

OUTDOOR RECREATION TRENDS IN THE 1980'S SO WHAT? - IMPLICATIONS FOR SOCIETY!¹

Carlton S. Van Doren²

INTRODUCTION

My purpose today as the last speaker is twofold. I have been asked to summarize the many excellent presentations we have heard during the previous two days and to be a spokesman for society's viewpoint. It is my intent to challenge you. I hope to draw your attention to some implications concerning outdoor recreation trends in the 1980's that I foresee in this time of continuous societal change.

T. S. Eliot said, "The future has many cunning corners" and a traditional Japanese saying admonishes, "If you talk about the future, even the demons will laugh." In spite of these cautions concerning prognostication, the implications to society may really be, So What? Why? Because I have to question if our trends, based on data compiled in the 1970's, have really allowed us to recognize that we have moved into a new post-industrial era of leisure. I firmly believe that once in a while a look at events, attitudes, and philosophies of the past assist us to place the present in a better perspective. The intent is to develop a spirit of creativity and a sense of the past that will enable us to ponder the future.

The major question facing us today concerns our human attitudes toward work and leisure. In the words of philosopher Eric Hoffer, it is the "centrality of the human factor that makes industrial societies at present so unpredictable." Currently, we are riding a crest of a leisure/travel/recreation spending panic, an attitude of, do it now, because tomorrow we may not be able to! As individuals, we are uncertain as to what the future holds for us. Our society has mixed emotions about the future. This is understandable if you stop and think about the changes that have affected our lives in the last two decades. In the 1960's, we focused on genuine concerns for racial inequality, poverty, and environmental pollution. As we moved into the 1970's we were involved in

¹Paper presented at the National Outdoor Recreation Trends Symposium, Durham, NH, April 20-23, 1980.

²Professor, Recreation and Parks Department and Texas Agricultural Experiment Station, Texas A&M University, College Station, TX 77843.

a war in Southeast Asia with confused, mixed commitments and emotions. Our president at that time successfully disengaged us from this unwanted war and then proceeded to deceive us with an event called Watergate. To provide a capstone to our frustrations we then moved immediately into a national and worldwide energy crisis with its attendant, insidious monetary inflation. In addition, Third World changes are emotionally draining our society. It is difficult learning to cope with continual change.

These events, the "Future Shock" of Toffler, have caused us to momentarily lose our confidence, question the future, and have created a focus on the present. We made questionable progress in handling our problems of racial and sexual inequality, poverty, crime, and pollution. But our confidence in our social, economic and political institutions and in our expectations of a better quality of life are questionable. Society is regrouping. We are questioning whether our governmental institutions can really solve our problems or that people can influence government. At the same time we are frantically seeking to exploit our American dreams before we awaken to find some of them are no longer possible. We have shifted from an American trait of deferred gratification to almost panic consumption of goods and services. Some have called this instant consumption a new American ethic. Monetary savings, family stability, and conscientious work habits are not fostered by such "gusto" consumption and actions.

The March, 1980, issue of the Newsletter of the Texas Tourist Development Agency contained an interesting article about our conspicuous consumption. The newsletter related a study by the Barton, Durstine and Osborne Agency showing that Americans put vacations first on a list of ten luxury items. The luxury list with items in order of importance included: vacationing, dining in expensive restaurants, purchasing expensive cuts of meat, cosmetics, sporting equipment, household furnishings, alcoholic beverages, major appliances, clothes, and movies. Some of the trends in outdoor recreation discussed at this symposium support this survey.

Trends in the private sector of the recreation/travel/tourism industry also support the above priorities. The 80's are touted as the

"Travel Decade." Emergent life styles seem to favor recreational travel. Travel is considered a right, not just a privilege. The Big Picture, a major annual publication in the travel industry, states that in 1979 U.S. travelers spent \$126 billion on trips to places 100 miles or more from home. This is more money than is spent for clothing, automobiles, and for national defense. Only food, housing and income taxes, according to The Big Picture, exceed travel expenditures.

