprise that offered a quality experience could be harmed by another which did not. The subsequent passage of such legislation as the Wildlife Act, Water Act, Pollution Control Act and Health Act has done much to raise the standards of private campgrounds. But the image problem persists,<sup>4</sup> and probably helps to explain Anderson's finding that:

During 1969, 101 of 205 (private campground) operators surveyed earned a profit, 51 "broke-even" and 53 suffered a loss from operations of their campgrounds. . . . Only 94 of 173 operations indicated that they could "break even" by operating at less than 50 per cent of occupancy. Another 35 needed 50-60 per cent occupancy, 42 needed 61-75 per cent occupancy and 21 needed over 76 per cent occupancy. 5

A second problem related to that of image is that there is no province-wide association of campground owners to set standards of quality and service. Without such an organization, the camper seeking a private campground in British Columbia for the first time could easily find himself in one of the more poorly managed sites and subsequently not wish to try any other. Currently, the Department of Travel Industry assigns the "Approved Tourist Accommodation" seal to all campgrounds that meet certain basic facility and space standards. Such approval is awarded in the off-season when these enterprises are inspected.<sup>6</sup> Clearly, all managers are not equally devoted to optimizing sanitary conditions and limiting population density during the brief and critical tourist season. Consequently, campgrounds "approved" in this manner can be anything but pleasant, and a liability to the better quality establishments.

One of the better known campground associations is the "Kampgrounds of America," or "KOA." This organization presently consists of:

. . . over 700 franchise campgrounds in the United States, Canada and Mexico, that offer the finest camping facilities. The KOA symbol . . . means: Utility hookups, clean restrooms, showers, convenience store, recreational facilities and friendly hosts. 7

It is not a simple matter for a campground owner to have his operation certified by KOA. Strict standards must be met regarding campsite size, surface and on-site facilities. Once he is approved and has paid the required franchise fee,

he can expect, besides technical and financial assistance, an upturn in business. Not only does KOA advertising of his campground lure new customers, but the very presence of the "KOA" sign at the campground entrance guarantees campers of a comparatively high standard. Hence, the problem of "image" for this operator is somewhat alleviated. It seems a paradox that the "KOA Campgrounds" in British Columbia have generally done very well, while at the same time all efforts to establish a comparable provincial campground association operation have failed.

The previous problems are not the only difficulties being faced by private enterprise in British Columbia: they may merely be the most significant ones. Anderson queried private campground owners on the management problems they deemed most significant (Table I). Interestingly, "image" problem were not perceived as issues. The shortness of the season was regarded as the major management problem. In British Columbia, private campgrounds are usually busy for a six to eight week period during July and August. In the Okanagan, this season may also include the latter two weeks of June. In any case, it is during this brief period that private campground owners must optimize earnings. The unpredictability of economic and weather conditions from year to year can have serious consequences for campground income. One might be inclined to suggest that even if a campground failed to generate a living income, the motel or restaurant

TABLE I

## MANAGEMENT PROBLEMS AS REPORTED BY 205 PRIVATE CAMPGROUND OPERATORS

Problem	Per Cent Reporting <sup>a</sup>	Per Cent Main Problem <sup>b</sup>	Per Cent Second Problem <sup>c</sup>
Vandalism and Theft	13	4	3
Liability	5	4	1
Short Season	71	31	18
Weather	63	14	17
Facility too Small	21	4	6
Pollution	9	5	--
Poor Location	4	2	1
Lack of Services	23	13	3
Competition from Public Campgrounds	33	14	9
Competition from Private Campgrounds	10	--	3
Taxation	38	3	8
Zoning Regulations	9	1	1
Medical Regulations	10	8	3
Highway Regulations	6	4	1

<sup>a</sup>Column indicates per cent of operators who reported this problem affects management.

<sup>b</sup>Column indicates per cent of operators who reported this was their main problem.

<sup>c</sup>Column indicates per cent of operators who reported this was their second most major problem.

Source: J. D. Anderson, "Private Recreation Enterprise and Government Outdoor Recreation Policy."

it was operating in conjunction with would make up the balance. Unfortunately, this is not always the case. Most businesses associated with private campgrounds also tend to be seasonal, and a failure of one to earn a living income frequently accompanies a failure of the other. Clearly, the shortness of the season is a very serious problem for private campground managers.

#### *The Private Campground Product*

It has been stated that the product offered in the British Columbia Parks Branch campgrounds is quite different from that of private enterprise. Kozinsky (1964) ascribes the differences to the fact that:

Government-operated facilities must be uniform and designed for broad use by a faceless public, and little attention can be paid to details or the personal desires of the (camper). Private enterprise, on the other hand, must place the welfare and the wishes of the (camper) above all else, for he is the customer. If a private operator does not provide a service commensurate with the tastes and demands of his potential customers, his competition will. Under a system of free enterprise, a satisfied customer is still a man's best assurance that he will be in business tomorrow. 8

Clearly, the difference may also be attributed to the previously discussed policy decisions of the Parks Branch. Just as the product of private enterprise is easily distinguishable from that of the public sector, Bowers (1969) differentiates between two product-classes within the commercial campground industry:

The *transient campground* must be located near main highways. The travelers using it will insist on well-equipped campsites and clean sanitary facilities. These campers are not too concerned about having things to do near the campsite. Eight or more campsites can usually be developed per acre, since facilities and accommodations tend to be simply and compactly arranged. *Vacation campgrounds*, unlike transient campgrounds, do not need to be near major highways, particularly if near unique natural attractions such as lakes, streams and forest areas. More things-to-do activities, such as swimming, boating, fishing, hiking, game fields, horseback riding are required. Fewer campsites per unit of land, perhaps no more than four sites per acre, should be developed. 9

A significant part of the product offered by "vacation" or developed campgrounds is that the camping experience is not intended to be entirely an "environmental" one as is implied by the design of public "destination" campgrounds.<sup>10</sup> The common practice of providing relatively closely packed campsites as well as activities designed to encourage interparty communication suggests that the product is also one of a "sociable atmosphere."<sup>11</sup> Logically, the person favouring private campgrounds would be more likely to be socially inclined than the individual patronizing the public sector. This, however, must be regarded as an unsubstantiated premise at this time.

A vital concern of the campground owner is to differentiate his product from that of his competition. His operation must be perceived by visitors as being somehow superior if he is to build all-important clientele. Such differentiation need not take the form of a unique range of facility offerings, although this is not uncommon. He might simply

adopt a discriminatory policy of disallowing entry to young, single campers, thereby reserving the campground for families and mature groups. Such a policy usually assures visitors of a quieter stay than they might otherwise expect in a campground that did not subscribe to this policy. If a manager chooses this policy, he must be sure that he can offer the services demanded by this client group.

In terms of facilities and services, however, most private campgrounds in British Columbia offer a product consisting essentially of a partly-treed environment on which a range of unserviced to fully serviced campsites are distributed in relatively close proximity to one another. Flush toilets, hot showers, a children's playground and a small store at which one can purchase staple food items are usually present. A swimming beach with boat launch facilities is generally in close proximity. There is a broad range of other facilities and services offered at individual campgrounds, as documented by Anderson (Table II). Although all private campgrounds do not supply all such services and facilities, the typical private campground certainly offers many more than does the public sector. Most of the items tabulated by Anderson in Table II are found in no Parks Branch campground. Some public campgrounds do, however, have boat launch ramps and swimming beaches. A few have sanitation stations nearby. Clearly, private campground managers have placed an entirely different emphasis upon services and

TABLE II

DISTRIBUTION OF ASSOCIATED FACILITIES AND  
SERVICES OFFERED BY 215 PRIVATE CAMPGROUNDS

Facilities & Services	Number	Per Cent
Boat Rentals	115	53
Boat Launching	123	57
Swimming Beach	135	62
Horse Rentals	23	11
Children's Playground	134	62
Laundry	97	45
Hot Showers	177	79
Sani-Station	38	17
Fishing Guide	54	25
Hunting Guide	17	7
Sale of Essentials (Milk, Ice, Bread, Butter, Soft Drinks, etc.)	112	52
Groceries	82	38
Fishing Supplies	99	46
Gas and Oil	57	26
Snack Counter	49	23
Full Meals	31	14

Source: J. D. Anderson, "Private Recreation Enterprise and Government Outdoor Recreation Policy."

facilities than their public counterpart. Hence the two types of campground differ not only in design standards, but also in service and facility provisions. Another important difference is that of cost. Private campgrounds typically cost about \$4.00 per night as compared with \$2.00 in Parks Branch campgrounds. The relatively high cost of camping in private campgrounds must surely be considered as a factor in the popularity of public campgrounds.

#### *The Private Campground Patron*

The bold imagination of private enterprise has moved camping out of the back-country and into the suburbs, thereby making it a useful and convenient vehicle for facilitating a greater variety of leisure interests. Not only does this apply to the traditional pursuits of nature enjoyment, hunting and fishing, but to travel, tourism and social enjoyment as well. The product offered by private enterprise is sufficiently different from that of public campgrounds in British Columbia to suggest that there must also be a particular kind of person for whom the former is entirely suitable and the latter inadequate. This has been shown to be the case elsewhere:

Private campground visitors tended to view public campgrounds as being more crowded, and less restful; more primitive, with fewer conveniences; as having outstanding scenery, but few activities; and a more aloof management with poorer maintenance. 12

Beyond this, however, it is not presently possible to describe

the user of private campgrounds since research paralleling the inquiries conducted in public campgrounds has not been applied to private sector clientele. There is a considerable body of literature describing recreationists in the "developed campground" environment. Unfortunately, such campgrounds are invariably public and do not necessarily accommodate users with characteristics similar to private campground clientele.

Some insight into private enterprise user characteristics may be gleaned from LaPage's (1968) finding that: "the incidence of mobile equipment was 100 per cent higher at private campgrounds than at public ones."<sup>13</sup> Perhaps this may be explained by the simple fact that private campgrounds provide the services permitting optimal use of vehicle conveniences and occasionally better access to major highways. While the latter service offerings undoubtedly play a role in attracting the user, so too does the private campground setting and environment. This is reflected in the following advertisement promoting recreation vehicle sales, quoted from a popular camping magazine:

When you've earned the right to pamper yourself, roughing it is not for you. What you want is comfort, convenience and lavish luxury wherever you go. . . . Once you're inside, you'll never want to leave. And you don't have to! 14

Previous discussion has suggested that, besides being facility dependent, the private campground user tends to be oriented more towards social interaction than nature appre-

ciation. It has been implied also that he may be more activity-oriented than his public counterpart. But all of the above comments regarding private campground clientele must be regarded only as postulation insofar as British Columbian campers are concerned. No study has yet attempted to describe the client of private campgrounds in the province, or to determine the ways in which he may comprise a separate market from that which frequents the public sector.

## FOOTNOTES

<sup>1</sup>J. D. Anderson, "Private Recreational Enterprise in British Columbia" (unpublished Master's thesis, School of Community and Regional Planning, University of British Columbia, 1971).

<sup>2</sup>G. H. Moeller, *Growth of the Camping Market in the Northeast*, USDA, Forest Service Research Paper NE-202, Northeast Forest Experiment Station, Upper Darby, Pa (1971), p. 1.

<sup>3</sup>J. D. Anderson, *op. cit.*, p. 130.

<sup>4</sup>Interviews conducted by the author at public campgrounds during the summer of 1974 indicated that the "image" problem is a serious one. A substantial portion of public campground users claim to have had experience in one or more private campgrounds. Most of these persons had negative comments to make. (See data analysis for specifics.)

<sup>5</sup>J. D. Anderson, *op. cit.*, p. 133.

<sup>6</sup>British Columbia, Department of Travel Industry, *British Columbia Tourist Directory* (1974), p. 1.

<sup>7</sup>Kampgrounds of America, *KOA Handbook and Directory for Campers*, Kampgrounds of America Inc., St. Paul, Minn. (1974), p. 17.

<sup>8</sup>E. L. Kozinsky, "Private Enterprise in Outdoor Recreation," *Journal of Soil and Water Conservation*, 19, No. 2 (1964), p. 58.

<sup>9</sup>R. T. Bowers, "A Review of the Commercial Recreation Industry" (unpublished M.Sc. dissertation, University of Pennsylvania, University Park, Pa., 1969), p. 48.

<sup>10</sup>"Developed" or "vacation" campgrounds are herein regarded as having a full range of facility offerings (i.e., showers, flush toilets, camp store, etc.). As such, no provincial campground falls into this category. A "developed" campground, however, can function as a "destination" campground; the two being comparable in terms of users' length of stay.

<sup>11</sup>J. C. Hendee and F. L. Campbell, "Outdoor Recreation--The Developed Campground," *Trends in Parks and Recreation*, October (1969), p. 1.

<sup>12</sup>W. F. LaPage, *The Role of Customer Satisfaction in Managing Commercial Campgrounds*, U.S. Forest Service Research Paper NE-105, Northeastern Forest Experiment Station, Upper Darby, Pa. (1968), p. 5.

<sup>13</sup>*Ibid.*, p. 7

<sup>14</sup>*Kampgrounds of America*, *op. cit.*, p. 91.

## CHAPTER III

### THE STUDY: OBJECTIVES, AREA AND METHOD

Previous discussion has made it clear that existing camper market information in British Columbia describes only those persons who patronize provincial campgrounds. Using these data, the Parks Branch maintains an established policy of providing an "environment-oriented" experience in forest and water-based campgrounds. The literature indicates that, for some people at least, such a design is inadequate. Inquiry into British Columbia's private campground industry reveals that, aside from being very large and reasonably well attended, its components offer a product entirely different from that of the provincial counterpart. The literature also suggests that the facilities and design of private campgrounds are more in line with supposed current social trends towards sociability and the easy life than those of the province. It is reasonable, therefore, to suggest that a more representative cross-section of the camper market would be obtained by sampling users of both public and private campgrounds. Information from such sampling should permit a more valid assessment of the market and the suitability of the existing provincial campgrounds system to the "cross-section" of British Columbia campers than is possible using existing market data.

