

# Heritage Opportunity Spectrum for Tourism (HOST)

---

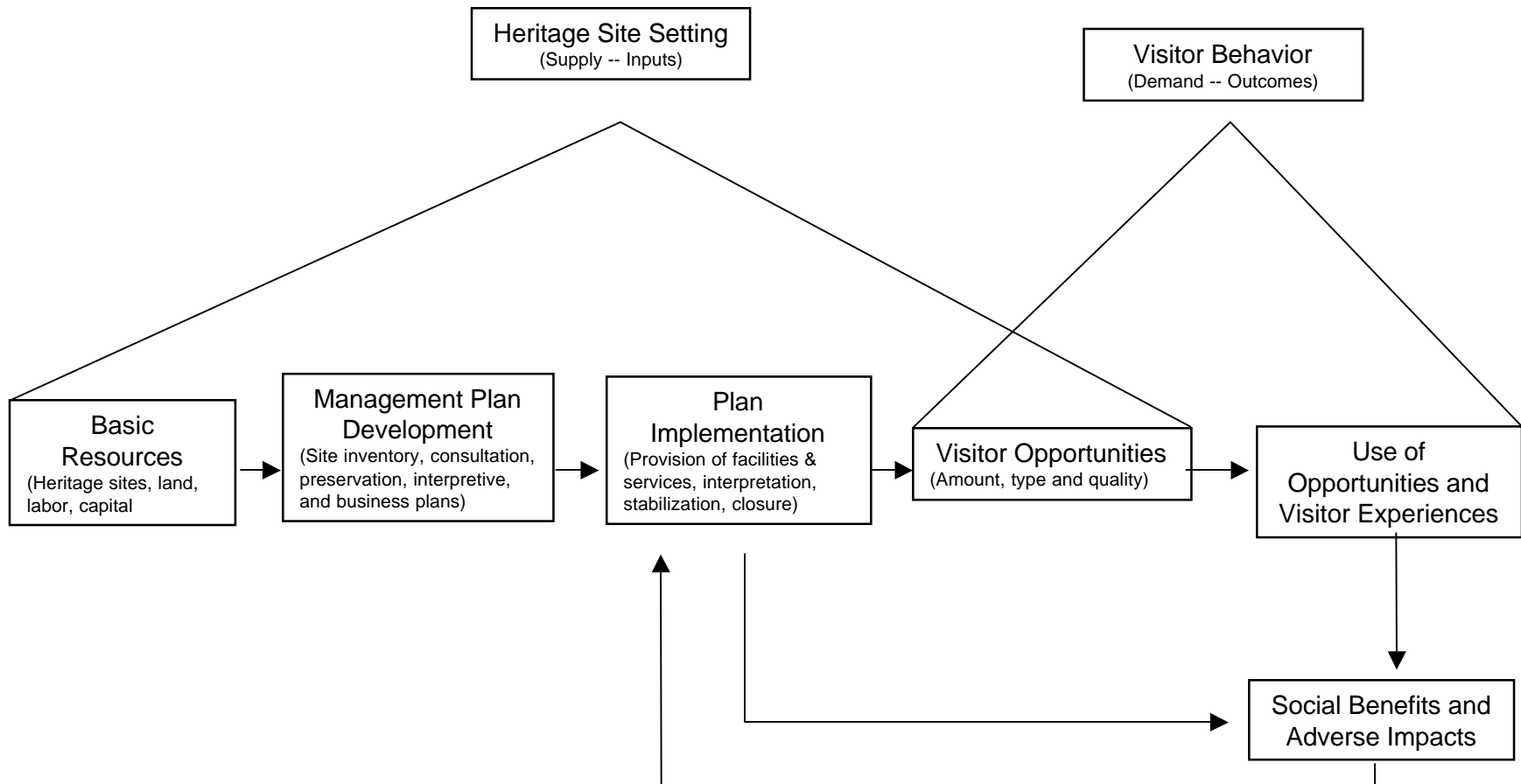
Marty Lee  
School of Forestry  
Northern Arizona University  
and  
Terri Liestman  
Rocky Mountain Region  
U. S. Forest Service