Is our society on a leisure, recreation, travel binge because we do not have confidence in our future? Quite the contrary, we are consuming these goods and services because we see a retrenchment in the future and a necessity to change our habits, desires, and values. The implications for society in this new leisure era can best be described by a brief analysis of the eras of leisure/recreation during the last century. I am indebted to my faculty colleague at Texas A&M, Clare Gunn, for providing the initial effort in describing these eras.

This historical perspective is provided in Figure 1 in the form of what the Hudson Institute might describe as an "analytical summary." The four eras are entitled: High Society - 1860-1920; Mass Recreation - 1920-1958; Mass Mobility and Transcience - 1960-1974 and Post-Mobility Adjustment - 1974--. Each era has ten variables or elements that focus on the key events or philosophy of the period. These ten variables are Population Characteristics and Trends, Personal or Societal Philosophy, Time for Recreation, Income, Recreational Activities and Equipment, Political Actions, and Evolution, Public and Private Organization for Leisure, Advances in Technology and Communication, Mobility and Facilities and Services. A study of these four eras of leisure/recreation provide us with an enlightened historical perspective that assists our analysis of the present and casts some light on the near future.

Brevity forces me to concentrate on the present era, Post-Mobility Adjustment. This era was initiated by the first energy crisis in 1973-74 and its effect on the economies of the industrial world has been evolutionary and identifiable. An analysis of the variables currently evolving leads me to believe that some major and minor adjustments in society's leisure patterns can be suggested. The key variables that will have the largest impact in the short term are money (inflation) and mobility (energy). These two variables are intimately tied together and impact the remaining eight variables.

Population Characteristics and Movement

The population of the United States has increased by more than three times in the last 120 years. There is evidence that the popula-

tion explosion of the post World War II years has leveled off. In 1978 our growth rate was less than one percent. This means that the population pyramid for the next decade can be analyzed with some degree of certainty. Our predominantly urban nation will grow older with the largest group in the middle aged brackets, between the ages of 25 to 45 years. This group may continue the same outdoor recreation habits pursued when they were younger, but it will be more affluent which may modify spending and travel habits. Persons in the older age brackets up to 65 years will increase by ten percent. They will also have more disposable income and with a continuation of early retirement, possibly more leisure time. The elderly over 65 years are projected to increase at twice the normal growth rate, as life spans increase. This group may be less affluent, but I believe we can project that a large number of these people will migrate to the Sun Belt if at all possible.

The Sun Belt's attraction is not only for retirement, but for economic advancement and opportunity. There is evidence that energy resource rich states in the Mountain West will share the Sun Belt growth. Wyoming today is an excellent example of energy inspired growth. Growth of this type will in some areas force society to express a choice between energy exploitation and natural resource preservation. In many cases, I predict energy will be the winner initially with a gradual shift by the 1990's to the preservation approach as we either develop new energy technology, change fuel sources or reduce our energy utilization.

The suburbs will continue a slow growth rate, but inhabitants may have to settle for fewer public social services as taxes are converted to use for essential services. Smaller communities in a rural setting will see some rebirth as a portion of our populace seeks a more conservative, frugal lifestyle. These communities will usually be in areas with distinct climatic and physiographic appeal, many adjacent to large public recreation areas.

Some of the center city population growth will continue where local leadership continues to organize with industry to accomplish major inner city restoration and reinvestment. Atlanta and Detroit may be two of the better examples of this process during the last decade.

Personal/Societal Philosophy

Our philosophy toward leisure, recreation, and travel has changed dramatically since the first High Society Era. Leisure activities are now considered a right for all, not just for the affluent upper class. The 1980's will continue as a period of growing self-actualization and improvement. The "me generation," as it grows older and matures, will constitute a very assertive and vocal public. As consumers, society in the