### *The Objectives of the Study*

Initially, this research has attempted to describe the camper market of selected public and private campgrounds, using the conventional variables of age, income, place of residence, party size, party composition and type of accommodation. While such information is valuable insofar as it permits spatial and temporal analysis of the camper market and general comparison of the private and public sectors, it does not lend itself to understanding the subtleties of individual motivation, social outlook, party orientation,<sup>1</sup> public or private preference and facility needs as they vary among public and private campground patrons. Since the latter considerations are regarded as vital to an assessment of the public and private campground products, they too are to be investigated.

Specifically, the overall aim of this study is to assess the suitability of the campground design standard of the provincial Parks Branch for the overall camper market at Okanagan destination campgrounds. The following specific questions are considered in this evaluation:

1. How might the camper markets in selected Parks Branch and private Okanagan campgrounds be described? In what ways are these markets similar? How do they differ?
2. Why do people camp and what do they enjoy about camping?
3. How might one rate the respective "social" outlooks of public and private campground patrons?
4. To what extent does a camper's location at the time of interview, be it at a public or private campground, indicate market preference? What are the reasons for preferences?

5. What are the respective facility requirements of campground patrons?
6. What is the respective "party orientation" of public and private campground users?

### *The Study Area*

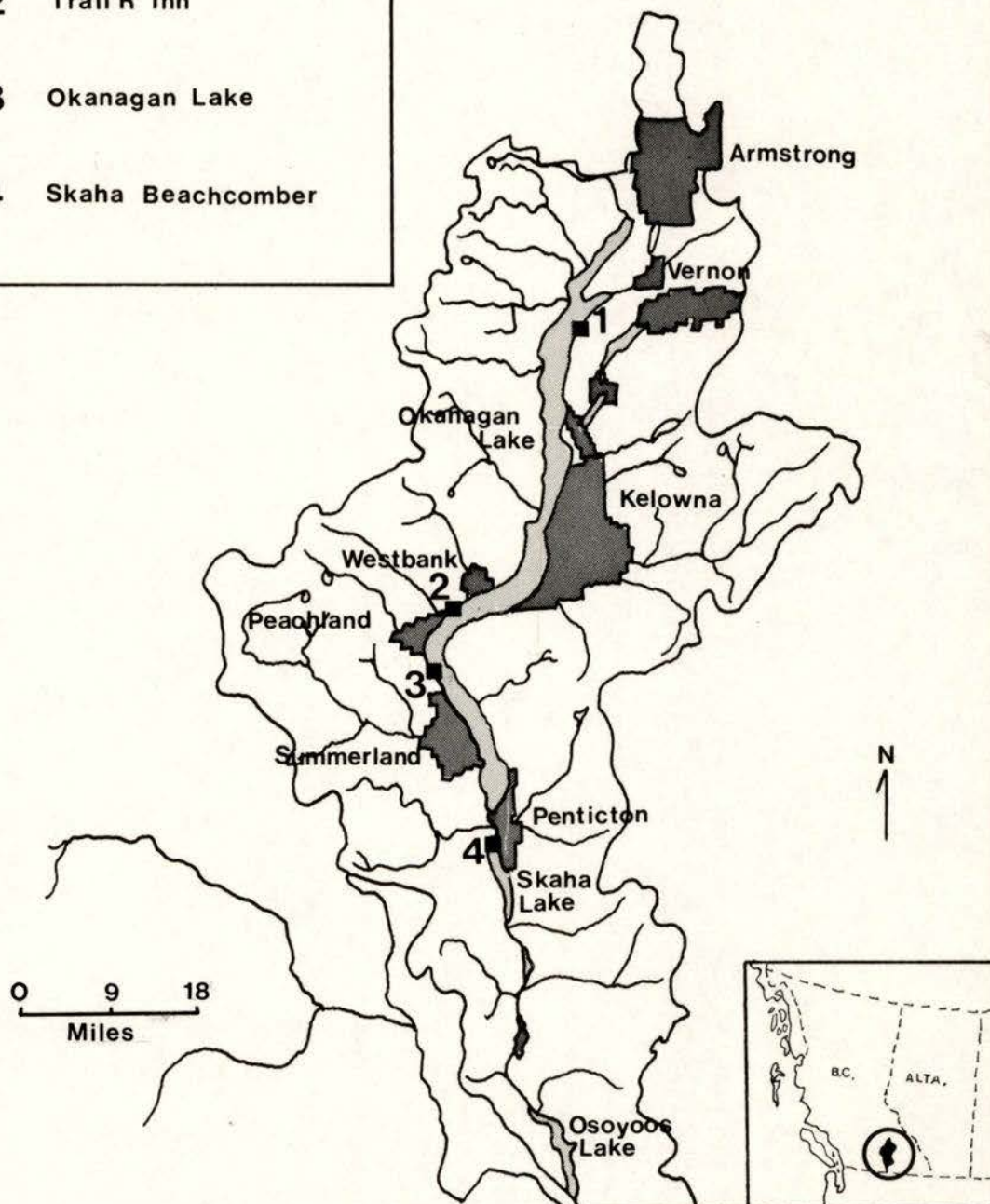
Several factors led to the choice of the Okanagan region of British Columbia as the data collection area (Figure 2). Prime among them was the fact that the Parks Branch campgrounds in the region are inadequate to meet camper demand, and as that organization is considering the establishment of more campgrounds, it is important that these be designed in the best possible manner. Second, because of the great popularity of the region for summer camping vacations, there are several destination-type public campgrounds and many high-quality private equivalents: the opportunity therefore existed for ready access to both camper markets. Third, the Okanagan region is sufficiently compact to permit study of spatially separated campgrounds without undue loss of survey time.

The two largest public campgrounds in the region, Okanagan Lake Campground and Ellison Park, which function largely as destination campgrounds, were chosen for study. Ellison Park is located on Okanagan Lake, 10 miles southwest of Vernon. It is accessible only by a narrow, winding road. Its 54 campsites are distributed in typical fashion, in a light-density forest. Facilities are limited to flush-toilets and a picnic ground. Activities centre around the

**FIGURE 2**  
**The Okanagan Region**

**CAMPGROUNDS SURVEYED**

- 1** Ellison Park
- 2** Trail'R Inn
- 3** Okanagan Lake
- 4** Skaha Beachcomber



swimming beach and nature interpretation program. Campers requiring groceries must travel 5 miles to the nearest store. Ellison Park is not equipped to handle overflow volume, although on several occasions during the summer of 1974, between 70 and 80 camping parties occupied the campsites.

Okanagan Lake Campground is situated on highway #97, approximately mid-way between Penticton and Kelowna. While the design and spacing standards of this campground are comparable with most Parks Branch operations, the environment is markedly less natural than that of Ellison Park. Accordingly, one might reasonably expect to find greater numbers of nature-oriented parties at the latter. Eighty campsites are distributed on 7 tiers amidst large, exotic shade trees and are surrounded by lush, green grass. Facilities include flush toilets, sinks, and a boat launch. A sani-station is located nearby. Activities centre around an on-site, if stony, beach and a nature interpretation program. About 5 miles from the campground, the villages of Summerland and Peachland fulfil most of the supply needs of campers. The day-use area, 200 yards to the south of the campground, had been reclassified to provide overflow facilities. Although the overflow had a rated capacity of 48 camping parties, over 125 were observed on several occasions. While its campsites do not approximate the Branch standard, other facilities parallel those which are available in the main campground.

For survey purposes, two main criteria were used in the selection of private campgrounds. First, they had to be sufficiently close to a public counterpart to permit the camper the element of choice. Second, they had to be of high quality to optimize the chances of contacting individuals committed to the private sector. Other considerations such as the age of the campground and the average occupancy levels were also considered. After inspecting many private campgrounds, the two which best met the aforementioned criteria were approached.

"Trail'R Inn" campground is located in Peachland, adjacent to a long, quiet stretch of public beach on Okanagan Lake. Sixty-five large campsites are distributed throughout a well maintained and productive orchard, and a regular irrigation schedule keeps grass green and dust to a minimum. The facilities offered are typical of private campgrounds in the region, including serviced campsites, flush toilets, hot showers, a laundromat, a small store and a children's playground. The key factor that set Trail'R Inn apart from other campgrounds was the high standard of quality and cleanliness of on-site facilities. The manager had no set policy concerning who he would allow in and who he would not. He enforced his campground rules in the same manner for all patrons--strictly, and was vitally aware of the importance of his clientele to business success.

"Skaha Beachcomber Recreational Park" is located on the

south side of Penticton, adjacent to a large, sandy public beach on Skaha Lake. It is one of the largest private campgrounds in British Columbia, with 325 small but well shaded campsites. Camp roads are broad and situated in such a way as to efficiently funnel the inevitably large volume of on-site traffic through the campground. Facility offerings include serviced campsites, cement patios, sheltered tables, clean flush toilets and hot showers, a camp store and children's playground. The owner provided two unique entertainment services. In July and August, he screened National Film Board of Canada movies, and during the Penticton Square Dance Festival, he provided for dancing on the campground "dance floor." The proximity of the campground to downtown Penticton means that other entertainment needs are within easy reach. As was the case with Trail'R Inn, the manager of the Beachcomber relied heavily upon established clientele, but was much more selective in whom he allowed into the campground, preferring to limit entry to family groups.

#### *Research Methods*

In May, 1974, the writer visited the Okanagan region to carry out several pre-survey tasks. First, opinions on and suggestions for the improvement of the proposed study were solicited from the Regional Supervisor and the District Park Officer of the Parks Branch. These individuals proved to be both enthusiastic and helpful, and funds were provided for the hiring of a research assistant. This individual was

hired at a later date. The second task, that of becoming familiar with the two pre-selected public campgrounds, was accomplished. Third, after inspecting several private campgrounds, the management of Trail'R Inn and the Skaha Beachcomber were approached. In both cases, the managers proved receptive to the idea of gaining information on their clientele.

#### *Data Collection*

Both self-administered drop-off type questionnaires and personal interviews were used to obtain information at each of the sampling locations. Table III presents the sample distribution. Each of the study techniques employed gleaned different kinds of information through varying sampling frames. To avoid confusion, it is appropriate that the details of each technique be presented separately.

*The Self-Administered Questionnaire.* This was designed primarily to glean conventional market information, but also sought to gain an overall insight into campers' views on sharing campsites, group camping, meeting other campers and campsite spacing (Appendix A). Rather than sampling randomly, a saturation sample approach was used. On every second Friday evening, commencing on June 15 and ending on September 6, a numbered survey form was handed to each camping party in each of the four study campgrounds. Whenever possible, the purpose of the survey and the importance of participation was

TABLE III

## SAMPLE DISTRIBUTION

Campground Name	Survey Type	Self-Administered Drop-Off Questionnaire			Multiple Occupancy Personal Interviews		In-Depth Personal Interviews	
		# Distributed	# Returned	% Returned	# Interviewed	% of Total	# Interviewed	% of Total
Skaha Beachcomber Recreational Park		1022	589	57.6	---	--	43	42
Okanagan Lake Campground		1015	708	69.7	104	90	30	29
Trail'R Inn Campground		297	204	68.7	---	--	12	12
Ellison Park Campground		458	325	70.9	12	10	17	17
TOTALS		2792	1826	--	116	100	102	100

impressed upon individual parties. Campers were asked to deposit completed survey forms in prominently located "Questionnaire Return Boxes." Of the 2792 questionnaires which were handed out, 1826 or 65% were recovered. Unfortunately, no record was kept of the number of spoiled returns. Because the camper market is known to vary throughout the summer, it was necessary to sample at various times during that period. The minimum frequency of sampling was dictated by the Parks Branch ruling that a camper may not reside in a single campground for more than 14 consecutive nights. Theoretically, a completely new population of campers would be encountered if the survey was conducted every second Friday. Since private campgrounds dictate no maximum length of stay, the clientele turnover would likely be out of phase with public campground users. A shortcoming of the sampling method used, therefore, is that campers who stayed for more than two weeks in private campgrounds were sampled twice. Clearly, care should have been taken to request campers to fill in only one form per trip. This over-representation in the data is not considered serious as the number of groups involved was small, comprising about 2% of the private campground sample. While some of these twice-sampled campers are known to have completed the survey on both occasions, it is doubtful that the majority did so.

*The Personal "Camper Interview"*. The "Camper Interview" was intended to yield detailed information on each of the

six objectives cited earlier in this chapter (Appendix B). Since the questionnaire was fairly lengthy, requiring a minimum of 25 minutes to complete, it was decided that interviews should be conducted at the camper's convenience. The initial plan, therefore, was to contact a party, collect some basic market information at that time, and arrange a date for the interview itself. Surprisingly, most campers did not wish to arrange a future interview, preferring instead to complete the survey at the time of first contact. This, of course, led to other problems, the most serious of which was typified by the interview with "a camper who could hardly wait to get to the beach"! Clearly, such interviews would not yield the best possible information, and care had to be taken to approach only those parties that looked like they intended to stay in the campsite for awhile. Herein lay another sampling problem: those parties most likely to want to take the time to complete an interview were families or retired couples, and there was a danger of over-representing these groups. Conversely, the difficulty of obtaining completed interviews from younger campers could have resulted in under-representing the views of this group.

In order that no single campground should be over-represented in the sampling, the sample size in each was determined by the average number of camping parties in attendance throughout the study period.<sup>2</sup> Since this research is largely concerned with persons who use these campgrounds as a

destination, sampling was intentionally biased in favour of camping parties staying three or more nights. To select these parties, the camper register was reviewed at the start of an interview-day. The campsite locations of randomly selected parties fitting the above description were listed, and the groups subsequently sought for interview. Of the 105 camping parties contacted, one refused to co-operate, and two with whom dates had been made for subsequent interviews had departed by that time: 43 interviews were completed at the Beachcomber, 30 at Okanagan Lake, 12 at Trail'R Inn, and 18 At Ellison Park.