# Background:

---

- Benefits-based heritage planning
    - focus on management outcomes
    - provide opportunities for positive outcomes – for heritage resources and users – visitors, researchers, indigenous people, and others
    - the conceptual framework for the HOST project
  - Heritage site benefit production process
-



Heritage site benefit production process (adapted from Driver & Brown 1983)

# HOST Project - Tools

---

- Heritage Site Value Rating System
    - Classify heritage sites as having primarily research, intrinsic, or heritage recreation value
  
  - Heritage Opportunity Spectrum
    - Targets provision of specific types of heritage site experience and benefit opportunities
-

# Heritage Site Value Rating System

---

- ❑ Designed as a pilot project
  - ❑ Classify heritage sites based on key elements:
    - preserving *intrinsic* values
    - providing *heritage recreation experience opportunities*
    - contributing knowledge through *research*
  - ❑ Decision matrix – dictate primary management intent or value
-

## Definitions:

---

- ❑ *Intrinsic* value: benefits associated with cultural identity, symbols of faith and unity – requires consultation
  - ❑ *Recreation* value: potential to provide specific experience opportunities (e.g., cultural appreciation, sense of discovery)
  - ❑ *Research* value: research potential and related benefits
-

Matrix includes a series of questions based on site status and conditions:

---

- legal status
  - current use – type and extent
  - interest of heritage researchers
  - interest of ethnic or tribal groups
  - uniqueness of the site
  - regional context
  - potential for collaboration and partnerships
-

## Using the Rating System

---

- ❑ A blind rating system
  - ❑ Work through series of questions – respond with A, B, C
  - ❑ Count responses
  - ❑ Classification with majority of responses = primary management focus for a site
  - ❑ No clear majority = use additional criteria to classify
-

# What's Next?

---

- a pilot project – is the matrix useful?
  - test the matrix – contact Terri L. if interested
    - (303) 275-5350
    - tliestman@fs.fed.us
  - ultimately – automated database
-

# Heritage Opportunity Spectrum

---

- ❑ Sites with heritage recreation value
  - ❑ Managing heritage recreation experiences
  - ❑ Modeled after the Recreation Opportunity Spectrum (ROS)
-

