

Recreation and Tourism

Purpose: To acquaint the student with the importance of recreation and tourism to the economy of the Golden State.
References: Miller pp. 223 - 226.

I. - Tourism (Travel over 100 miles away from home)

- A. Ca. leads nation in tourist \$ spent. Defined as revenues from expenditures, employment, and taxes by travel 100 miles or more away from home.
- B. 1979 Cal. 20+Billion \$; Florida second, New York 3rd., Texas 4th. Amt. of \$ is understated, since much \$ is spent on recreation more locally. (i.e. less than 100 miles from home)
- C. Ca. breakdown: 53% transportation (that's why San Mateo Co. is so high on Miller's list, S.F. Airport considered part of San Mateo) , 23% food, 12% lodging, 12% on entertainment recreation etc.
- D. A VERY urban oriented industry. worth 26.8 Billion (1996). California has (1987) 1,800 hotels, 2,987 motels, and 15,795 associated recreation and amusement businesses (pg. 260).
- E. Biggest urban attractions are: Disneyland, Knott's Berry Farm, San Diego Zoo, Universal Studio Tours. More people go there than to Las Vegas, but less money stays?
- F. Conventions - big in L.A., Anaheim, S.F., San Diego (in that order)
- G. Counties most dependent on tourist Dollars i.e. would be hardest hit if tourism declined. S.F. and San Mateo where tourist \$ = 29% of total personal income for the counties. State avg. = 8.4%.

II. Recreation -

- A. Defined as the pleasurable use of leisure time.
- B. Most comes in small doses, usually within 50 miles of home
- C. There are longer trips possible i.e. weekend usually involves trips in the 300 mile round trip range, which in Ca. = almost any environment one desires.

. In terms of miles of driving: In order of popularity for one day trips.

1. About 1/2 of the total milage is for local sightseeing and study purposes. (III. below)
2. 2nd. driving to and from swimming and aquatic sports. (IV. below)
3. 3rd. roughly evenly divided in miles of driving to and from picknicking, hunting & fishing (V. below), boating, winter activities (VI. below), horseback riding and hiking (VII. below)
these are the principal recreational activities.
4. Camping and Trailering are longer than one day at a time.(Part VIII).

A Closer Look

III. Sightseeing and Study. All age groups can participate.

A. Landscape Study -

- 1) scenic areas and routes, - i.e. National Pks. & Monuments, ocean views, redwood groves etc.
- 2) wildlife - birds, fish hatcheries, sea otters & seals, deer etc.
- 3) seasonal phenomena. - desert & mtn. wildflowers, snow scenes of the mtns., autumn colors.

B. Historical areas - more than 550 sites and bldgs. registered as historical landmarks in Ca., 30 historical monuments, and one (Cabrillo National Monument, San Diego) national historical monument.

Also the 21 spanish missions along El Camino Real (Kings Highway).

The mother load country (Rt. 49). From Oakhurst to Sattley (north of Tahoe) pg.185 Fig 9-3

C. Man made structures -

Disneyland = 10 million people/yr. (5X the visitation of Yosemite),
other amusement parks named above. Hollywood, San Francisco, Tournament of Roses- Pasadena, zoos,
museums, resorts, theme parks (Marine Land etc.), Shasta Dam, Golden Gate Bridge, Palomar Observatory etc.

IV. Beach Recreation and Boating

- A. There are an estimated 132 miles of Cal. beach frontage for public use. Rest (1/2 privately owned, rest state & federal) closed to public use.
- B. Well over 20 million people live within a one-hour drive of the ocean. Enough said.
- C. Inland lakes reservoirs & rivers = total surface area of about 1.6 million acres. (includes the Delta) Problem - incompatibility between swimmers and boaters.