*The Multiple Occupancy Interview.* The "Multiple Occupancy" survey was intended to gain information specifically from parties which had chosen to camp as a group. A "group" situation was arbitrarily defined as one where two or more vehicles were located on a single campsite. Since multiple occupancy of a single campsite was not permitted at either private campground, these interviews were confined to the public campgrounds. On any single, randomly selected survey-day, the research assistant would first tour the entire public campground and list the campsite numbers of multiple occupancy situations. She would then visit randomly selected campsites from this list and attempt to get a group response to survey questions. Needless to say, the achievement of group consensus occasionally proved difficult, but 116 questionnaires were completed. It was not always possible to

obtain responses from all members of a multiple occupancy situation. In such cases, an interview was regarded as usable if at least one adult from each of the various parties composing the group participated in answering the questions.

#### *Data Handling*

Since an important aspect of this research centres upon any significant differences that may exist between public and private camper markets, data were analyzed using the Statistical Package for Social Sciences (SPSS) package program to obtain cross-tabulations and chi-squared values.<sup>3</sup> The 0.05 probability level has been employed as the statistical level of significance. Statistical procedures were most successfully employed in analysis of the self-administered questionnaire data, but also proved useful in interpreting the personal interview data. Some of the information from the latter, as well as all data from the multiple occupancy survey were unsuited for statistical analysis. For this reason, these data are presented in simple comparative terms.

The employment of the preceding research techniques to gain an insight into the six specific questions cited earlier in this chapter generated a tremendous amount of data. For the sake of brevity and clarity, only the more significant findings are presented in the following chapter. Comments pertaining to the broader implications of such findings are reserved for presentation in Chapter V.

## FOOTNOTES

<sup>1</sup>A camping party's "orientation" might best be described as its apparent or implied choice among alternative group-goals. For the purposes of this study, "party orientation" has been dichotomized into broad categories. These include a nature orientation and a facility orientation.

<sup>2</sup>Using published statistics for Parks Branch campgrounds and managers' statements for the private campgrounds, the following average occupancy figures were determined: Beachcomber, 140 parties; Okanagan Lake, 100; Trail'R Inn, 40; Ellison Park, 60. These figures comprise the ratio 7:5:2:3. Assuming the obtainment of 102 completed interviews, the appropriate distribution of interviews is: 42 at Beachcomber, 30 at Okanagan Lake, 12 at Trail'R Inn and 18 at Ellison Park. As is indicated by Table III, this sampling relationship was all but obtained.

<sup>3</sup>Norman H. Nie, Dale H. Bent and C. Hadlai Hull, *Statistical Package for the Social Sciences* (New York: McGraw-Hill, 1970).

## CHAPTER IV

### MAJOR RESEARCH FINDINGS

Using a thematic approach, this chapter is designed to present data pertinent to the specific questions of research. Since data relating to any particular issue have not always been derived from a single questionnaire, the sources of such information will be cited. Because some questions have been resolved more satisfactorily than others, suggestions will be made, where appropriate, regarding better approaches that might have been used. A broader discussion and evaluation of the implications of findings presented in this chapter is reserved for later presentation.

#### *Public and Private Camper Markets in the Okanagan*

Analysis of the data derived from the drop-off questionnaire indicate that the camper market is differentiated between the selected public and private campgrounds. Indeed, these differences were manifest in virtually every criterion tested, including: party origin, age of party members, party size, party description, total family income, accommodation used, trip nights and campground nights. Unfortunately, campers were not queried on their occupations and level of educational attainment. Hence, the most serious shortcomings of the following description of the respective public and

private campground markets is that educational and occupational data cannot be described with statistical validity. Fortunately, during the administration of the personal interview, such information was verbally exchanged frequently enough to permit some generalizations to be made. These will be recorded when it is appropriate to do so.

#### Party Origin

"Party Origin," for the purposes of this report, might best be defined as that town, city, or region that is the home of any given camping party. The literature offered few clues to suggest that any significant difference in the origins of public and private campground patrons might occur. Nevertheless, in view of the supposed motivational and behavioural differences between these camper-groups, the research hypothesis was that there would be a significant difference in party origins. The hypothesis of no difference, or the null hypothesis, was rejected as the Chi Square of 36.085 was significant at the 0.0000 probability level (Table IV). While campers from the urban centres of Vancouver and Victoria selected the different types of campground in like proportion, campers from the rest of British Columbia favoured public campgrounds by a slight margin. The most significant difference in camper origins was that nearly half, or 49%, of private campground patrons were Canadians from outside the province while this group accounted for only 37% of public campground clients: 86% and 80% respectively of

TABLE IV

## ORIGIN OF CAMPING PARTIES BY CAMPGROUND TYPE

Campground Type	Party Origin										Row Total
	Vancouver or Victoria		Rest of B.C.		Rest of Canada		United States		Foreign		
	#	%	#	%	#	%	#	%	#	%	
Public	268	26.0	279	27.1	381	37.0	86	8.4	15	1.5	1029
Private	195	24.7	149	18.9	387	49.0	57	7.2	2	0.3	790
Column Total	463		428		768		143		17		1819

$\chi^2 = 36.0853$ , Significant at 0.000 Probability Level,  $df = 4$ ,  $N = 1819$

the latter groups originated in Alberta.

The literature suggests that urban dwellers are the group most likely to feel a need for a natural environment. If this is true, one would expect this group to be over-represented at public campgrounds where the naturalness of the environment is a primary design imperative. The fact that people from the major urban centres were equally represented in public and private campgrounds suggests that such persons are no more likely to demand or need natural environment than they are to require the much less-natural environments typical of private campgrounds. This suggests that the return-to-nature myth is no more valid in British Columbia than it was found to be elsewhere.<sup>1</sup> Clearly, however, such a conclusion cannot be justified without analysis of variables other than party origin.

#### Party Description

It was also hypothesized that the supposed differences in public and private camper markets would extend to the description of the individual camping parties. This was found to be the case as the null hypothesis was rejected (Table V). The Chi Square of 10.360 value was significant at the 0.016 probability level. While a slightly higher proportion of camping couples preferred public campgrounds, family groups were more likely to select private campgrounds. This finding should be viewed with caution as it will be recalled that the larger of the two studied private camp-

TABLE V

## PARTY DESCRIPTION BY CAMPGROUND TYPE

Campground Type	Party Description								Row Total
	A Couple		A Family		Group of Friends		Other		
	#	%	#	%	#	%	#	%	
Public	317	30.8	579	56.3	105	10.2	27	2.6	1028
Private	202	25.7	502	63.8	65	8.3	18	2.3	787
Column Total/%	519	28.6	1081	59.6	170	9.4	45	2.5	1815

$\chi^2 = 10.3604$ , Significant at 0.0157 Probability Level,  
df = 3, N = 1815

grounds actively selected family groups from the parties seeking entry. However, in an analysis of party description by campground, family groups were overrepresented at Trail'R Inn as well. Hence, the above finding appears valid. The reasons why families generally selected private campgrounds over public ones will be presented in a succeeding discussion of campground preference.

#### Party Size

It was determined that party size differed little between public and private campground patrons (Table VI). Public campground groups averaged 3.6 individuals and private 3.7 persons.

#### Age of Party Members

It was hypothesized that a difference in age distribution would occur between public and private camping parties. This was found to be the case as the Chi Square of 17.49 was significant at the 0.01 probability level (Table VII). Since a higher proportion of family groups was found to frequent the private sector, it was expected that proportionately more young people would be enumerated therein. Surprisingly, children four years of age and younger were found less frequently in private campgrounds. A marginally greater percentage of children aged five to fourteen were found in private campgrounds. In an effort to gain a more thorough insight into the age structure of the respective markets, the

TABLE VI

## SIZE OF PUBLIC AND PRIVATE CAMPGROUND PARTIES

Population Segment	Party Size (Individuals)
Skaha Beachcomber	3.655
Okanagan Lake Campground	3.632
Trail'R Inn	3.773
Ellison Lake Campground	3.525
Public Sector	3.599
Private Sector	3.686
Overall Market	3.636

TABLE VII

AGE DISTRIBUTION: PUBLIC VS. PRIVATE CAMPGROUND PATRONS

Campground Type \ Age	0-4		5-14		15-24		25-49		50+		Total
	#	%	#	%	#	%	#	%	#	%	
Public	334	9.0	956	25.8	586	15.8	1370	37.0	457	12.3	3703
Private	208	7.2	804	27.8	454	15.7	1138	39.3	293	10.1	2897
Total	542		1760		1040		2508		750		6600

$\chi^2 = 17.49$ , Significant at 0.01 Probability Level,  $df = 4$ ,  $N = 6600$

population was analyzed by sex as well. While a significant difference in the distribution of camping females was identified (Table VIII), none was found to exist among males in public and private campgrounds (Table IX). It should be noted that while the above differences are statistically significant, they do not appear to be especially great.

#### Income

Information on campers' total family income was solicited primarily as a "yardstick" to measure the respective economic position or purchasing capabilities of public and private campground patrons. It was mistakenly believed that such information could be useful in identifying both the kinds of employment and relative amounts of education held by campers in the public and private campground situation. The research hypothesis was that there would be a significant difference in the incomes of public and private campground campers. This was found to be true as the null hypothesis was rejected. The Chi Square of 23.685 was significant at the 0.000 probability level. Higher income groups, or those earning \$15,000 or more were more evident in private campgrounds. Middle and lower income groups were slightly more prevalent in public campgrounds.

Although statistics cannot be presented to validate them, several impressions were gained during the course of interviewing. Private campground patrons seemed more frequently to be either skilled labourers or businessmen while

TABLE VIII

## AGE DISTRIBUTION:

## PUBLIC CAMPGROUND FAMILIES VS. PRIVATE CAMPGROUND FAMILIES

Camp-ground Type	Age 0-4		5-14		15-24		25-49		50+		Total
	#	%	#	%	#	%	#	%	#	%	
Public	196	10.4	457	24.3	319	16.9	689	36.6	223	11.8	1884
Private	96	6.6	394	27.2	269	18.6	560	38.7	128	8.8	1447
Total	292		851		588		1249		351		3331

$\chi^2 = 25.1$ , Significant at 0.001 Probability Level,  $df = 4$ ,  $N = 3331$

TABLE IX

## AGE DISTRIBUTION:

## PUBLIC CAMPGROUND MALES VS. PRIVATE CAMPGROUND MALES

Camp-ground Type	Age 0-4		5-14		15-24		25-49		50+		Total
	#	%	#	%	#	%	#	%	#	%	
Public	138	7.6	499	27.4	267	14.7	681	37.4	234	12.9	1819
Private	112	7.7	410	28.3	185	12.8	578	39.9	165	11.4	1450
Total	250		909		452		1259		399		3269

No significant differences.       $df = 4, N = 3269$

public campground campers were students, or professionals, often working for a government department. Private campground visitors' education level seemed to be somewhat lower than that of public campground patrons. The fact that private campground campers have more available income may help to account for differences in chosen accommodation.

#### Camping Accommodation

Since private campgrounds specialize in catering to the camper who demands a broad array of facilities, including utility hookups, it was reasonable to hypothesize that there would be a significant difference in the types of accommodation chosen by public and private campground patrons. This was proven to be true as the null hypothesis was rejected (Table X). The Chi Square of 84.1 was significant at the 0.001 probability level. While 36% of public campground parties utilized tents, only 28% of their private counterparts did so. This finding seems consistent with previous discussion which suggested that public campgrounds would be more attractive to individuals seeking a simple, traditional camping experience than private campgrounds. Further evidence in support of this supposition is gained from the fact that both tent and travel trailers were more abundant in private campgrounds. These findings relate strongly to the length-of-stay of camping parties in any particular campground.

TABLE X

## CAMPER ACCOMMODATION

Camper Type	Accommodation	Tents		Tent trailers		Travel trailers		Truck campers		Motor homes		Vans		Row Total
		#	%	#	%	#	%	#	%	#	%	#	%	
Public		391	36.1	233	21.5	177	16.3	177	16.3	37	3.4	69	6.4	1084
Private		232	28.0	216	26.1	255	30.1	82	9.9	20	2.4	24	2.9	829
Column Total		623	32.6	449	23.5	432	22.6	259	13.5	57	3.0	93	4.9	1913*

$\chi^2 = 84.1$ , Significant at 0.001 Probability Level,  $df = 5$ ,  $N = 1913$

\* Some parties had two or more types of accommodation.

### Campground Nights

Private campground campers stay longer in a single campground than do their public counterparts (Table XI). The mean length-of-stay of private patrons was 7.14 nights, while public campers stayed only 5.4 nights. There are, no doubt, a great many reasons for this difference. Prime among these is the fact that many campers were contacted in the provincial campgrounds who stated that they either had, or were planning to move from public campground to public campground throughout their holiday. Private campground patrons seemed more inclined to proceed directly to a particular destination and to stay there for the balance of a camping holiday. These latter comments, however, cannot be documented: but they do become plausible in view of the information derived on trip-nights.