FIGURE 1.-- SIGNIFICANT EVENTS BY RECREATION/LEISURE/TRAVEL ERAS

VARIABLE	HIGH SOCIETY 1860-1920	MASS RECREATION 1920-1958	MASS MOBILITY - TRANSCIENCE 1958-1974	POST-MOBILITY ADJUSTMENT 1974 --
POPULATION CHARACTERISTICS TRENDS	Rural N.E.-Midwest 50 million People	Rural--Urban Suburbia-West Coast 130 million	Urban-Nucleated City-70-75% of Pop. Sun Belt Growth 200 million	Central City-Small Town Growth - Rural 242 million (1990)
PERSON/SOCIETAL PHILOSOPHY	Nuclear Large Fam. Puritanical Work-Ethic Self-Denial	Family-Smaller Leisure Recreation Emergent A Privilege To Enjoy Leisure	Single Parent Family Self Gratification - "Me" Generation Minority Actions Changing Role of Women-ERA	Leisure/Recreation-A right-Lifestyle Individual Awareness Self-Actualization Self-Improvement
TIME	60 hr.work week Sunday Free	50 hr.week Saturday Free Paid Vacation	40 hr.week 3-Day Weekends	38 hr.week "Moon lighting" Do it yourself home repairs
INCOME-MONEY	Hourly Wages	Salaries	High Disposable Income Era of Credit 2 Income Families	Inflation Zero Growth (?) Cost Consciousness Electronic Money
ACTIVITIES AND EQUIPMENT	Church Centered Bicycle,Golf,Tennis	Family Centered Improved Equipment Boats,Camping,Equip.etc.	Social Group Specialized Activity/Equip. ORV'S Back to Nature Movement	Electronic Games Human Energy Physical Fitness High Risk Sports
POLITICAL ACTION	Conservation/Pre- servation Leader- ship-Management of Natural Resources	Environment Management for Public Use	Reactionary Leadership Environmental Awareness-Eco- logical Ethics - Congestion In Parks	Public Involvement Leadership Localized Congestion
PUBLIC/PRIVATE ORGANIZATION	Professional Sports Public Recreation Movement City- National Parks, Amuse- ment Parks	Amateur Sports State Parks TVA-C of E Regional Parks	Disneyland-Theme Parks Mission 66 Individualized Travel	Airline Deregulation Tour sm Caucas Package Tours
TECHNOLOGY & COMMUNICATION	Photography Movies-Wireless Mass Production-Lit- erature	Radio-Television Plastics-Super Alloys Air Conditioning Computers-Electronics	Instant Photography Satellite Communications Computer Management	Videophone Cottage Electronics
MOBILITY	Coal and Steam Railroad,Ship,Mass Tr.	Automobile Airplane,Small Group Tran.	Interstate Highways Rec.Vehicle,Sub-sonic Aircraft	Supersonic Travel ? Mass Transit ?
FACILITIES/ SERVICES	Luxury Hotel/Resorts Second Homes-Wealthy Overseas Travel	Motels Second Homes,Mid.Class	Private Campgrounds,Lodging Franchises,Fast Foods,Full Service Campgrounds	Family Camping,Time Sharing Cruise Ships,One Stop Vacations Family Camp,Reserv.to enterparks

1980's will demand quality goods and experiences, including that portion of disposable income invested for leisure/recreation/travel. In some instances, "Nadarism" will manifest itself in our industry and be directed at both the public and private sectors.

There is a possibility that an assertive society will increase as the private sector continues to move to specific product differentiation and customization in order to market goods and services. As these submarkets gain in popularity for the middle and upper income levels of society, the less affluent will look to public resources to meet their demands. One maxim seems to hold true throughout all the eras of leisure/recreation/travel -- the consumption of the wealthy (yesterday's jet set) is constantly emulated by the masses in terms of activities and spatial location. As an example, I need only to remind you that thirty years ago, skiing, golf, and tennis were essentially rich men's sports and Miami Beach and Las Vegas became profitable resorts, initially, by spending from upper income groups.

Managers of public resources will continue to be pressured by consumers of the submarkets now being sold by the private sector. As an example, the Travel and Tourism Executive Newsletter (March, 1980), contained information on the backpacker submarket quoting an Adventure Travel Magazine study that the median age of backpackers is 33; income \$28,000 per household; 89 percent are college educated; 60 percent are in managerial-professional occupations; and 62 percent own their own homes. They spend \$2,300 and travel 35.8 days a year, averaging 6 trips. These are the wilderness buffs in our public parks and forests. Not all are this affluent, but an estimated 10 - 25 million hikers, if they decide to assert themselves, may be very effectual in bringing about their desired managerial changes.