V. Fishing and Hunting

- A. Chiefly stream fishing - trout fishing is the biggest attraction in inland waters. Est. 19 million fish taken annually (2/3 natural, 1/3 hatchery)
- B. Ocean fishing - important economically to some seaside towns.
- C. Hunting - 1979 535,000 hunting licenses sold. Most hunting trips are one day excursions. Most popular prey; deer, water fowl, pheasants, dove, quail, & rabbits. (Deer est. pop. 1 million)

VI. Winter Activities

- A. About 3 million visits/yr. by sightseers, 1 million more by skiers & snow players.
- B. 80% are one day trips, therefore near major urban areas.
 - 1. San Bernardino Mtns.(Arrowhead & Big Bear Lakes, Mt. Baldy), and Mt. Pinos areas around L.A. = 42% of all winter sport visitations.
 - 2. 50% served by Sierra Nevada (Lk.Tahoe, Squaw Valley, etc.) on the west side. within a days drive of the S.F. area.
 - 3. Rest (8%)- East Sierras - Mammoth Lks. north. to Cascades incl. Lassen and Shasta Mtn. slopes.

VII. Riding and Hiking

- A. Unfortunately most of the states designated riding and hiking areas are not within the one day driving range of most urban areas.
- B. Located in Cascade and Modoc Plateau Provinces are about 4500 miles of riding trails, 300 miles of hiking trails, while around L.A. only 700 miles of riding and 100 miles of hiking trails are found.
- C. Today over 5 million person days are spent each year on the 17,000 miles of designated riding and hiking trails in the state.

VIII. Camping and Trailing

- A. About 30,000 campsites (state and federal lands) provide over 8 million camper days each summer.
- B. A permit system is employed in most areas, including backpacking in mtns.
- C. R.V. Industry started in 1930's with travel trailers, then to campers for pick ups and on to self-contained motor homes in the 1960's. Sales of motor homes declined during and just after the gas shortage of 1974, but today still a going industry with some downsizing. There are now more than 1 million of them (that's one R.V. for each 24 Californians) registered in California. Therefore odds are excellent that you will either be stuck in or behind one in the near future.
 - 1. Campsites are changing to accommodate hookups, 2. Tents are being separated from R.V.'s
 - 3. Private Campgrounds are being established (i.e. KOA's)

IX. Recreation Areas

- A. Two Kinds: Public and Private
 - 1. Private includes
 - a. Membership clubs (hunting, ,yacht, riding, golf, church, scout, Y.M.C.A.,
 - b. Other commercial enterprises (the Thing, Mystery Spot, 17 mile drive - only toll road in Cal., Palm Springs Aerial Tramway etc.)
 - 2. Public - every level of govt. included. State, Fed. Loc.
 - a. Cal. State. several Divisions:
 - 1) Beaches and Parks,(180 acres); 2) Forestry - four state forests for wild land use 3) Fish and Game, recreational fishing, hunting and wild life study; 4) Water Resources, recreation at state water projects.
 - b. Federal
 - 1) National Park Service - 5 national parks, one national seashore, 8 national monuments, tot. 4.4 million acres.
 - 2) National Forest Service - 20 million acres timber brush and grassland, much available for recreation.
 - 3) Bureau of Land Management (BLM) 17.3 million acres of public domain mostly conservation and range land.
 - 4) Bureau of Reclamation and Army Corps of Engineers provide some recreation facilities at places like Millerton Lk. behind Friant Dam.
 - 5) Bureau of Indian Affairs - not much, occasional Indian ceremonies, etc.
 - c. Local County and City
 - Numerous but few are outstanding examples within the urban environment.
 - 1) Griffith Park: 4250 acres, L.A. 2) Balboa Park: 1400 acres, San Diego
 - 3) Golden Gate Park: 1000 acres, S.F. All three of these have a great variety of facilities and attractions.
 - 4) there are over 100 recreational and park districts in Ca. i.e. East Bay Regional Park District (41,000 acres) in east bay hills with 36 parks in district.

Summary:

- 1.If you are bored in California it's your own fault. 2.There are big bucks in leisure time.
- 3.Santa Cruz City is considered to be a tourist dominated economy with attendant seasonal swings in employment. The university , Cabrillo and some small industry help to stabilize economy during the "off" season (Oct. - May). This is also true of other areas of the state which have a large % of their income as tourist (seasonal) influxes. Others not so lucky have to shut down or live off of the economic "fat" of the tourist season to see them trough the rest of their (non tourist) year.

End