### Trip Nights

It was hypothesized that differences between the public and private camper markets would be evident in analysis of the length of camping trips. This was found to be the case as the null hypothesis was disproved. The Chi Square of 12.813 was significant at the 0.012 probability level (Table XII). Public campground patrons are more likely to be on camping trips of less than one week's duration than are private campground campers. The latter are more likely to be on camping trips of one week or longer. The overall mean

TABLE XI

LENGTH OF STAY IN CAMPGROUND:  
PUBLIC VS. PRIVATE PATRONS

Population Segment	Mean Length of Stay (nights)
Skaha Beachcomber	7.135
Okanagan Lake Campground	5.294
Trail'R Inn	7.153
Ellison Park Campground	5.609
Public Sector	5.395
Private Sector	7.140
Overall Market	6.153

TABLE XII

## DURATION OF CAMPING TRIPS IN NIGHTS

Campground Type	≤ 1 week		> 1 week ≤ 2 weeks		> 2 weeks ≤ 3 weeks		> 3 weeks ≤ 4 weeks		> 4 weeks		Row Total
	#	%	#	%	#	%	#	%	#	%	
Public	275	27.1	358	35.3	226	22.3	55	5.4	99	9.8	1013
Private	164	20.8	308	39.1	207	26.3	43	5.5	66	8.4	788
Column Total	439	24.4	666	37.0	433	24.0	98	5.4	165	9.2	1801

$\chi^2 = 12.8135$ , Significant at 0.0122 Probability Level,  $df = 4$ ,  $N = 1801$

Mean trip nights: Public campground patrons = 15.604  
Private campground patrons = 15.561

number of trip nights was 15.58. Surprisingly, both public and private camper means were within 0.02 of this figure.

#### Campground Commitment

The final hypothesis related to the camper market was that public and private campground patrons would not be equally committed to the particular campgrounds in which they were surveyed. A particular camper's commitment to a campground was measured by the number of times he had returned to it. The null hypothesis was invalidated: the Chi Square of 38.248 was found to be significant at the 0.0000 probability level (Table XIII). Data indicate that 58% of public campground patrons were in the site for the first time, while the comparable figure for private campground campers was 47%. These findings could be interpreted as evidence that public campground patrons are more nomadic than their private campground counterparts. However, there is evidence to suggest that other factors are involved in this campground commitment difference. Many individuals encountered in the public campgrounds perceived serious shortcomings in the facility offerings. The nature and extent of such complaints will be elaborated upon in subsequent discussion. These data might also be regarded as evidence that first-time campers tend to be attracted towards public campgrounds and shift towards the private enterprise product at a later time. This finding, when considered alongside the following data, is interesting to contemplate. Can it be that individuals initially

TABLE XIII

## NUMBER OF TIMES CAMPED IN CAMPGROUND

Population Segment	First time		2-5 times		6-10 times		Over 10 times		Row Total
	#	%	#	%	#	%	#	%	
Public	592	57.6	302	29.4	65	6.3	69	6.7	1028
Private	373	47.3	314	39.8	75	9.5	27	3.4	789
Column Total	965	53.1	616	33.9	140	7.7	96	5.3	1817

$\chi^2 = 38.2482$ , Significant at 0.0000 Probability Level,  $df = 3$ ,  $N = 1817$

regard their camping needs as being best fulfilled through the environment-oriented public campgrounds? To what degree does the image stigma associated with private campgrounds cause first-time campers to choose the public alternative? Do some of these individuals subsequently learn that while camping is an enjoyable activity, it is even more attractive in the more home-like atmosphere of private campgrounds? These questions cannot be answered by this research. Nevertheless, the first one is consistent with return-to-nature mythology. It is likely that many first-time campers enter the activity while under the romantic misconception that natural-environment camping must necessarily be a satisfying and enjoyable experience. This obviously is not true for all people. Those campers who find "roughing it" to be unpleasant must either give up the activity altogether or purchase a recreation vehicle and perhaps shift to the private campground alternative. Clearly, many have chosen to do the latter.

Of the private campground users, 40% indicated that they had visited that campground two to five times, as compared with 29% in public campgrounds. Clearly, private campground patrons are more likely to be regular clientele. Perhaps these data could also be interpreted as meaning that private campground patrons are more likely to demonstrate satisfaction with a camping experience by a return trip than are public campground users.

### The Significance of Market Differences

The preceding discussion has left little doubt that the camper markets of public and private campgrounds in the selected Okanagan sites are distinct. These markets are significantly different in terms of party origins, composition, age, income, chosen accommodation, the number of nights stayed in the campground, the number of nights duration of the trip and campground loyalty or commitment. Education level achieved and nature of employment may also have been found to be significantly different had such information been solicited. The fact that public campgrounds have been found to be patronized by a distinct market group, different from that which frequents the private sector, suggests that the design criteria of the former are not suited to an "average camper." Further comments regarding the significance of the data gleaned are best reserved for subsequent presentation.

### *Why People Camp and What They Enjoy About It*

It may at first seem superfluous that this issue should be addressed at all in this research. After all, the subject has been investigated before, and answers are supposedly available. But, given the shortcomings of much of recreation literature, one cannot easily justify accepting some of it, while at the same time criticizing the rest. In addition, the nature of the information sought in this research is such that an understanding of the camper is vital to intelligent

data interpretation. Accordingly, such information was solicited from camping parties through the personal interview. A much larger sample could have been obtained by inviting response to the issue on the handout survey. But it was felt that a more representative picture of the subtleties of motivation could be gleaned from the personal interview approach. While this seems to have been the case, one party's answer to the question was frequently quite different from another's. As a result, a great many different motivational factors were cited. Although a good sample of 102 cases was obtained, the diversity of response prohibits meaningful statistical analysis of all data. In such cases, the impressions gained during the course of interviewing will be presented and some simple comparative figures offered.

Responses obtained in the above manner were classified by "theme." The first such motivational theme is that of "escape from home." Campers seemed to gain as much satisfaction from being away from telephones, television, the office, household chores, routines, the confines of home or apartment, everyday acquaintances and the noise and hustle-bustle of the city as they received from camping itself. There was no apparent difference in motivational drives between public and private campground patrons. A second theme might be termed the "goodness of camping." Camping was regarded as unscheduled, relaxing and lacking in routine. It was

described as carefree outdoor living. To some people camping meant challenge and independence, peace and quiet, and a strengthening of family bonds in a casual, relaxed, unhurried atmosphere. As was found to be the case with responses related to the above mentioned "escape from home" theme, there was no appreciable difference in the way public and private campground patrons responded to the "goodness of camping" theme. A third theme encompassed responses related to "activities" one normally undertook while camping. Swimming, sunbathing and hiking were the usual answers. Again, there was no difference in the way the two kinds of campers replied to the question.

It seems clear that public and private campground campers are not only motivated by, but also enjoy the same kinds of things. At first, one would be inclined to suggest that this finding partially negates the value of preceding discussions on market differences. The reverse, however, is true. It will be recalled that the products of public and private campgrounds are very different in terms of campsite design, spacing, facility offerings, campground setting and so on. In spite of such product differences, campers in private sites described motivation and enjoyment variables in the same way as did campers in public campgrounds. The private campground environment is therefore every bit as suitable a medium for the attainment of trip satisfaction as is the Parks Branch standard. Obviously, the key variable

here is the way in which an individual perceives adequacy. Evidently, a main difference in public and private markets is that the private sector is less demanding of environmental naturalness. This is probably the most meaningful difference in camper markets to have been identified. Once again, the Parks Branch campground standard seems unsuited to the majority of campers.

Another difference was suggested by variation in response to the "social pursuits" theme. Whereas only 11% of public campground campers noted "meeting people" as being an enjoyable part of the camping experience, 27% of private patrons did so. While these data do not permit any conclusion, it is logical to suppose that private campground patrons would be more inclined toward sociability than public campers. The spatial proximity of one private campground camper to another is highly conducive to social interaction. Those persons who find such interaction distasteful would not likely return. Most private campground campers, however, do return to the campground, as was demonstrated in previous discussion. Thus, the evidence to support the supposition that private campground patrons are the more "other-oriented" of the two is enhanced.

*Social Outlooks of Public  
and Private Campground Patrons*

Information on campers' "social outlook" is regarded as useful in two major areas. First, it provides for a more

comprehensive understanding of camper market differences. Second, it is, or should be, an important consideration in modern campground planning. Since the literature offered no suggestions as to how to go about soliciting information on campers' social outlook, the writer was obliged to devise appropriate techniques. Several methods were employed; some with more success than others.

Based upon the premise that campers are basically either gregarious or solitude-seeking, an interview question was devised that gave respondents no alternative but to describe themselves one way or the other. In retrospect, this may not have been the ideal approach as most people tend one way or the other at various times, depending upon their mood. In any case, the results were interesting: The hypothesis that there would be no difference in social outlook between public and private campground patrons was rejected (Table XIV). The Chi Square of 5.357 was found to be significant at the 0.0206 probability level. Of the private campground patrons, 78% described their preference as to meet people while only 54% of public campground campers answered in this manner. On the other hand, 46% of public campground users determined themselves to be basically solitude-seeking, while only 22% of private campground campers felt this way. This finding is consistent with the previous discussion which outlined the differences of motivation of public and private campground patrons.

TABLE XIV

## SOCIAL OUTLOOK: PUBLIC VS. PRIVATE CAMPGROUND CAMPERS

Camper Type \ Outlook	Enjoy solitude		Enjoy Meeting		Row Total
	#	%	#	%	
Public	22	45.8	26	54.2	48
Private	12	22.2	42	77.8	54
Column Total	34		68		102

$\chi^2 = 5.3568$ , Significant at 0.0206 Probability Level,  
 $df = 1$ ,  $N = 102$ .

Those campers who described themselves as gregarious were asked to indicate how important meeting and talking with other campers was to their camping experience. Although statistical analysis did not identify significant differences in the respective responses of public and private campground patrons, the results tend to support the supposition that private campground campers are more gregarious (Table XV). Socializing was more important to the private campground camper as 33% of this group described meeting people as being very important, while 26% judged it fairly important. The comparable figures for public campground respondents were 8% and 39% respectively.

The above described data do not yield "surprising" results. It is quite logical to expect individuals who habitually camp in close quarters to be more socially inclined than those who camp in more privacy-oriented surroundings. The criterion used--the importance and enjoyment of meeting people--is probably not the ideal one. But it is an obvious component of any more sophisticated test and is therefore regarded as having yielded meaningful results.

Another indication of a camping party's sociability is its willingness to share a given campsite. It will be recalled that campsite sharing, or "multiple occupancy" was found to be relatively common in United States government campsites. Accordingly, campers were asked, on the handout survey, whether or not they were sharing a campsite. Since

TABLE XV

## IMPORTANCE OF MEETING OTHER CAMPERS

Camper Type	Very important		Fairly important		Neither important nor unimportant		Not very important		Not at all important		Row Total
	#	%	#	%	#	%	#	%	#	%	
Public	2	7.7	10	38.5	6	23.1	8	30.8	0	0.0	26
Private	14	33.3	11	26.2	10	23.8	6	14.3	1	2.4	42
Column Total	16		21		16		14		1		68

$\chi^2 = 8.0122$ , Significant at 0.0911 Probability Level,  $df = 4$ ,  $N = 68$ .

neither private campground manager allowed this practice, the data presented apply only to the provincial campgrounds: 23% of those campers indicated that they were in a multiple occupancy situation (Table XVI). Such findings do not in themselves necessarily indicate a social inclination: such sharing could, conceivably, be forced by a lack of alternatives. Hence, campers were also asked if they had planned to share a campsite (Table XVII): 18% had done so; 5% were situation-induced multiple occupancies.

Since the view persists that campers in multiple occupancy situations must necessarily find it deleterious to the camping experience, it was determined that a special survey should be administered to these campers to test this premise. It was found that 95% of multiple occupancy parties were acquainted previously: 78% indicated that they enjoyed camping in a multiple occupancy situation more than they did the usual one party per campsite. The notion that multiple occupancy must be an unpleasant situation for participants is apparently incorrect. One might also suspect that a multiple occupancy situation would lead to shortened lengths of stay of the group members. This is not borne out by statistics: 53% of respondents indicated that the situation had no effect on length of stay: 43% stated that the situation inspired them to stay longer than they normally would if camping as single groups. Clearly, for some campers at least, multiple occupancy of a single campsite is a pleasant

TABLE XVI

## PRESENTLY SHARING A CAMPSITE

Camper Type	Sharing	Yes		No		Row Total
		#	%	#	%	
Public		233	22.7	794	77.3	1027
Private		55	7.0	732	93.0	787
Column Total		288	15.9	1526	84.1	1814

N = 1814

TABLE XVII

## PLANNED TO SHARE A CAMPSITE

Camper Type	Plan to Share		Yes		No		Row Total
	#	%	#	%	#	%	
Public	180	17.7	835	82.3	1015		1015
Private	67	8.6	713	91.4	780		780
Column Total	247	13.8	1548	86.2	1795		1795

N = 1795

camping experience.

It is by now abundantly clear that multiple occupancy of a single campsite is an accepted part of camping to a sizeable group of campers. It seems logical, therefore, that government campgrounds should be designed in such a way as to accommodate these group campers. In order that site planners might have some basis for determining how many campsites within any given campground should be suitable for groups, a question on the handout survey solicited information on camping situation preference. In this case, private campground camper responses are considered valid. The hypothesis that there would be no difference in the responses of public and private campground campers was rejected. The Chi Square of 16.909 was found to be significant at the 0.0000 probability level (Table XVIII). Of the public campground campers, 88% indicated that they enjoyed camping most when they had a campsite to themselves: the balance, 12%, preferred sharing a campsite. The preference of private campground patrons was 81% and 19% respectively. Hence, two facts are obvious. First, at least one-tenth of Parks Branch campsites are in demand for multiple occupancy. Second, private campground campers have again indicated a greater sociability than is evident among their public counterparts. Private campground owners should be aware that multiple-party campsites are in demand by a substantial proportion of the camper market.