In the past, the strongest influence on leisure participation has been the family. The family group will continue to exert a strong influence in the next decade; however, changes can be expected. Later marriages, fewer children, and single-parent households will bring about real shifts in recreation activities, and the times and locations of participation.

Time

During the first three eras, the work week was substantially reduced from 60 hours to 40 hours and the paid vacation became common. The work week in the future should remain at 38-40 hours with the introduction of Flex-time as described in Toffler's recent book, The Third Wave. Inflation will encourage mini-vacations and continued extended weekends of leisure activities. The shrinking value of the dollar may also encourage second jobs and more part-time employment as well, thus, for some in our society a reduction of leisure activities in an outdoor setting may be time prohibiting. With less leisure time, home recreational activities will increase.

Income

Our nation during the last decade may have reached a peak in the distribution of personal income. As we begin the 1980's, one word -- inflation -- immediately captures our individual interest and sometimes our anger. Disposable income has traditionally been a good indication of the amount of leisure expenditures and activities. The facts seem to be that this income is stable but probably declining. There are increasing conflicting signals of a "spend now" attitude offset by a "waste not" and frugality attitude. Nevertheless, there is an inertia in human society that dictates the continuation of spending habits to a point that the price is too high and the pocketbook is closed. Society, in some instances, is beginning to question the costs of goods and services. Hard choices are being made, discrimination in expenditures are evident and the quality of a purchase questioned. These are the implications for the 1980's.

Figure 2 provides a schematic overview of some economic indicators. The Travel Price Index, compiled by the U. S. Travel Data Center in February 1980, was 270.9 (1967=100). This was an increase of 25.1 percent since February 1979. The Travel Price Index (TPI) is a composite index consisting of the cost of food away from home, lodging, transportation and other goods and services purchased while away from home. The transportation component of this index includes air fares, inter-city train and bus fares, and the cost of gasoline. The Consumer Price Index of all items, after an increase equal to the TPI until mid-1979, indicated a reduced growth rate and only increased 14.1 percent between February 1979 and February 1980. The percentage of disposable personal income in the United States has shown a consistent decline from a high of 7.8 percent in 1973 to less than 5 percent in 1979. Real disposable income between 1967 and 1973 increased 17.5 percent, but between 1973 and 1979 growth was reduced to 5.5 percent. The implications of these indicators help to explain the mixed spending of

society and the recent actions to curb credit in our electronic money era. The TPI is having, and will continue to have, a profound effect on leisure mobility.

One encouraging fact amid our struggle with domestic inflation is that the United States is a travel bargain for foreign visitors. If this continues in the 1980's, it does have implications for our most prominent public parks. We can expect increasing foreign visitors at sites in the vicinity of the major gateway cities such as New York City, Miami, Houston, Atlanta, San Francisco and Los Angeles.

