

# Application of the Importance- Performance Estimate in outdoor recreation planning and management

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*“...human beings have an innate or hereditary need to experience and affiliate with nature...”*

(Stewart-Pollack, 1996)



# Parks Movement



Birkenhead -1847



Central Park -1853

# Recreational planning most often relies on “best guesses”

Planners are accurate in predicting the desires of recreationists in 60-75% cases

(Hendee & Harris 1970; Jensen 1993)



(Thröstur Eysteinnsson, 2008)

**Icelandic forest recreational planners  
should concentrate at least 90% of their  
efforts on providing**



**Toilets!!!**



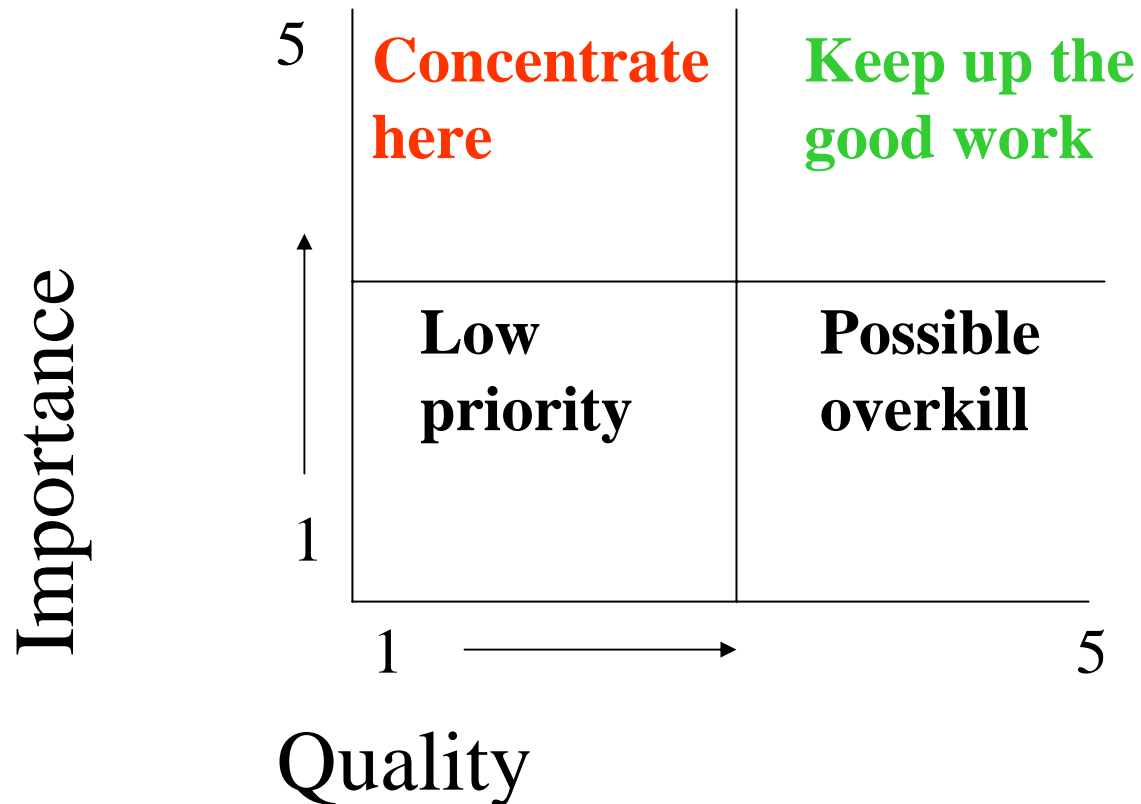
**Huge Parking Areas**

# Importance-Performance Estimate

Developed in 1997 by market researchers Matilla and James for use in the banking system

Compares the importance placed on services and the level of quality perceived by consumers

# Importance-Performance Estimate



# Study areas

2 Urban forests  
(day-use areas):  
Heiðmörk  
Kjarni

2 Rural forests  
(overnight areas):  
Hallormsstaður  
Vagfir





# Survey 2007

Designed in three sections:

- 1) Preference levels
  - How important is...?
- 2) Quality of existing conditions
  - How was...?
- 3) Benefits achieved from forest visit