TABLE XVIII

## MOST ENJOYED CAMPING SITUATION

Most enjoyed situation Camper Type	When sharing a campsite		When have site to selves		Row Total
	#	%	#	%	
Public	120	11.9	888	88.1	1008
Private	147	19.0	625	81.0	772
Column Total	267		1513		1780

$\chi^2 = 16.9086$ , Significant at Probability Level 0.0000,  
 $df = 1$ ,  $N = 1780$

Another measure of a party's social orientation is gleaned by soliciting opinion on campsite spacing. Logic suggests that public campground patrons are more likely to be satisfied by spacing standards than private campground campers. This was found to be the case as the Chi Square of 49.461 was significant at the 0.0000 probability level (Table XIX). While 81% of public campground users were content with existing campsite spacing and 18% perceived the sites as being too close, only 68% of private site patrons were satisfied with the existing situation and 31% felt confined. Clearly, private campground campers felt a need for more territory. The amount of additional space actually required, however, is not great. Analysis of opinion on spacing by campground indicates that three times as many campers at the Beachcomber felt confined as at Trail'R Inn. Space standards at Trail'R Inn were considerably more generous; campsite width and depth being about five to ten feet larger respectively. Even at these proportions, which satisfied 87% of Trail'R Inn clients, campsite size and spacing does not approximate the more liberal Parks Branch standard. This suggests that the aforementioned standard may be overly generous. In any case, the fact that a high proportion of private campground campers were content with a relatively crowded situation supports the supposition that they are a highly sociable group.

A final measure of a party's social outlook was obtained

TABLE XIX

## VIEWS ON CAMPSITE SPACING

Camper Type	Opinion of Existing Space		About right distance apart		Too close together		Too far apart		Row Total
	#	%	#	%	#	%	#	%	
Public	827	80.9	181	17.7	14	1.8			1022
Private	536	68.2	247	31.4	3	0.4			786
Column Total	1363		428		17				1808

$\chi^2 = 49.4609$ , Significant at Probability Level 0.0000,  $df = 2$ ,  $N = 1808$

through the categorization of an interviewed party as being sociable, moderately sociable or non-sociable. After an interview, the researcher assigned the interview party to that category which seemed most suitable. Clearly, data obtained in this manner is unsuited to statistical analysis; but it is interesting to note that 72% of private campground parties were judged sociable as compared with 44% of public campground parties.

These data have made it clear that private campground campers have a stronger social inclination than do their public counterparts. For the latter, social activities are not unimportant, and steps should be taken, through campsite design modification, to promote this aspect of the camping experience. Specific suggestions of appropriate modification are reserved for later discussion.

#### *Public or Private Campgrounds: Preference*

How successful were campers at obtaining the kind of camping environment they preferred? What attributes of each kind of campground were praised and which were criticized? To what extent do campers patronize each type of campground? These are the questions addressed in the following discussion. Initially, it will be recalled that private campground users indicated a higher frequency of return visits than did public campground patrons. First-time campers were apparently more likely to use public facilities than private enterprises. Further information was gleaned from analysis of personal

interview data.

Interviewed campers were asked if they were content with their present camping situation: 81% of public campground parties stated that they were pleased as did 87% of private campground users. Clearly, most campers seemed able to obtain the type of accommodation they desired. This finding is somewhat surprising in view of the supposed shortage of Parks Branch campgrounds in the Okanagan. If the demands for such campgrounds is as great as is claimed, why weren't more dissatisfied campers encountered in the private campgrounds which supposedly serve as reservoirs for those persons unable to obtain a provincial campsite? While it is conceivable that most campers who failed in their bids to obtain a Parks Branch campsite sought, and found, accommodation other than private campgrounds, this seems improbable. Part of the answer to the latter question was obtained when campers were queried about their camping experiences in the two types of campgrounds.

By and large, public campground patrons do not think highly of private campgrounds. The problem of image that has been referred to in an earlier discussion is a very serious one, as almost every public-site patron contacted had negative comments to make about private operations-- including those persons who were on their first-ever camping trip. Most such comments related to relatively crowded camping conditions and unsanitary washroom facilities. A

frequency complaint was that one could not have a campfire in private campgrounds. Some of these campers indicated that they would leave the region altogether to find a public campsite rather than attend a private campground. These groups were, however, in the minority, and most public campground users interviewed were able to cite some qualities of private campgrounds that they found particularly pleasing. The most commonly noted such features included; hot showers, a beach in close proximity, strict management, good washroom facilities and the presence of electrical outlets and lighting. Many of these campers indicated that they occasionally stopped at private campgrounds for a few days to take advantage of the facilities. The evidence suggests, therefore, that those campers who most adamantly dislike the private campground product rarely frequent such operations. Those public campground campers who do visit private campgrounds seemed able to enjoy the experience for a short time at least. Hence, one is not likely to encounter a great many dissatisfied campers in quality private campgrounds.

It should not be inferred from the preceding discussion that all campers were successful in their bids to obtain a desired type of accommodation. This most certainly was not the case. At virtually any time of day, one could observe several vehicles touring through either of the two public campgrounds as campers competed for scarce campsites. The Overflow campground at Okanagan Lake acted as a reservoir

for camping parties that had been unsuccessful in their bids to find a vacant campsite in the campground-proper. The need for more campsites in the Okanagan is both obvious and urgent.

Most persons contacted for interview in public campgrounds seemed to be quite happy with the public product. The environmental setting was an all-important consideration. The availability of facilities for swimming and sunbathing was almost universally praised. The spaciousness of campsites and the distance of one from another was also highly praised. The design standards currently employed by the Parks Branch seem appropriate, at least for the particular camper markets which it attracts.

The patronage patterns of private campground users differed from their public counterparts. Private-site patrons indicated that they frequently used Parks Branch campgrounds, but specified that length-of-stay was usually only one or two nights. These campers judged public campgrounds to be unsuitable for lengthy stays for several reasons: they were regarded as lacking flush toilets and showers, as being overly hard to get into, as having generally dirty conditions, and as lacking facilities such as electrical outlets, hydrants and hookups. To the private campground user, public campgrounds were a little too primitive and far away from everything; hence his decision to use them as overnight stops along the way. But private campground users did

praise government sites on several counts: the environmental settings were regarded as beautiful, campgrounds were spacious and well laid out, campsites afforded greater privacy than could be had in private campgrounds, and most important, one could have a campfire.

Yet, whilst able to appreciate the unique qualities of the Parks Branch campground product, private campground patrons, particularly the family groups, remained committed to the private sector. A number of reasons were mentioned. The most frequently cited related to the fact that children seemed to have a better time while in private campgrounds. It is reportedly easier for them to make friends; and there are more activities available for children that do not demand constant parental supervision. The presence of a playground was regarded as important. So too was the availability of a laundromat and showers: keeping children clean is a never-ending chore while camping. The private campground also functions as a meeting-place, and many camping parties were encountered, particularly in the Beachcomber, who reported knowing anywhere from three to ten other parties from previous years. These groups apparently keep in touch by mail and arrange to be in the campground at the same time.

In summary, it is clear that most campers held a preference for either one kind of campground or the other. Public campground users enjoyed the environmental amenities of campground setting and appreciated the degree of privacy

afforded by site screening and spacing standards. Private campground patrons were more reliant upon facilities and demanded a wider range of activities. Sociability--the friendliness of private-site users--seemed to be an important drawing card to clientele.

While survey results suggest that most campers are able to enjoy either type of campground for a short time at least, observations indicate that there is a large body of campers who were simply unable to gain entry to their primary choice. While this was true of all studied campgrounds at one time or another, it was most consistently the case at the public campgrounds. Not surprisingly, many complaints were raised by campers who had been forced to use the Overflow at Okanagan Lake. However, the large majority of these persons appreciated the value of having an alternative of this type available in times of emergency.

*Facility Needs as Perceived by  
Public and Private Campground Users*

Information on the kinds of facilities demanded by the various camper markets is useful in two areas: first, it helps to delineate market differences; second, it is useful in assessing the adequacy of existing facility offerings. Prior to asking specific questions on campground facilities, campers were reminded that such services as flush toilets, showers, hookups and electrical outlets are very costly to install and maintain. They were reminded that as each of

the above facilities is provided, the cost of camping tends to rise. This technique of introducing the respondent to the issue of discussion undoubtedly introduced some bias into the resultant response. But even if this was the case, the data must be regarded as being more meaningful than would have been the case had no preliminary comments been made at all simply because this approach solicited information on a willingness-to-pay basis. Such an approach was also dictated by the fact that campers have traditionally been very sensitive to increases in camping fees.

Previous investigations into the facility needs of campers have solicited response primarily from the "party head." Logic suggests, however, that the facility needs perceived by a man may be different from those perceived by a woman. For this reason, response was sought from both adult male and adult female members of interviewed camping parties. Although some difference is evident in the perceived facility needs of men and women, such differences are minor. The major variations occurred between public and private camper markets. The most dramatic difference occurred in public and private campers' assessments of the adequacy of campsite washroom facilities: 94% of public campground patrons felt that these facilities should be expanded while only 20% of private campground users found fault with existing offerings. The former were usually requesting the installation of a shower and lighting in

washroom buildings. Related, but less frequently cited requests were for hot water, electrical outlets and more sinks. Private campground patrons at the Beachcomber perceived a shortage of showers and felt that an additional washroom building was necessary. Virtually no shortcomings related to washrooms were cited by Trail'R Inn's clients.

A second group of facility needs might be described as being campsite amenities. In this case, only 24% of public campground users as compared with 60% of their private counterparts found fault with existing offerings. The former were generally requesting such facilities as covers over the woodpiles, hookups and shaded tables. These requests were, however, too isolated to be considered seriously at this time. Private campground users perceived a need for either fireplaces in the individual campsites or central campfire circles. This desire was widespread and reflects the importance of the campfire to the camping experience. Some of these campers also requested extra water hydrants and a better vegetative cover. No other major differences in perceived facility needs were identified.

A person can suggest ways of bettering the range of facility offerings, yet still be perfectly content with existing services. Somewhat arbitrarily, individuals were rated as being either content or as wanting more facilities. Given that private campgrounds offer a broader range of facilities, it is reasonable to hypothesize that their

clients will make fewer demands. This was found to be the case for men as the Chi Square of 14.549 was found to be significant at the 0.0001 probability level (Table XX). The research hypothesis was also verified for women as the Chi Square of 8.374 was significant at the 0.0038 probability level (Table XXI).

This investigation into the respective facility needs of campers has made several things clear. First, public campground campers are not content with existing washroom facility standards. Showers are presently regarded as a basic necessity while camping. In addition, many campers expressed concern that there was no electricity for either lighting or for powering items such as electric shavers. Most perceived facility needs would be satisfied by the provision of these services in the public campgrounds. Second, the evidence indicates that private industry has been more successful in adapting to changes in users' tastes and needs than has the public sector. In future, public campground planners might do well to monitor changes within the private campground industry.

*The Orientation of Public  
and Private Campground Campers*

It will be recalled that the literature implies a basic difference in the "orientation" or bent of public and private campground users. That this is probably the case has been

TABLE XX

## SATISFACTION WITH AVAILABLE FACILITIES: MEN

Camper Type	Satisfaction		Happy with available facilities		Want more facilities		Row Total
	#	%	#	%	#	%	
Public	16	33.3	32	66.7			48
Private	35	74.5	12	25.5			47
Column Total	51		44				95

$\chi^2 = 14.5486$ , Significant at 0.0001 Probability Level,  
 df = 1, N = 95.

TABLE XXI

## SATISFACTION WITH AVAILABLE FACILITIES: WOMEN

Camper Type	Satisfaction		Happy with available facilities		Want more facilities		Row Total
	#	%	#	%	#	%	
Public	14	34.1	27	65.9			41
Private	34	66.7	17	33.3			51
Column Total	48		44				92

$\chi^2 = 8.3737$ , Significant at 0.0038 Probability Level,  
 $df = 1$ ,  $N = 92$ .

suggested in previous data analysis. Rationalization of a particular group's bent is not in itself an especially useful exercise. But it can be, and is in this case, a highly relevant consideration in campground and campsite design. Prior to administration of the personal interview, it was hypothesized that public campground patrons would be oriented more towards the camping environment than to creature-comfort facilities. The reverse was supposed to be true of private campground users. The problem was to classify a camping party as being oriented one way or the other. Expediency, and the absence of a proven, simple alternative technique, dictated that the interviewer classify an interviewed party as being either environment- or facility-oriented.

Once again, the data are unsuited to statistical analysis. It is interesting to note, however, that while 87% of private campground users were rated as being basically facility-oriented, 48% of public campground patrons were rated in this manner. Accordingly, 52% of the latter group were judged to be environment-oriented, while only 13% of private campground campers were so inclined. In considering the private campground patron, these findings are not surprising. After all, the fact that a camping party opts to attend a private campground indicates that it has chosen to forego certain natural-environment amenities in favour of whatever services and atmosphere exist at that enterprise. Results obtained from public campground patrons are somewhat

surprising. While the bulk of these campers exhibited an environmental orientation, nearly half did not. Could this be interpreted as meaning that, while environmental setting is important, so too are facilities? The implications of such a finding may be far-reaching. It seems that the tradition of providing only the most basic acceptable facilities will soon require change. Public campground campers are not content with the narrow range of facilities currently at their disposal.

*Some Campers' Views on  
Fees and the Fee Issue*

Shortly after interviewing commenced, it became evident that public campground campers were demanding an even more costly array of services than is presently available. It seemed opportune, therefore, to solicit opinion regarding the acceptability of a possible fee increase: 47 randomly selected camping parties with whom personal interviews were conducted were queried on this issue (Table XXII). Care was taken to acquaint these groups with the Parks Branch's approximate expenditure per-campsite-per-occupancy-night, which was calculated to be in the area of \$7 to \$10.<sup>2</sup> Essentially, campers were asked if they felt a subsidy of between \$5 and \$8 per night was justifiable. Of this sample, 42, or 89%, indicated that an increase in the camper fee was an acceptable alternative. Data solicited by this research does not permit estimation of a suitable new camping fee.