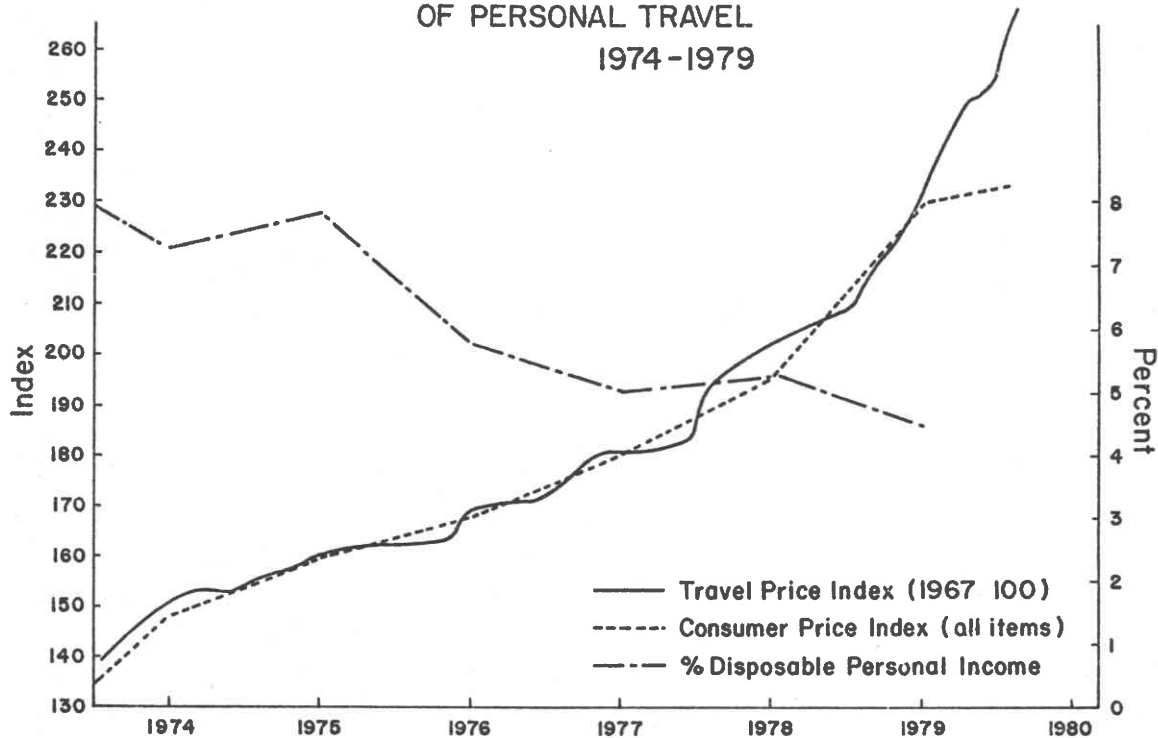
Activities and Equipment

President Carter's Federal Energy Conservation Plan, if initiated, is devised to reduce leisure travel and certain energy consumptive leisure activities. His proposal for a vehicle sticker plan restricting the days on which car drivers could purchase gasoline would have an obvious negative impact on recreation. Households would be forced to select weekend days for recreation which, in effect, could constitute a weekend gasoline ban. The proposal for a compressed work week could either negatively impact recreation activities or possibly encourage home centered activities. The proposed ban on the use of recreational boating seems unrealistic as a conservation measure and will probably not be implemented. The recreational boating industry has claimed that only one-half to 1 percent of all gasoline consumption is used by the recreational boater.

Inflation, energy cost, and energy availability will undoubtedly cause an evolutionary change in leisure activities and the use of equipment in the 1980's. There will be less driving for pleasure, and a continued focus on human energy leisure activities such as hiking, bicycling, cross-country skiing and sailing. According to the Michigan Department of Natural Resources, sailboats on Lake Michigan accounted for 26 percent of the transient boating population in 1973. In 1979 sailboats accounted for 52 percent of the population (Michigan Natural Resources Magazine, 1980). Eric Hoffer's statement that with "the exhaustion of raw materials and sources of energy, society will turn to creative energies of the people" may manifest itself in leisure pursuits. New sports such as wind surfing and wind skating may be examples and such high risk sports for some will be even more popular. It is very evident that backyard and close-to-home (local and regional) facilities will receive more use pressure during the coming decade.

We can also expect to see more consumption of activities provided by the private sector and an increase in some activities supported by the public sector. Bowling may increase once again and theme parks will continue in popularity.

FIGURE 2. --SELECTED ECONOMIC INDICATORS
OF PERSONAL TRAVEL
1974-1979



SOURCES: Travel Price Index from U.S. Travel Data Center, Washington, D.C.
Consumer Price Index - U.S. Bureau of Labor Statistics
Disposable Personal Income - Survey of Current Business

Shopping centers will increasingly become centers of both passive and active leisure pursuits. There will be pressure to increase public support for the cultural arts and handicrafts. The astute public recreation manager will be one who facilitates cooperation and coordination with the private sector. Leisure services on school property and on other public properties not previously utilized for leisure activities will increase in this decade.

The sale of expensive recreational equipment, such as recreation vehicles and boats will remain in a temporary slump. Sales can be expected to increase as smaller, more energy efficient equipment is marketed in a few years. For those currently owning recreation vehicles and outboard boats, the sunk cost of the past investment will either force a sale of the equipment at considerable loss of money or the use of the equipment will continue on a time sharing basis. Are we prepared for ORV's to come to our public facilities with not just one family, but possibly two or three families, with a desire to not only park the vehicle but pitch a tent or two on the site as well? In the Rio Grande valley of Texas, winter visitors are leaving their trailers or recreation vehicles in

the valley this spring and are driving in small cars or flying back to northern homes.