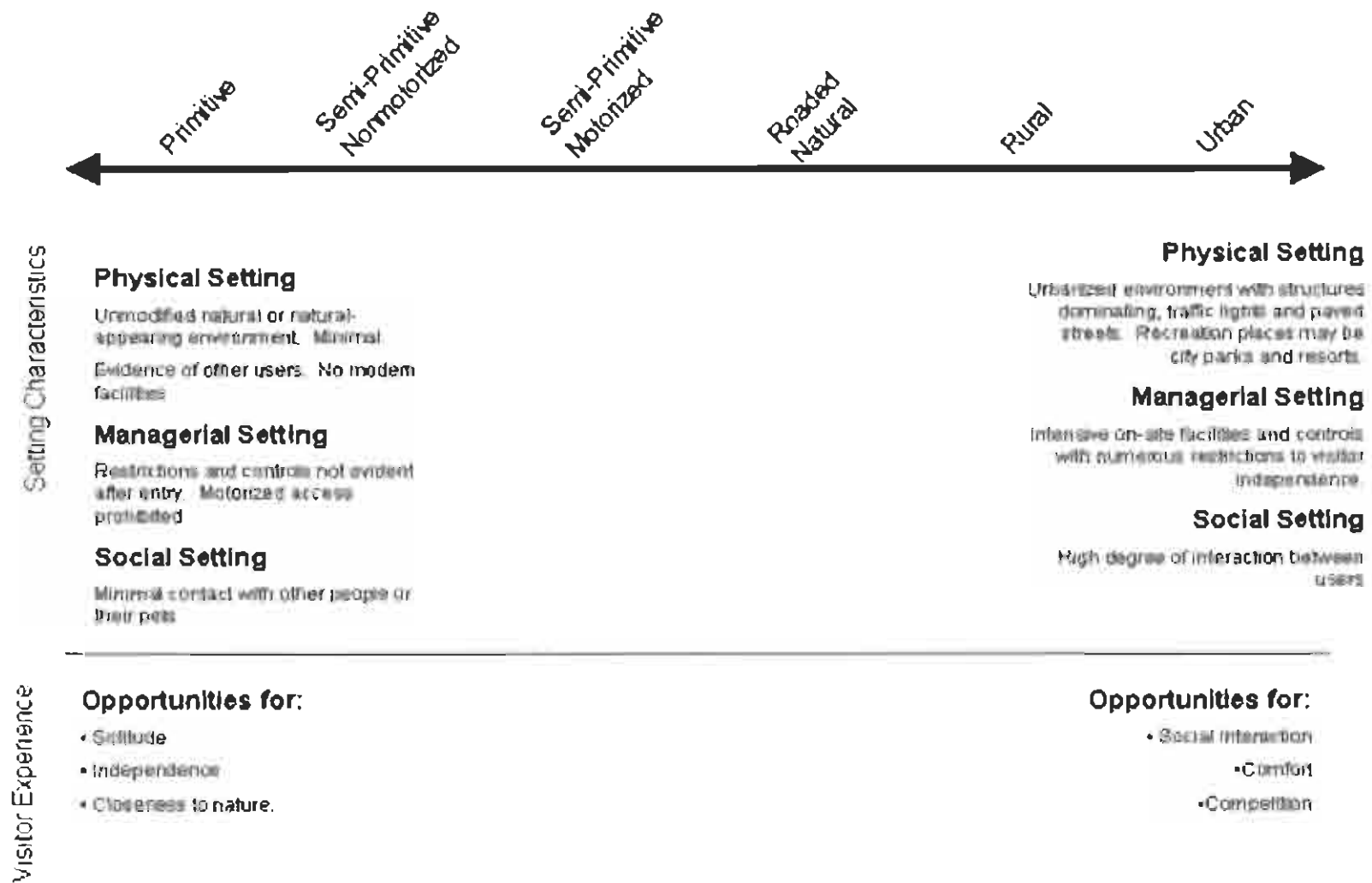


Figure 2. The Recreation Opportunity Spectrum classes (USDA Forest Service 1982)

# Heritage Opportunity Spectrum

---

- ❑ Identify experience, benefit, and setting opportunities available at heritage sites
  - ❑ Assumes people seek out heritage sites in settings that facilitate desired experiences and benefits
  - ❑ Define setting characteristics that facilitate benefit opportunities along a spectrum
-

## Objectives:

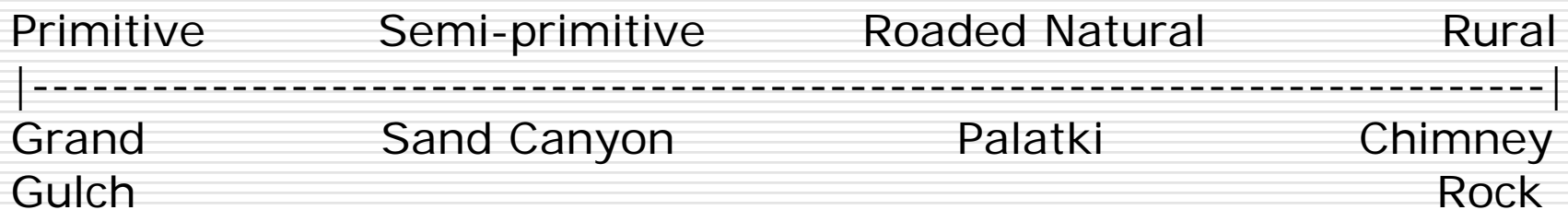
---

- ❑ Identify key experiences and benefits desired by heritage site visitors
  - ❑ Identify physical, social, and managerial setting characteristics that facilitate experiences and benefits
  - ❑ Identify key social indicators and standards of quality heritage experiences
  - ❑ Develop a working model of the Heritage Opportunity Spectrum
-

## Methods:

---

- Selected four types of heritage site opportunity classes
  - represent a spectrum or range of heritage recreation settings and experiences



## Methods, con't.

---

- ❑ Combination on-site interview, mailback questionnaire
  - ❑ Total of 620 surveys distributed June-September 2001, 472 returned (76%)
  - ❑ Number of completed surveys:

Grand Gulch – 125	Sand Canyon – 108
Chimney Rock – 120	Palatki - 119
-

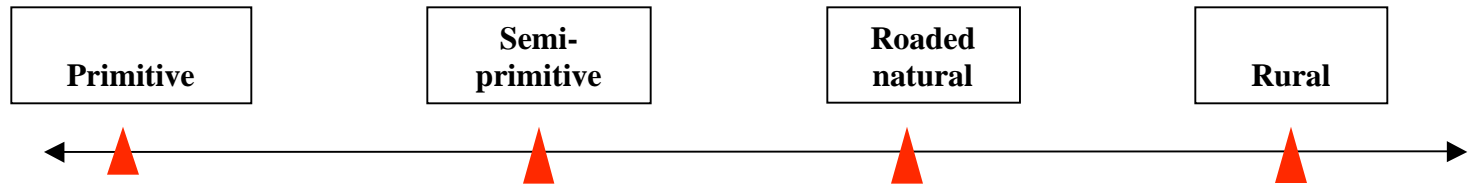
## Methods' con't.

---

- Compared among the four sites:
    - socio-demographic characteristics
    - trip characteristics
    - popular activities
    - reasons for visiting – experiences and benefits desired
    - physical, social, managerial setting preferences
    - preferences for seeing others, importance of access, effects of management on experiences
-

<b>Characteristic</b>	<b>Primitive (Grand Gulch)</b>	<b>Semi-Primitive (Sand Canyon)</b>	<b>Roaded Natural (Palatki)</b>	<b>Rural (Chimney Rock)</b>
<b>Length of stay</b>	6-12 hours (69%)	_ day (77%)	≤ 2 hours (84%)	_ day (83%)
<b>Group type</b>	friends (44%), family (27%)	friends (50%), family (21%), alone (16%)	family (65%)	family (52%) tours (13%)
<b>First-time visitors</b>	no (52%)	no (71%)	yes (92%)	yes (91%)
<b>Most popular activities</b>	hiking, exploring, photography, viewing scenery	hiking, viewing scenery, exploring ruins, picnicking	exploring ruins, viewing scenery, photography, talking to ranger, hike/walk	talking to ranger (tour), photography, view scenery, hike, explore
<b>Residence</b>	Colorado (25%), Utah (18%)	Colorado (91%)	Arizona (27%), California (6%), New York, Ohio (5%)	Colorado (23%), Texas (17%), Oklahoma (7%)
<b>Primary reasons for coming</b>	interest in ancient cultures, natural environment	natural environment, hike	interest in ancient cultures, accessible, curious	accessible, interest in ancient cultures, curious
<b>Naturalness preferred (physical setting)</b>	undisturbed (43%), largely undisturbed (56%)	largely undisturbed (74%), undisturbed (19%)	largely undisturbed (56%), somewhat modified (31%)	largely undisturbed (59%), somewhat modified (30%)
<b>Social setting preferred (number of people)</b>	0 - 50% ≤ 3 - 89% ≤ 6 - 99%	0 - 41% ≤ 3 - 82% ≤ 6 - 97%	0 - 8% ≤ 4 - 52% ≤ 8 - 85%	0 - none ≤ 5 - 25% ≤ 10 - 69% ≤ 20 - 97%
<b>Facilities preferred (managerial setting)</b>	a few, none	a few, none, a few rustic	rustic, primitive, more conveniences	rustic, more conveniences
<b>Amount of regulation, management preferred (managerial setting)</b>	a few regulations (66%), none (19%)	a few regulations (75%), none (14%)	noticeable on-site regulations (29%), obvious on-site regulations (59%)	obvious on-site regulations (69%), noticeable on-site regulations (23%)

# OPERATIONALIZING THE HERITAGE OPPORTUNITY SPECTRUM



## EXPERIENCE OPPORTUNITIES

Extremely high probability of experiencing isolation from the sights and sounds of humans, independence, closeness to nature, tranquility.

Moderate to high probability of experiencing isolation from the sights and sounds of humans, independence, closeness to nature, tranquility.