TABLE XXII

## CAMPER-INDICATED FEE LEVELS

Campgrnd. Type	Response to fee issue		Lower or eliminate in public campgrnds.		Leave fees at present level.		Raise public fees to \$2.50-\$2.99		Raise public fees to \$3.00-\$3.99		Raise public fees to \$4.00 or more.		Raise public fees only if more facilities.		Raise public fee. No figure stated.		Public-private campgrnd. fees should be competitive		Row Total
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%			
Public	1	4.0	1	4.0	2	8.0	10	40.0	8	32.0	2	8.0	0	0	1	4.0		25	
Private	1	4.5	2	9.1	1	4.5	6	27.3	3	13.6	3	13.6	2	9.1	4	18.2		22	
Column Total	2	4.3	3	6.4	3	6.4	16	34.0	11	23.4	5	10.6	2	4.3	5	10.6		47	

It is significant that only one or two of the contacted parties felt they would be unable to afford to camp if fees were increased, and neither of these groups appeared particularly poor.

The preceding presentation and discussion of data has made it clear that public and private camper markets are identifiable and in some respects quite different. In other ways, however, such as in social outlook and perceived facility needs, the two markets are similar. The existence of such comparability seems inconsistent when one considers the great differences in public and private camping environments. Yet it is this comparability that demands a re-evaluation of Parks Branch campground design and facility standards.

## FOOTNOTES

<sup>1</sup>W. F. LaPage, "Cultural 'Figured' and Outdoor Recreation Research," *Recreation Symposium Proceedings*, Forest Service, USDA Northeastern Forest Experiment Station, Upper Darby, Pa., 1971, pp. 186-193.

<sup>2</sup>These figures were estimated by considering the per-campsite daily operating costs of public campgrounds. Included in such estimates were the average and daily consumption of firewood, costs of operating washroom facilities, costs of cleaning up litter, reconditioning campsites for use, garbage collection, irrigation, fee collection, campground supervision and policing, general maintenance, vandalism, lawn cutting and nature interpretation programs.

## CHAPTER V

### IMPLICATIONS, RECOMMENDATIONS AND CONCLUSIONS

It has become clear that the public and private camper markets at the studied Okanagan campgrounds are distinct. Various comments have been made regarding the respective virtues and shortcomings of public and private campground design as perceived by campers. Since the overall aim of this research has been defined as "to assess the suitability of the campground design standard of the provincial Parks Branch for the camper market at Okanagan destination campgrounds," the following discussion is largely devoted to this issue. This being the case, it is appropriate that the design changes suggested by the data be reiterated. Inter-campsite spacing standards need not always be so generous; nor is it necessary to maximize the vegetative screen between sites, although some screening is desirable. Campers want more facilities, and apparently are prepared to help pay for them. Showers, lighted washrooms, flush toilets and electrical outlets are regarded as basic, required facilities. A play area is also in demand. These are the kinds of changes that are wanted by the users of the studied Parks Branch campgrounds. Superficially, the problem would seem to be that of finding the funds to revise the campground standard in the manner indicated. However, there is a philosophical

component to the issue of change in the direction suggested above, and it is this question that requires attention at this time.

*Diversity, Competition and Choice*

It is unlikely that this report is the first to recommend reduced spacing standards or a more complete array of facility offerings. The facility and spacing issue is one that has been dealt with by the Parks Branch in the past. In the case of the Okanagan the Branch has argued that to increase the range of facilities and to reduce inter-campsite distances would effectively narrow the presently diverse range of camping opportunities to be found in the region. The differences between the public and private campground products would be reduced, thereby increasing direct competition. To compromise the present design and facility standards in the direction of private campground offerings is considered by some as a threat to the right of the individual to camp in the type of environment he prefers. Further, the Branch has resisted change by claiming to offer a product that could not be provided by private enterprise. All of these arguments have validity. Yet each seems to become less of a problem when one considers the kinds of change being advocated. Initially, it is appropriate that the inadequacies of Parks Branch campground design be elaborated upon.

*The Public-Site Camper and the  
Parks Branch Campground Standard*

The Parks Branch campground standard has two major shortcomings. First, the evidence suggests that most campers do not require the near-complete privacy afforded by the current standard. Indeed, the evidence suggests that most campers would be quite content with spacing standards substantially less generous than the present criterion. This statement seems at first to be at odds with the previously cited finding that 80% and 68% respectively of public and private campground patrons were content with campsite spacing as it existed in their particular camping situation. Private campground patrons were content with campsite spacing conditions ranging from nearly no buffer, or inter-campsite, zone whatsoever at the Beachcomber to a zone of approximately 15 feet at Trail'R Inn. When compared with these spacing standards, the provincial campground criterion of 60 to 70 feet, often heavily treed, is very generous. While asking public-site patrons to assess the spacing standards of public campgrounds is a useful exercise, one can hardly expect them to judge the standard as being overly generous. Public-site campers are no more likely to ask for reduced spacing standards than Cadillac owners are to trade their vehicles for Volkswagens.

The writer does not dispute the aesthetic value of Parks Branch spacing standards as they now exist. But these standards seem rather excessive in the Okanagan where land

that might be judged suitable for public campground development can cost over \$20,000 per acre.<sup>1</sup> At prices like these, the Parks Branch only rarely finds itself in a position to acquire more land. This situation, combined with the fact that the demand for provincial campgrounds in the region far outstrips the supply, would seem to dictate a policy of maximizing the utility of acquired lands. Current spacing standards make inefficient use of Parks Branch holdings. A logical step towards increasing the utility of such lands, therefore, would be to design campgrounds so that more camper nights were possible. This will necessitate a significant reduction of spacing standards.

A related shortcoming of Parks Branch campgrounds is that the design discourages, or at least fails to promote the important inter-group communication aspect of camping. Maximized campsite spacing and vision-hindering buffer zones are not conducive to striking up acquaintances. It is not to be inferred that the writer suggests that all vegetation should be removed, or that the buffer zones be reduced to nil. The evidence suggests that this would be a great mistake. Campers expect and are entitled to an aesthetically pleasing campground environment from the Parks Branch. Perhaps the optimal product would be a compromise between private and current public campground standards.

The second major inadequacy of provincial Parks Branch campgrounds is that they do not provide the facilities that

the campers deem necessary. Apparently, the days are gone when campers asked only that they be provided with firewood, campsite, water supply and outhouse. Today's camping generation sees clean flush toilets, sinks, showers, hot water and electrical outlets in lighted washrooms as basic facility requirements. Aside from flush toilets, and a pitifully inadequate number of sinks at Okanagan Lake Campground, the above facilities are absent at both public campgrounds. In addition, consideration must be given to the possibility of providing such facilities as children's playgrounds and playing fields. Many campers indicated that a playground would relieve them of the task of constantly watching the children. It is difficult to justify the situation in both Ellison Park and Okanagan Lake Campgrounds in which, aside from the swimming beach, one of the few places for children to play, outside of individual campsites, is on the campground roads.

Campers will probably continue to crowd into Ellison Park and Okanagan Lake Campgrounds during the summer months. But this phenomenon cannot be regarded as an indication of the "suitability" of the Parks Branch standard to the camper market. In view of the findings of this research, a person would have to be quite naive to adhere to the above view. It might better be looked upon as fierce competition for scarce camping accommodation. Of the indications of public campground inadequacy that have been forwarded, the most

significant may be the fact that the oft-maligned private campgrounds were the more likely of the two to induce a camper to return.

While the campground product of the Parks Branch may once have been acceptable to its users, the same does not hold true in the sites examined by this research. The time has come for the Branch to make a very important decision: It can accept the fact that its campground product is best suited to a sub-group of the overall camper market and continue to perpetuate that standard, or it can decide to alter its product in particular campgrounds so that it is more in line with the needs of the "average camper." It should be emphasized that product alteration is not being advocated for the entire system of campgrounds. Rather, it seems appropriate that destination campgrounds be given priority. The implications of a decision either way are considerable. To elect not to alter the product would reflect an undue resistance to the change that is inevitable in all things. A decision to modify the product to approximate the needs of the "average camper" raises the spectre of even greater construction and operating costs, and, perhaps, more important, competition with the private sector. Since this research advocates the latter choice, some attention is due these consequences.

There is no doubt that meeting the perceived facility needs of the public-site camper would be substantially

costlier, both in the construction phase of a campground, and in its day-to-day operation, than is current expenditure. Clearly, the only way to offset such cost increases is to raise the camping fee. Such a move would be unpopular with many campers but acceptable so long as more facilities were provided.

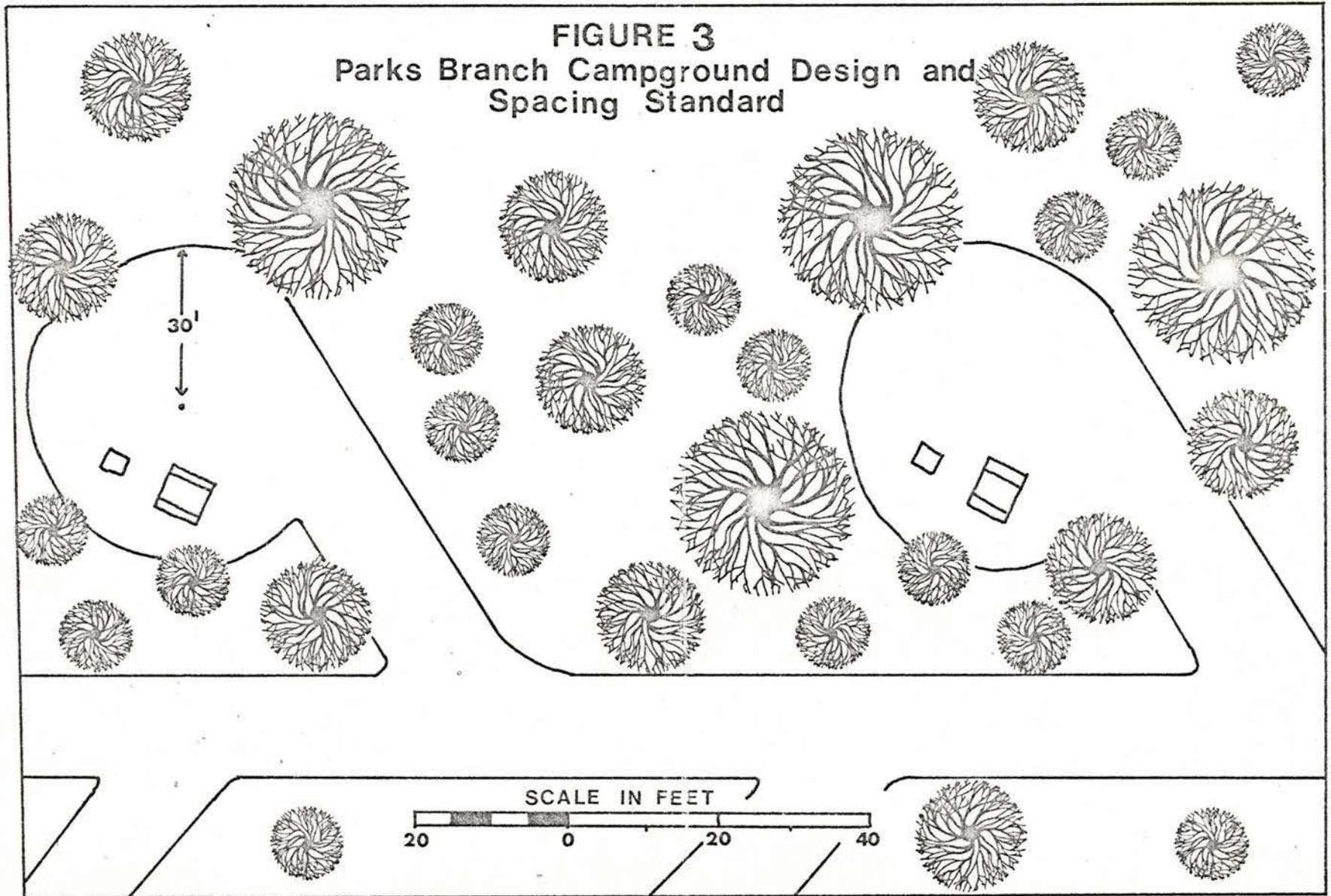
It is not so simple to rationalize the potential competitive problems that could emerge between the public and private sector. Current product differentiation may well serve as a very significant factor in minimizing the competition between the two. Any effort by the Parks Branch to alter its product so that it is better suited to the average camper would narrow the differences between public and private products. Theoretically, this would increase the competitiveness of the two and some suggest that, due to subsidization of the government-site camper, the advantage would go to the public sector. While this may be the case, it is doubtful that the Parks Branch will ever pose any more serious a threat to the private sector than it presently does. Due to its relatively greater construction and operating costs, it is not likely that the Parks Branch will build enough new campgrounds in the Okanagan to significantly increase its share of the camper market. The problem of "unfair competition," therefore, seems small.

*The Provincial Parks Branch  
Campground Standard: Recommendations*

In view of the foregoing, a number of specific changes in the design standards of the Parks Branch seem appropriate in the Okanagan situation. Prior to suggesting any actual changes, it should be noted that the writer does not advocate the total abandonment of traditional design criteria in the destination campground situation. Many campers were encountered in the studied public campgrounds who were particularly fond of the present design. A more appropriate decision would be to vary the density of campsites within existing or planned campgrounds. This, and other changes, can best be envisioned if the reader has a mental image of the current standard (Figure 3).