Political Action

An assertive society has already forewarned us of the action that we can expect on the political front in the next decade. Special interest groups will grow stronger. Tax cutting at the state and local level, such as California's Proposition 13 and the current Jaws II, simply means that competition for public funds will increase. Some governments will consider recreation as non-essential. Financing and managing public facilities for leisure will have to come from new funding sources. More pay-as-you-go fees are on the horizon. A public park is not a free good any longer and I doubt if it ever really was such a good. Creativity, innovation, and compromise will be the key words to successful public recreation facility development and management. Lessons can be learned from the private sector in terms of efficiency, flexibility, automation, and public facility marketing. There should and probably will be more public and private cooperative development of recreation sites forced upon government by a demanding public.

Public/Private Organization

Coordination and cooperation between public and private institutions providing goods and services in leisure may be more prominent during this decade. Increased competition for the leisure dollar, rising costs, and public sentiment for quality experiences may foster much quasi-public organization.

Social-cultural constraints to planning are well documented and include definite time lag trade-offs with special interest groups and a past resistance to government control and regulation (Kaczka and Schleusner, 1980). The 80's should see decentralized government involvement in recreation with local leadership and public involvement. Organizations and institutions having direct appeal to society will be the ones that promote quality experiences, outstanding service, value, and satisfaction. Rising transportation costs will provide one avenue for public/private cooperation in local mass transit and for package tours in order to gain access to public recreation sites.

Technology and Communications

Our growth in technology and communication has been a mixed blessing to leisure. We are probably one of the most well-informed nations in the world. Mass communication has made us aware of the beauty of our country, of natural catastrophies, and of evolutionary events. Recently, we have all followed the eruption of Mt. St. Helens and some people in the northwest have endangered their lives and the lives of others by a desire for a closer look. The irony of our technology, particularly in the public sector, has been our inability to harness our resources to continuously monitor outdoor recreation activities. Our data collection procedures at best have been sporadic. In addition, technological growth seems to create new environmental problems that have a direct bearing on the natural resources of our recreation areas.

The next decade may fortunately bring with the financial belt tightening better data collection and hence better planning by the use of technology such as computer simulation. We may even witness increased social engineering through better public relations by public agencies and successful attempts to reduce peak period congestion by informing the public of alternative recreation sites.

There is little doubt that the consumer will become, as a result of better communications, very well informed and will increasingly scrutinize public and private policy decisions directly affecting his leisure time and expenditures. Comparison shopping for leisure experiences will result. Technology and communications will force the leisure service manager to

maximize his revenue cost per visitor, whether in the public or private sector. The consumer likewise will evaluate his experiences in terms of both psychological satisfaction and economic outlay.

Mobility

Never, in the historical development of our leisure growth, has recreation system accessibility been a more important consideration as in the 1980's. A major implication for a society in pursuit of leisure experiences is, at this point, dependent upon where people live and the extent of their mobility. The immediate future of outdoor recreation trends depends upon our understanding of people's mobility and their space adjusting behavior.

In the United States, 81 to 84 percent of all our transportation is based on the automobile and truck. We have become dependent upon the automobile for both business and pleasure mobility and the cost of gasoline is considered paramount by many in society to individual and family health and well-being. The automobile is a symbol of our affluence or frugality and definitely of our individuality. When we are informed that the cost of gasoline increased 67.9 percent in 1979, we are a psychologically shaken and somewhat threatened society. We realize that fuel at subsidized prices has essentially been a free good and now the handout has been suddenly and somewhat brutally withdrawn. We are beginning to husband the second most expensive possession in a majority of families; the automobile. Some may even trade down to a smaller automobile to obtain fuel efficiency, being reluctant to lose mobility.