Self-administered mail in survey

Reminder letters and a thank you letter

accompanied by a copy of the *IFS* calendar

ÚTIVISTARKÖNNUN

SUMAR 2007

Name of forest

Skógrækt ríkisins  
Miðvangur 2-4  
700 Egilsstaðir



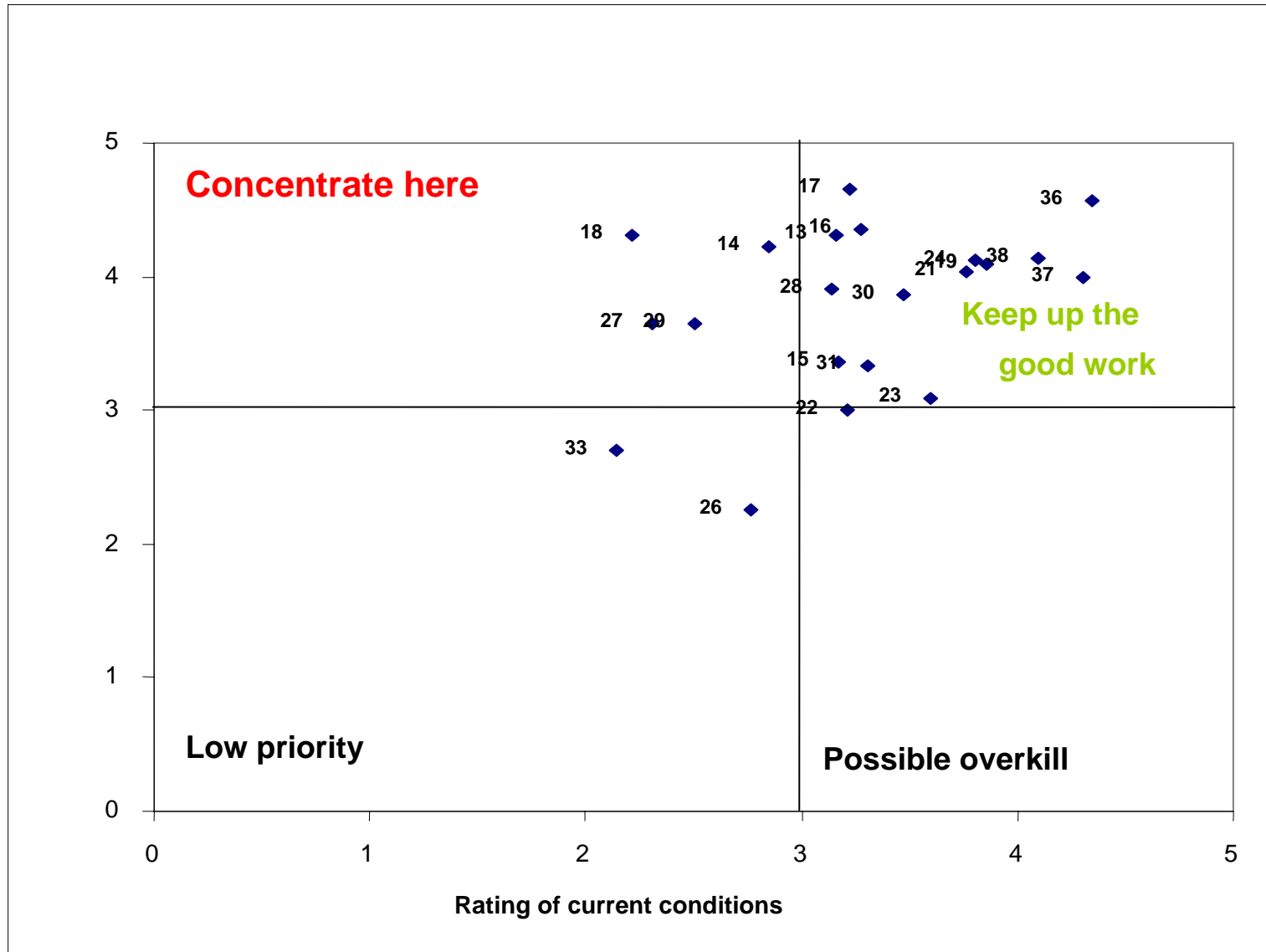
# 2007 Survey

Overnight areas:  
136 questions (12 pages)

Day-use areas:  
114 questions (10 pages)

Forest	Number of people signing up to participate in survey	Number of surveys returned as undeliverable	Percent of valid surveys returned
Hallormsstaður	103	3	55%
Vaglir	132	1	71%
Heiðmörk	141	4	56%
Kjarni	42	3	62%
<b>Total N=</b>	<b>418</b>	<b>11</b>	<b>61%</b>

# IPE-Kjarni



# Kjarni

- Improvement needed:
  - Trail markers along the paths
  - Restroom facilities
  - Information about the length and difficulty of trails at trailheads
  - Placement of benches along the trails especially after difficult sections
- Little importance are
  - Educational markers
  - Presence of easily identifiable staff.

# Using IPE

- Management can raise or lower the base-lines
- Outcome from one area, such as Kjarni, should not be applied directly to another area
- In planning a new area, results from several similar areas can be combined for use as a base model.
- The survey and resulting IP estimate is not a one time only thing. It should be used at regular intervals to keep track of changes in recreational trends.
- Developing quality standards

## In closing...

- It is imperative for recreational planners and managers to actively and regularly seek the opinions of their guests
- The Importance-Performance Estimate provides a versatile and powerful tool that is both simple and inexpensive
- The use of methods and theories from other disciplines in planning and managing forests is fully warranted



Thank you