



## *Journal of Park and Recreation Administration*

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Through the Academy sponsored *Journal of Park and Recreation Administration*, these published papers demonstrate that research is addressing issues administrators are facing:

- Evaluating and effectively marketing recreation services and programs
- Addressing inequities: understanding the constraints felt by ethnic and marginalized groups as they strive for outdoor recreation experiences
- Making connections: using storytelling and social media to connect with Latinos
- Understanding the barriers, needs, and wants felt by transgender individuals in their access to recreation
- Considering a research strategy that seeks to align management needs with actionable research on sustainable recreation and tourism

#### [The Importance-Performance Analysis: An Evaluation and Marketing Tool](#)

Author: Frank Guadagnolo

This paper examines the applicability of Importance-Performance Analysis in the evaluation and marketing of recreation services. The Importance-Performance Analysis (I-P) offers features that **allow management to develop action strategies without being versed in complicated statistical analysis**. Displaying the data on a four-quadrant action grid visually provides information to both upgrade current services and also address marketing strategies for various user segments. The Importance-Performance Analysis application is demonstrated through the examination of actual data.

#### [An Analysis of Perceived Constraints to Outdoor Recreation](#)

Authors: Ramesh Ghimire, Gary T. Green, Neelam C. Poudyal, H. Ken Cordell

Outdoor recreation has been an integral part of American life for many decades. While overall participation in outdoor recreation is expected to grow with the population, participation per capita is expected to decline partly because of projected structural change in socio demographics in future. **Previous studies have revealed a significant variation among ethnic and marginalized groups in terms of their interest in and constraints toward participating in outdoor recreation**. However, due to limited sample size and geographic coverage, many studies often fail to examine the perceived constraints faced by these ethnic and marginalized groups. This study, taking advantage of a national level household survey, analyzed whether

ethnic minorities (African-Americans, American-Indians, Asians, and native Hawaiians) and marginalized groups, such as rural dwellers, females, and older people in American society perceived more constraints to outdoor recreation activities than their counterparts (Whites, urban dwellers, males, and younger people).

Seventeen constraints related to health, safety, socioeconomic standing, and other personal or psychological factors were examined employing logistic regression model. **Results indicated ethnic minorities, older people, females, and rural dwellers perceived more constraints to outdoor recreation than their respective counterparts.** Comparing these results to an earlier study, marginalized groups in American society perceive more constraints today than a decade ago to outdoor recreation. Hence, outdoor **recreation planning and management agencies may utilize these findings to help enhance their understanding of the limitations and barriers to outdoor recreation encountered by different sociodemographic and ethnic groups.**

Furthermore, as many of these **constraints were related to personal safety, language, money, time, and transport**, agencies may have the ability to help improve many of these constraints through localized actions. For instance, the personal safety constraint may be addressed by making recreation sites physically safer (i.e., better lighting, promoting a user buddy system). Language-related constraints could be reduced by making information available in multiple languages. Some money-related constraints may be addressed by adopting discriminating prices policies to different visitors. Time and transport-related constraints may be somewhat addressed by connecting public parks and recreation sites to public transport routes. As the share of ethnic minorities and elderly people in American population is expected to increase in the future, innovation in outreach, marketing, and recruitment may be needed to increase their participation to outdoor recreation.

### [Latino Outdoors: Using Storytelling and Social Media to Increase Diversity on Public Lands](#)

Authors: David Flores, Karmon Kuhn

In 2013, for the first time in United States history, more than 50% of children younger than age one were minorities. Latinos are the nation's largest-growing minority group, and by 2050 are estimated to comprise 28% of the total U.S. population.