Varying the density of campsites in any given public campground is problematical mainly in the determination of what fraction of existing campsites will be affected. Assuming that the findings of this thesis are accepted by Parks Branch planners, an appropriate fraction for experimental purposes might be about 50%. Logic dictates that these "high density" campsites should be as much removed from those which are to remain as the standard unit as is possible. Theoretically, this procedure will permit the reclusive camper his privacy while the more gregariously inclined would opt for the more closely spaced campsites. Unfortunately, this theory rests upon the premise that campers have a choice among these campsite alternatives. In the Okanagan,

**FIGURE 3**  
**Parks Branch Campground Design and**  
**Spacing Standard**

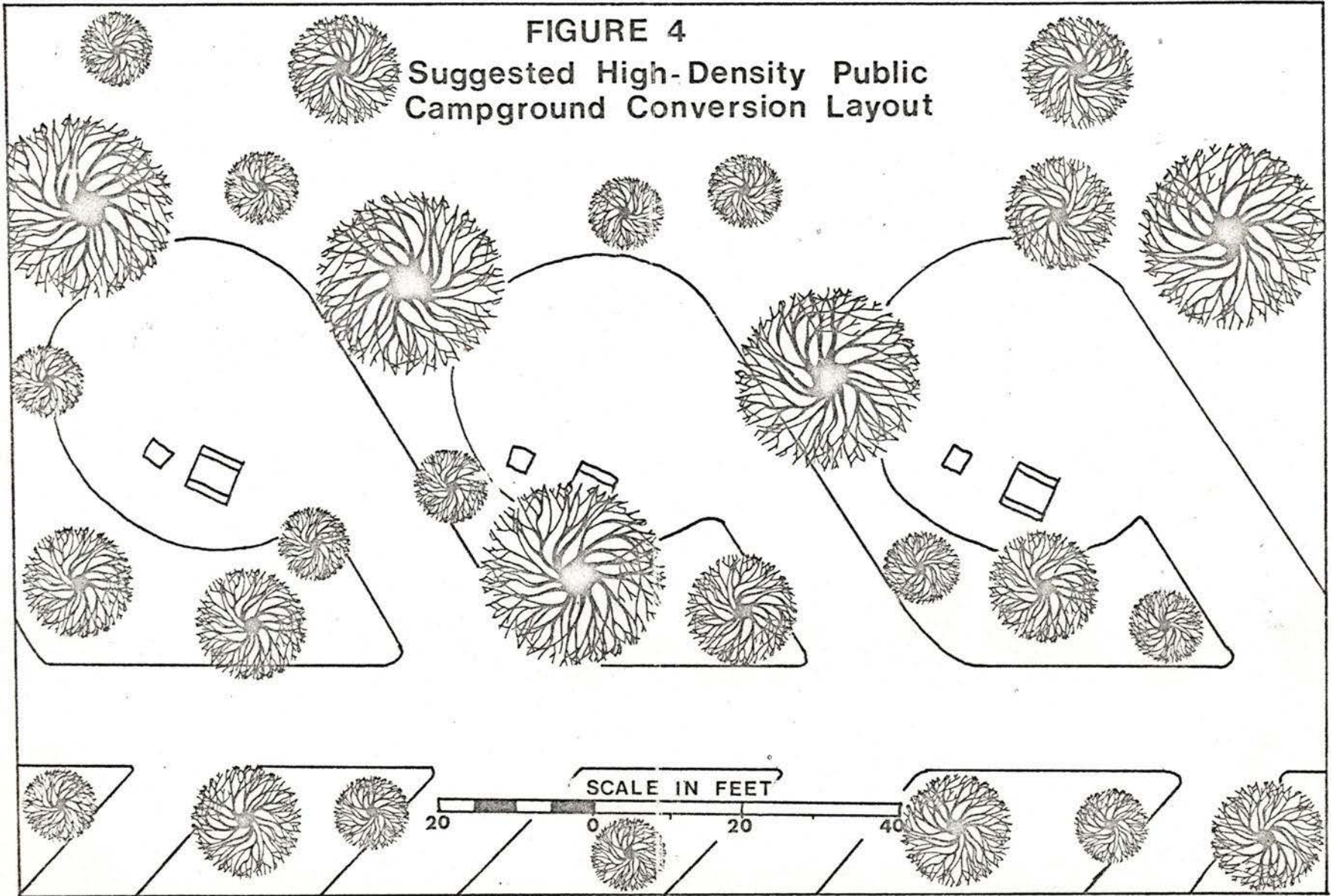


vacant Parks Branch campsites are so rare during the summer months, that few campers risk passing up a chance at one campsite simply because it doesn't meet their highest standards. Thus, the careful determination of an "appropriate" mix of low-density to high-density campsites is more academic than realistic.

Past discussion has identified the main shortcomings of the Parks Branch standard as excessive campsite spacing and a general overabundance of vision-hindering vegetation. It is not possible to be precise in suggesting a new site-separation standard. The only real tried-and-true test of suitability is trial and error. Two factors, however, suggest that the spacing issue can be easily resolved. Campsite standards at Trail'R Inn, while not nearly so generous as the Parks Branch standard, satisfied 86% of its clientele. In many Parks Branch campgrounds, it is possible to construct a regulation-size campsite between two standardly-spaced campsites and still have a buffer zone of vegetation nearly 10 feet wide on all sides. But a zone this small may prove inadequate. The obvious solution is to construct a smaller campsite between two existing ones so that inter-campsite distance is in the order of 15 feet on each side (Figure 4). Data indicate that the large majority of campers would be quite happy with standards such as these. An additional benefit is that the Parks Branch could almost double the number of camping parties per unit of land; an

FIGURE 4

Suggested High-Density Public  
Campground Conversion Layout



important consideration at a time when it finds itself unable to cope with demand.

It may be appropriate here to comment on the Overflow facility at Okanagan Lake Campground. When compared with responses gleaned elsewhere, the campers in the overflow could only be described as a dissatisfied lot. As it had originally been designed as a day-use area, it was not particularly well suited to camping. Campers concurred wholeheartedly; only 40% of them being satisfied with campsite spacing standards. But aside from formal campgrounds, the overflow was the only alternative supervised campground in the region. The overflow, as unpleasant and discouraging as it may have been, was the last hope campers had of finding a place to camp overnight when all else was full. The Parks Branch has restructured the overflow so that it now more nearly resembles the traditional standard. Whereas in the summer of 1974 over 100 camping parties could be accommodated therein, only about 80 can expect to be so accommodated in future. At a time when the demand for new camping opportunities is high, it is curious that the Branch should have chosen to effectively reduce its accommodation capacity.

A second design change that seems appropriate in view of research findings is that the number of campsites suitable for multiple occupancy camping should be raised to approximately 10% of the total. It is further suggested that the campsite furniture (tables, fireplaces) should be placed in

such a way on the sites as to promote the group participation implied by site design (Figure 5). The current practice of calling two connected standard units a "group campsite" is somewhat erroneous.

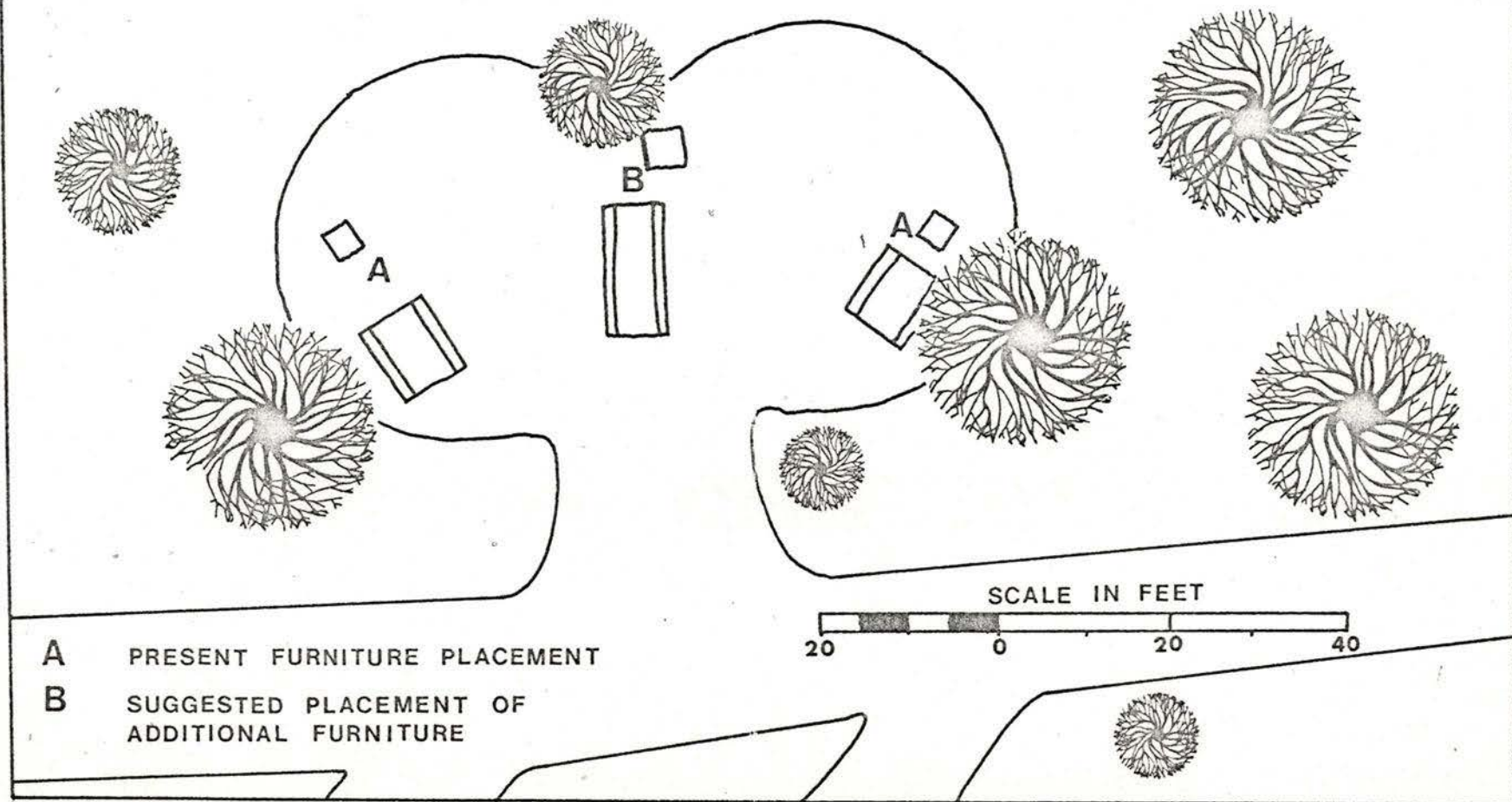
Third, all destination campgrounds should have a playing field and a playground. These provisions need not occupy a large area of prime land if carefully planned. For example, the manager of Trail'R Inn located a playground and playing field on land occupied by his septic tank field.

Finally, the camper market is not content with the facility offerings of studied Parks Branch campgrounds. The average public-site camper regards hot showers, flush toilets, electrical outlets and sinks in clean, lighted washrooms as a basic necessity. If the market is to be satisfied, these services must be provided.

### *Conclusions*

The British Columbia Parks Branch has developed a system of campgrounds that has gained wide acclaim. At an early date the Branch adopted a design standard that seemed perfectly suited to the types of camper then participating in the activity. That standard changed little over the years and today one may tour a great many campgrounds in diverse environments and be impressed by the degree to which the standard has been preserved. Isolated camping spaces are systematically scattered throughout a well-treed environment. Facilities are minimal and inter-group contact is not

**FIGURE 5**  
**Current Design of and Suggested Changes For Multiple**  
**Occupancy Campsites**



encouraged by design. The standard apparently assumes that Parks Branch campgrounds are generally frequented by camping parties who actively seek private sites in well-treed environments, who demand only the most basic facilities, and who don't particularly want to interact socially. While this may be the case in many provincial Parks Branch campgrounds, it is not the case in either of the Branch campgrounds investigated in the Okanagan.

Okanagan public-site campers are "other-oriented," actively seeking inter-group interaction. They don't require the near-complete privacy that is a goal inherent in current design standards. Indeed, there is reason to believe that a substantial proportion of destination-site campers would be content with spacing standards substantially less generous than is the current practice. Public destination campground users want more facilities. Services which were once regarded as luxuries are today viewed as necessities. Times have changed--campers have changed--perhaps the design standards of the Parks Branch must also change.

The changes advocated by this research, if implemented, will be significant in that they will mark the first significant alteration of campground design standards in the destination campgrounds of the provincial Parks Branch. Doubtless, many campers and some traditionalists within the Branch will be saddened by changes of the type advocated herein. But change is inevitable in all things, and the Parks Branch

cannot forever justify the suitability of a design standard that is no longer universally adequate.

## FOOTNOTE

<sup>1</sup>This figure of \$20,000 per acre could be misleading. An acre of suitable waterfront property would probably cost much more than that amount. Conversely, an acre without waterfront would cost less. The \$20,000 figure was obtained during a conversation with a Parks Branch planner familiar with the Okanagan region. That figure is regarded as being a reasonable average price at 1974 rates.

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APPENDIX A



CAMPERS! Please complete this form and either hand it to any Park personnel or deposit it in the 'Returns Box' at the entrance to this campground. Your cooperation is appreciated.

OKANAGAN CAMPGROUND USER SURVEY

Project #7401-1

N<sup>o</sup> 4997

I find camping most enjoyable when: (check one)

- (a) We have a campsite to ourselves.
- (b) We share a campsite with one or more other groups.

I have camped in this campground: (check one)

- (a) This is the first time.
- (b) Two to five times.
- (c) Six to ten times.
- (d) More than ten times.

With regard to the spacing of campsites in this campground, do you feel they are: (check one)

- (a) too far apart
- (b) too close together
- (c) about the right distance apart

Meeting and talking with other campers in this campground is:

- (a) desirable
- (b) neither desirable nor undesirable
- (c) undesirable

Please indicate your total family income per annum.