About equal probability of experiencing affiliation with other user groups and for isolation from the sights and sounds of humans. Opportunity to have a high degree of interaction with the natural environment.

Probability for experiencing affiliation with individuals and groups is prevalent, as is the convenience of sites and opportunities.

## SETTING - Physical

Natural-appearing, undisturbed or largely undisturbed

Natural-appearing, undisturbed or largely undisturbed

Natural-appearing, largely undisturbed, somewhat modified

Natural-appearing, largely undisturbed, somewhat modified

## - Social

Visitors could see 0 – 3 other people.

Visitors could see 0 – 3 other people

Visitors could see 4 – 8 other people

Visitors could see 5 – 10 other people

## - Managerial

### > Rules/regulations

No or a few regulations evident

A few regulations evident

Obvious on-site regulations evident

Obvious on-site regulations evident

### > Facilities

No or a few primitive facilities

A few primitive facilities

Rustic facilities

Rustic facilities, moderate conveniences

### > Information/ Interpretation

Allow visitors to experience the site on their own.

Allow visitors to experience the site on their own

Provide written materials such as maps, brochures, pamphlets  
Artifacts displayed on-site

Artifacts displayed on-site  
Tour guide

### > Access to archaeological sites (preferred)

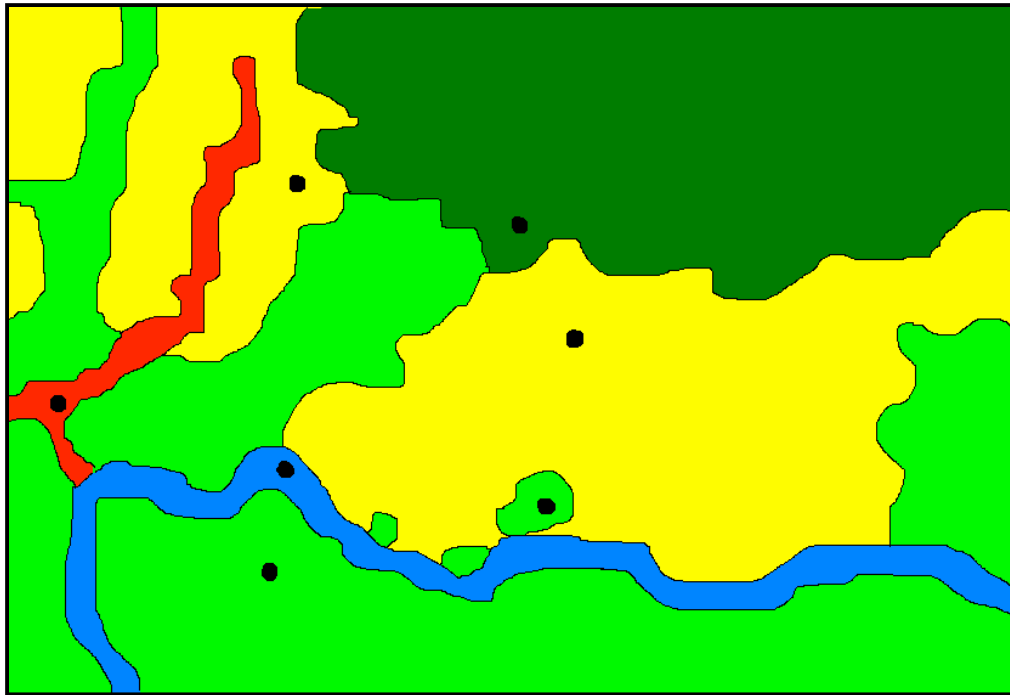
Visitors able to view ruins close up, no physical contact

Visitors able to view ruins close up, no physical contact

Visitors able to walk around around inside ruins

Visitors able to view ruins close up, no physical contact

# HERITAGE SITES MAPPED USING HOS



## HOS/ROS Classes

-  Rural
-  Roded Natural
-  Semi-Primitive Motorized
-  Semi-Primitive Non-Motorized
-  Primitive
-  Heritage Site

# Need for Further Research and Testing

---

- Research needed to validate the HOS model
    - physical, social, managerial mapping criteria
    - confirm the importance of access to ruins
    - visitor preferences for stabilization methods
-