Despite the exponential growth of minorities generally and Latinos in particular, **land management agencies have been slow in responding to these major racial and ethnic demographic shifts, particularly within the context of outdoor recreation activities.** The purpose of this article is to show how Latino Outdoors is providing diverse and family-focused outdoor-recreation opportunities by **using storytelling and cutting edge social-networking technology to build avenues for access to public lands and a Latino-centered message of environmental awareness and belonging.**

In the past four years, Latino Outdoors grew from one person to 180 volunteers, 44 of whom function as volunteer leaders, and two paid full-time employees, all of whom have together organized outings in 14 states across the country. Storytelling and social media work as mechanisms to communicate the value of nature and interaction with the natural environment

as part of a modern Latino identity. Engaging with cultural and ethnic diversity, Latino Outdoors and its partners have built a national network that values and advocates for the wealth of experiences that the environment and recreation can provide to the over 57 million Latinos in the United States, who are underserved by public land-management agencies. Through its use of storytelling and its online presence, **the organization is creating a space for new social and cultural meanings of the outdoors using counternarratives that question normative American outdoor experiences that privilege an able-bodied white middle-class user.** Latino Outdoors' staff promotes shared narratives in the conversation about the nation's changing meaning of outdoor experiences within an increasingly diverse society. **A storytelling focus could be applied within recreation programs** for the purposes of creating more culturally sensitive services, understanding land-use differences both within and across racial/ethnic groups, and developing mechanisms for collaborative goal setting that includes diverse community voices.

### [Dreaming About Access: The Experiences of Transgender Individuals in Public Recreation](#)

Authors: Linda Oakleaf, Laurel P. Richmond

**There has been little research about transgender individuals and their needs, especially within leisure settings** (Grossman, O'Connell, & D'Augelli, 2005; Lewis & Johnson, 2011). Nevertheless, **public recreation agencies are responsible for ensuring that all of the citizens they serve have equitable access to leisure facilities and programming.** Additional research is needed to understand the barriers, needs, and wants of the transgender community. The purpose of this study was to explore the experience of transgender adults and their perceptions of public recreation. This study, rooted in transgender theory (Nagoshi & Brzuzy, 2010) and using qualitative research methods (Charmaz, 2006), consisted of semi-structured interviews with adults who self-identified as transgender.

**Three major themes emerged from the data: managing risk, negotiating privilege, and embodying gender.** Participants stated that they felt parks to be safe places, but also described their **struggles to keep themselves safe within public recreation spaces.** Participants also discussed their changing access to privilege and the effects of cisnormativity, the presumption that everyone's gender matches their assigned gender at birth and is immutable. The cisnormative assumptions participants faced affected their daily interactions with others, including encounters they had within public recreation. Finally, participants related ways in which they embodied gender and were able to express themselves more fully through leisure.

Practitioners who wish to translate data from this study into policy should focus on two areas: **removing barriers to access, and affirmatively encouraging participation.** The barriers discussed most often by participants related to public/ private spaces such as bathrooms, locker rooms, and showers. Practitioners should ensure that all locker rooms, bathrooms, and showers allow for privacy. As is frequently the case with universal design, this will benefit many users who are not transgender. While the best practice would be to provide gender neutral spaces, at a minimum there should be at least one stall with a door in each bathroom and curtains or other barriers in all showers. Policies and procedures should affirmatively include participants across the gender spectrum and should be aimed at increasing participation.

**[A Research Strategy to Ignite the Science of Outdoor Recreation on Public Lands](#)**

Authors: Anna B. Miller, Lee K. Cerveny, Monika M. Derrien, Steven Selin, Dale J. Blahna

To respond to changing demands for outdoor experiences on public lands, managers and researchers specializing in outdoor recreation and tourism are calling for a shift in the way we think about, study, and manage recreation. **New and updated conceptual frameworks and management tools are needed to guide agency decision-makers as they face complex and dynamic outdoor recreation management challenges.** This article introduces a research strategy that seeks to align management needs with actionable research on sustainable recreation and tourism.

Eight (8) Research Focus Areas (RFAs) are proposed in the strategy. These RFAs were identified and developed through a collaborative process involving researchers and practitioners from government, academia, industry, and non-profit sectors. We emphasize the importance of interdisciplinary, interagency collaboration to solve modern challenges in outdoor recreation management from the site to landscape scale.

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