- (a) 0-\$3000  (e) \$12000-14999
- (b) \$3000-5999  (f) \$15000-19999
- (c) \$6000-8999  (g) \$20000-or More.
- (d) \$9000-11999

My home is in:

B.C.: \_\_\_\_\_  
Town/City

Outside B.C.: \_\_\_\_\_  
Province/State

The Party for which I paid camping fees consists of: (fill in number)

	Number in Each Age Category				
	0-4yrs	5-14yrs	15-24yrs	25-49yrs	+50yrs
Male					
Female					

What is the total number of nights you will spend away from home this trip? (fill in number)

Out of the total trip, how many nights will be spent in this campground? (fill in number)

This camping party is best described as: (check one)

- (a) A family
- (b) A couple
- (c) A group of friends
- (d) Other: (specify)

We are using: (fill in number)

- (a)  Tent(s)
- (b)  Tent trailer(s)
- (c)  Travel trailer(s)
- (d)  Truck Camper(s)
- (e)  Motor Home(s)
- (f)  Van(s)

Are you presently sharing your campsite with another camping party? (check one)

Yes:  No:

Did you plan to share your campsite? (check one)

Yes:  No:

Self-completed, Drop-off Questionnaire Used!

APPENDIX B

PRELIMINARY CONTACT INTERVIEWDate of First Contact:   Day   Month

Place of Contact:

Campground: Campsite:   Number of Vehicles: 

Number and Type of Accommodation:

- a)  Tent(s)  
 b)  Tent Trailer(s)  
 c)  Travel Trailer(s)  
 d)  Truck Camper(s)  
 e)  Van(s)  
 f)  Motor Home(s)

Origin:  B.C. \_\_\_\_\_  
City/TownOutside B.C. \_\_\_\_\_  
Province/State/CountryDescription of trip (stopping points  
destination):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Group Composition:

	0-4	5-14	15-24	25-49	50+
Male	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Female	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

8. Group Description: (number of)

- a)  Couple(s)  
 b)  Family(s)  
 c)  Friend(s)  
 d)  Other (specify) \_\_\_\_\_

9. Date of Arrival to Campground:

  Day   Month

10. Why did you select this campground?

- 1) Been here before and liked it:   
 2) Friends told about it:   
 3) Read about it-tourist brochure:   
 4) Our favoured campground was full:   
 5) It is a convenient stop on our trip:   
 6) Other: \_\_\_\_\_

11. Planned Date of Departure: \_\_\_\_\_

Introduce self and study: ask for cooperation, and stress importance of family presence at interview.

12. Interview Scheduled:

YES  NO 

13. Date of Interview: \_\_\_\_\_

Time of Interview: \_\_\_\_\_

Preliminary I.D. Assigned:   

## 1974 Okanagan Public-Private Camper Survey

Preliminary Data: Campground  Campsite    Date:

Time: \_\_\_\_\_ Interview: (a) Conducted   
 (b) Rescheduled   
 (c) Not conducted, party departed   
 (d) Refused

Reschedule: Date:     Time: \_\_\_\_\_

Party Composition at Interview was: (a) Complete   
 (b) Incomplete (specify below)

- (1) Would you describe this outing as a: (a) Vacation   
 (b) Trip from one place to another   
 (c) Weekend outing   
 (d) Other (specify)

- (2) Why did you choose to camp on this (Insert response to #1) PROBE (Is it a preferred form of accommodation, is it merely convenient, or is it simply a cheap form of accommodation?)

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Post: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- (3) What do you enjoy about camping? PROBE (If 'To get away from it all', what are you getting away from?)

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Post: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

(4) You are now camped in a: (a) Public (b) Private campground. Would you have preferred to camp elsewhere?

Yes:   
No:

Where would you have preferred to camp? (IF YES)

This preferred campground is: (a) Private  (b) Public  (c) Not Sure

Why or Why not? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(5) INSERT OPPOSITE OF CURRENT OCCUPANCY: Have you ever camped in:

(a) a B.C. Parks Branch Campground:

Where? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Yes   
No   
Not Sure

(b) A Private Campground:

Where? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Yes   
No   
Not Sure

(b) IF YES: What did you like about that camping experience? PROBE

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(c) What did you dislike about that camping experience? PROBE

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(6)a It seems that there are basically two kinds of campers in B.C. (a) One kind seems to prefer the solitude of their own group and doesn't particularly want to meet other campers. (b) The other group seems to enjoy meeting and talking with other campers. Into which group would you place yourselves? (IF 'A', SKIP TO QUESTION #7)

(a) enjoy solitude

(b) enjoy meeting

- (b) How important a part of your camping experience would you say meeting and talking with other campers is?

- (a) Very Important   
 (b) Fairly Important   
 (c) Neither Important nor Unimportant   
 (d) Not Very Important   
 (e) Not at all Important   
 (f) N.R.

SHOW CATEGORIES

- (c) Did you hope to meet new friends while in this campground this trip?

- (a) Yes   
 (b) No   
 (c) Not Sure   
 (d) N.R.

- (d) Have you made any new friends yet?

- (a) Yes   
 (b) No   
 (c) Not Really   
 (d) N.R.

- (e) IF NO OR NOT REALLY ABOVE: Can you think of any reasons why you haven't met new friends yet? (For example, maybe you've been outside the campground a lot, or perhaps there are too many trees between the campsites, or the campsites are too small or too far apart, or there may be no central gathering place.)

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Post: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- (7) We all know that the installation of facilities in campgrounds is a very costly business. For example, the cost of building a campsite and providing it with a table and fireplace in provincial parks is now about \$3000. The addition of such conveniences as sewage piping, water supply, and hydro power to each site increases these costs substantially. Needless to say, showers and flush toilets are very expensive to construct and maintain, and all of these things require an increase in the camping fee.

But people are individuals with their own preferences, and so long as they are willing to pay a reasonable price, they should be provided with what they want. So I'd like you to think about the facilities you have available to you in this campground and those facilities that are nearby, but not in the campground.

- (a) Name of Woman \_\_\_\_\_ : Can you think of any facilities that you would be grateful to have in this campground that are not already here?  
 Why would you like to have these? N.R.

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

None:

Post: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

(b) Name of Woman : What facilities, if any, would you like to have available nearby, but not in this campground? (PROBE) Why would you like these?

None:

N.A.

Notes: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Post: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of Man:

(c) Are there any facilities not already in this campground that you would like to have available? Why would you like these?

None:

N.A.

Notes: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Post: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(d) Name of Man: What facilities, if any would you like to have available nearby, but not in this campground? (PROBE) Why would you like these?

None:  N.A.

Notes: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Post: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(a) Happy as is

M F


(b) Want more facilities

(8) (Using judgement based upon degree of satisfaction with facilities available in #7)

IF ONE OR BOTH WANT MORE FACILITIES:

(a) Name of Woman : You indicated that you would like to see (Insert facility desires) provided in or near this campground. Do you think that you would tend to stay a shorter period of time because these things are not provided? (PROBE)

Notes: \_\_\_\_\_

(a) Yes

(b) No

(c) Not Sure

(d) N.R.

(e) N.A.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(b) Name of Man: You indicated that you would like to see (insert additional facility desires) provided in or near this campground. Do you think that you would tend to stay a shorter period of time because these things are not provided? PROBE

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- (a) Yes
- (b) No
- (c) Not Sure
- (d) N.R.
- (e) N.A.

(9) Do you wish to make any suggestions for the improvement of the facilities that are already in this campground? (For example, you may wish to suggest some improvement on the Nature Interpretation program) If so, what? PROBE

Wife: Yes   
No   
NR

Man: Yes   
No   
NR

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(10) I'd like you to think for a moment about your camping experience in this campground this trip. Do you think that you will try to get back to this campground for another stay in the next two years? SHOW CLASSES (Check nearest response))

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- (a) Definately
- (b) If we pass this way again
- (c) Not if we can get a public campsite

Post: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- (d) We don't wish to camp here again

(b) Why do you feel this way? PROBE

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Post: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(11) As you may know, the numbers of people participating in outdoor recreation has risen extremely quickly in the past decade. It seems as though this trend will continue into the foreseeable future. So that it can plan for, and help to meet some of these future demands for outdoor recreation, the Parks Branch would like to ask for your reaction to the following possible developments.

What would be your reaction to:

(a) organized two or three day motor tours of the Okanagan? WOULD YOU PARTICIPATE? If 'Yes', Why do you feel this is a good idea? If 'No', why does this idea not appeal to you?

Notes: \_\_\_\_\_ (a) Yes   
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (b) No   
\_\_\_\_\_ (c) Not Sure

Post: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(b) two or three day backpacking trips into the countryside if you were accompanied by a woodsman. The size of such groups, of course, would not exceed about twenty-five persons. WOULD YOU PARTICIPATE. Why, or why not?

Notes: \_\_\_\_\_ (a) Yes   
\_\_\_\_\_  
\_\_\_\_\_ (b) No   
\_\_\_\_\_ (c) Not Sure

Post: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(c) the development of a Recreation Center in which you could camp and have lots of activities available to you within walking distance, or a very short drive away. For example there could be a large campground near a swimming beach. Near this campground there might be facilities for golf, golf instruction, swimming instruction, tennis courts, lawn bowling, a playing field, camp store and equipment rental shop. WOULD YOU GO TO THIS SORT OF RECREATION CENTER?

(a) Yes   
(b) No   
(c) Not Sure

IF 'Yes' or 'Not Sure', How would you describe your 'ideal' Recreation center? PROBE

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Post: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(12) Have you any suggestions to make regarding the design or management of this campground? PROBE

(a) Yes

Notes: \_\_\_\_\_

(b) No

(c) N.R.

Post: \_\_\_\_\_

(13) In total, how much time have you spent in the Okanagan?

(a) Less than a week

(b) One week to one month

(c) One to four months

(d) five months to one year

(e) one to three years

(f) more than three years

IF 'f': Do you now or have you ever lived in the Okanagan? (a) Yes   
(b) No

(14) How many times have you camped in the Okanagan?

(a) first time

(b) two to five times

(c) six to ten times

(d) more than ten times

(15) How familiar would you say you are with this region? (Defined as that area encompassing Vernon, Kelowna, and Penticton.)

(a) very familiar

(b) fairly familiar

(c) neither familiar nor unfamiliar

(d) not very familiar

(e) not at all familiar (first trip)

(16) What pamphlets/brochures/maps have you with you?

(a) Green Book

(b) B.C. Road Map with Campgrounds Marked

(c) B.C. Road Map without Campgrounds Marked

(d) Brochures (specify) \_\_\_\_\_

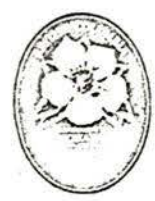
(e) other (specify) \_\_\_\_\_

APPENDIX C

(1). MULTIPLE OCCUPANCY:

I.D. CRITERIA: 2 or more VEHICLES.

Interview No.



- (1). Campground
- (2). Campsite #
- (3). Date    
Month Day
- (4). No. of vehicles
- (5). No. & Type of Accommodation
  - (a) Tent
  - (b) Tent Trailer
  - (c) Travel Trailer
  - (d) Truck Camper
  - (e) Motor Home
  - (f) Van

- (8). Compared with camping at the usual one group per campsite, how do you enjoy this situation?
  - Much more
  - More
  - About the same
  - Less
  - Much Less

(6). Did you all occupy this site at the same time?  
 Yes  No  NR

- (9). Would you say that while in this sort of camping situation, you tend to stay longer  or shorter  than you would if camping alone? *OR ABOUT SAME BENEFIT OF TIME*

(7). Were you acquainted with each other prior to your arrival, or did you meet here?  
 ACQUAINTED BEFORE  MET HERE

(10). Group Composition

	0-4	5-14	15-24	25-49	50+
Male					
Female					

Project 7401-2



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Title of Thesis/Dissertation

AN INVESTIGATION INTO THE PUBLIC AND PRIVATE CAMPGROUND

CAMPER MARKETS IN THE OKANAGAN: SOME IMPLICATIONS FOR

THE PROVINCIAL PARKS BRANCH

Author

  
Signature

RODERICK HOWARD LOFTUS

Name

April 2/1978

Date



CAMPERS! Please complete this form and either hand it to any Park personnel or deposit it in the 'Returns Box' at the entrance to this campground. Your cooperation is appreciated.

OKANAGAN CAMPGROUND USER SURVEY

Project #7401-1

Nº 4997

I find camping most enjoyable when: (check one)

- (a) We have a campsite to ourselves.
- (b) We share a campsite with one or more other groups.

I have camped in this campground: (check one)

- (a) This is the first time.
- (b) Two to five times.
- (c) Six to ten times.
- (d) More than ten times.

With regard to the spacing of campsites in this campground, do you feel they are: (check one)

- (a) too far apart
- (b) too close together
- (c) about the right distance apart

Meeting and talking with other campers in this campground is:

- (a) desirable
- (b) neither desirable nor undesirable
- (c) undesirable

Please indicate your total family income per annum.

- (a) 0-\$3000  (e) \$12000-14999
- (b) \$3000-5999  (f) \$15000-19999
- (c) \$6000-8999  (g) \$20000-or More.
- (d) \$9000-11999

My home is in:

B.C.: \_\_\_\_\_  
Town/City

Outside B.C.: \_\_\_\_\_  
Province/State

The Party for which I paid camping fees consists of: (fill in number)

	Number in Each Age Category				
	0-4yrs	5-14yrs	15-24yrs	25-49yrs	+50yrs
Male					
Female					

What is the total number of nights you will spend away from home this trip? (fill in number)

Out of the total trip, how many nights will be spent in this campground? (fill in number)

This camping party is best described as: (check one)

- (a) A family
- (b) A couple
- (c) A group of friends
- (d) Other: (specify)

We are using: (fill in number)

- (a)  Tent(s)
- (b)  Tent trailer(s)
- (c)  Travel trailer(s)
- (d)  Truck Camper(s)
- (e)  Motor Home(s)
- (f)  Van(s)

Are you presently sharing your campsite with another camping party? (check one)

Yes:  No:

Did you plan to share your campsite? (check one)

Yes:  No:

Self-completed, Drop-off Questionnaire Used!