During the fuel shortage in the spring and summer of 1969, we looked to other methods of mobility. We turned to a dying mode, Amtrak, and filled trains to capacity. In the Northeast Corridor, where the passenger rail system was more efficient and developed, area gasoline consumption was 23 percent less per capita than anywhere in the Nation during the first half of 1979. Some chose the airplane and in spite of air fare increases of 33 percent between February 1979 and February 1980, there were 47 million air trips, during the fourth quarter of 1979. During this quarter, air transportation's share of total travel was 18 percent, the highest level for the year (U. S. Travel Data Center, April, 1980). According to the U. S. Travel Data Center, more than one-half of these air travelers were on vacation trips. It is little wonder that with aviation fuel selling for as much as 95 cents per gallon, compared to 35 cents in 1978, that this industry's fuel costs were more than 11 billion dollars in 1979. Alternative transport modes to the automobile may be a short term solution for us, but fuel price has become a major constraint to everyone's mobility. Mass transit will, of necessity, be more prominent in the future decade. Buses, for example, can claim 240 passenger miles to one gallon of fuel and operate for as little as 3 cents per mile.

The automobile costs upwards of 21 cents per mile and trains, 9 cents per mile.

The implications of the mobility variable include the increased use of recreation sites near residential areas, primary local and regional sites, car-pooling for leisure/vacation trips, longer stays at specific sites, and probably overt public policy to encourage mass transit to all sites.

Facilities and Services

The President of the Marriott Corporation recently stated that the \$100 a night room was not very far off. It is obvious that the price of lodging will have an effect on the use of outdoor recreation areas. With commercial lodging very expensive, family travel in the 1980's will probably mean a substantial increase in camping. Campers in our parks and forests will want to settle in for long stays and they will want a variety of services that public facilities may not be providing at present. Some campers will opt for the commercial campground because it provides the amenities not found at a public site. These campers will still visit the public recreation area.

Second home construction in the vicinity of outdoor recreation areas will cease, if it has not already done so. The owners of these second homes, in order to maintain them, will probably resort to time-sharing arrangements with friends or relatives. Nearby recreation areas will consequently receive new visitors perhaps unfamiliar with our parks and forests.

Consumers are currently shopping for value during their weekend and vacation trips. They have discovered that the cruise is now one of the best values available. In the 1980's, the package tour which includes national public landmarks may also develop as a coveted consumer package. The implications of this development can be both positive and negative. On the positive side, by working with tour companies, public facility managers can schedule off-peak visitation. On the negative side, it means that package tours may continuously advance book the rooms in public hotels and lodges to the exclusion of regional and local inhabitants. In addition, the staff will have to be prepared to direct, handle, and control the package tour groups in a manner that provides a satisfying experience to them and without environmental detriment. As an example, the National Park Service is currently facing the package tour/environmental problem in Glacier Bay National Monument. A conflict exists between shiplines and the Service over a proposed limit to the number of cruise ships to visit the Bay. The Service is setting a maximum of 95 cruise calls in 1980 to protect the feeding habits of the humpback whales (Travel Weekly, March, 1980).

CONCLUSIONS

We are at a critical period in the historical development of leisure, recreation, and travel. Inflation and limited mobility will force evolutionary changes in leisure time life-styles in the next decade. Our society will be slow to accept our national and individual limits on leisure activities. We as planners, managers, and scholars must become more adept at reading the pulse of the population. This may be easier to do than we realize as consumerism, activism, and individualism will be a common phenomena. From the private sector we must learn marketing research.

Continuous change is a part of our society. Recognizing and adopting outdoor recreation programs and budgets will require creativity, imagination, and innovation in a society where changing conditions will accelerate. The demassification of Toffler's Third World will be moderate, but will lead to decentralization and regionalism in governmental programs. Public expenditure for recreation and leisure will be reduced. In some locales society may successfully force an increase in some leisure expenditures and be willing to accept less public services in another area. Pay-as-you-go public recreation will be common by the 1990's.

We will all recreate closer to home, partake more of privately provided recreation services near home, and demand quality services and facilities. The long distance family vacation will become a major event in the family's life cycle. In a way we will return to some of the characteristics of the first Era of Leisure - High Society as only the wealthy will enjoy the mobility abandonment which most of society experienced during Mass Leisure.

In closing, I would like to leave you with some principles of forecasting that include the bitter and the sweet as a reminder not to take ourselves too seriously. The critical factors for successful forecasting are:

1. Identify and publicize the assumptions behind your forecasts - they are all the excuse you will need next year.
2. Long-range forecasts provide more job security than short-range forecasts.
3. If you cannot forecast accurately - forecast often.
4. If you forecast turns out to be correct, never let them forget it.
5. Remember the famous words of wisdom of that Oriental philosopher who said, "He who lives with crystal ball better learn to eat ground glass."

LITERATURE CITED

- Baum, H.S. 1977. Toward a post-industrial planning theory. *Pol. Sci.* 8:401-421.
- Fishman, J. A. 1979. Outdoors in the 80's: Acceleration but a shift in direction. *N. Y. Times.* Dec. 31.
- Jennings, L. 1979. Future fun: Tomorrow's sports and games. *Futurist.* Dec. p. 417-431.
- Hoffer, E. 1979. Beware the intellectual. *Sat. R.* Nov. 24.
- Kaczka, E. E. and D. Schleusner 1980. Tourism planning and the use of computer simulation: Nantucket Island, a case study. *J. L. Sciences.* 3(1):62.
- Kahn, H. 1979. Leading futurologist traces next half century in travel. *Travel Trade, News Edition, Sect. 1.* 96(6). Jan. 31.
- Kahn, H. and J. B. Phelps 1979. The economic present and future: A chartbook for the decades ahead. *Futurist.* June. p. 202-222.
- Kennedy, E. 1979. The looming 80's. *N. Y. Times Mag.* Dec. 2. p. 68-9, and 110-120.
- Kopta, K. 1980. Saving the humpback: A tale of conflict between shipping interests and Uncle Sam. *Travel Wkly - The Month in Review.* Mar. p. 19.
- Lazer, W. 1978. The 1980's and beyond: A perspective. *ICTA: Marketing for travel agents.* p. 49-58.
- Levy-Pascal, E. 1979. Will the rising price of energy push us over the cliff? *Futurist.* Dec. p. 477.
- O'Toole, J. 1976. *Energy and social change.* MIT Press, Boston.
- Papson, S. 1979. Tourism - world's biggest industry in the twenty-first century? *Futurist.* Aug. p. 249-257.
- Power, J. E. 1979. The markets of affluence. *Resort Mgmt.* Dec.
- Robinson, I. 1980. Irwin Robinson's viewpoint. *Travel Wkly.* 39(6).
- Sails increase on our big lakes 1980. *Mich. Nat. Res. Mag.* 49(3):4.
- Sutton, H. 1980. 80's traveler: his life and future times. *Sat. R.* Jan. 5. p. 20-24.
- Texas Tourist Development Agency (Newsletter). 1980. 13(7).
- The fall and rise of U. S. frugality 1980. *Time.* Mar. 3. p. 84.
- The shrinking standard of living 1980. *Bus. W.* Jan. 28.
- Toffler, A. 1980. *The third wave.* William Morrow, New York.
- Travel and tourism executive newsletter 1980. Feb. 1(9).
- Travel market yearbook 1980. 1980. Ziff-Davis Publ. Co., New York.
- 1980 economic survey of the travel industry. 1980. *Travel Wkly.* 39(8).
- U. S. Department of Commerce, Industry and Trade Adminsitration 1979. *The growth of selected leisure industries.* U.S. Gov. Print. Off. Washington, D.C.
- U. S. Department of the Interior, Heritage Conservation and Recreation Service 1978. 1978 nationwide outdoor recreation plan, task force report. U. S. Gov. Print. Off. Washington, D.C.
- U. S. News & World Report 1979. Challenges of the 80's (32 page special selection). U. S. News & World Report, Inc. New York. Oct. 15.
- U. S. Travel Data Center and Travel Research Association 1980. *Proceedings: 1980 travel outlook forum.* Washington, D.C.
- U. S. Travel Data Center 1980. *Travel printout. Monthly issues Jan. 1974 - April 1980.* Washington, D.C.
- Waters, S. R. 1980. *The big picture, travel 79-80 world trends and markets.* ASTA Travel News. New York.