

## A Methodology for Recreation Management

### Fiordland National Park



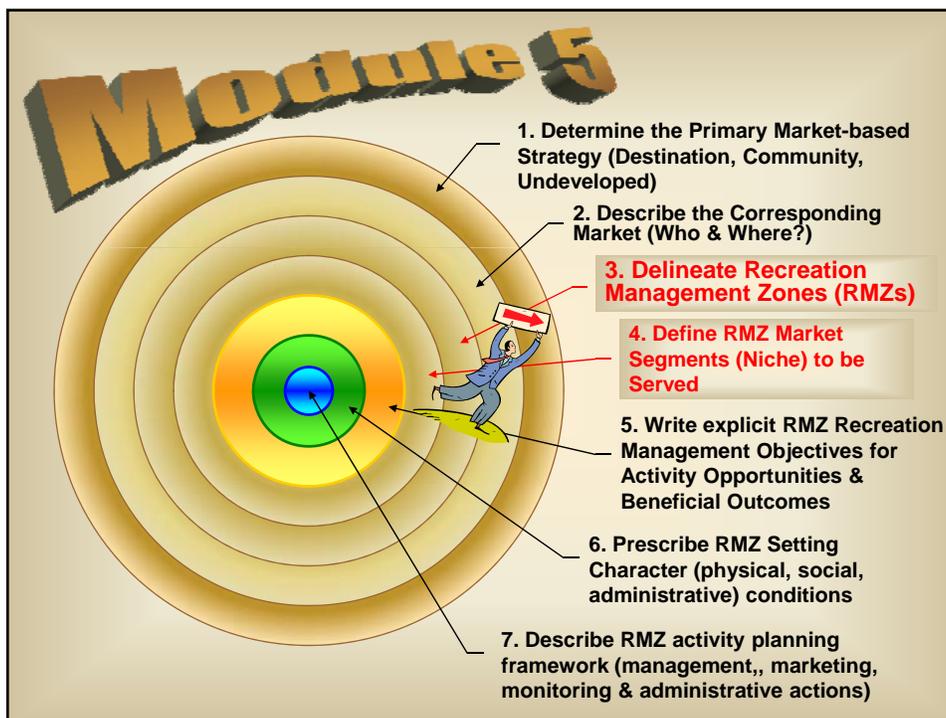
The department's aim is to provide for a range of recreation opportunities within the park without compromising the natural and historic values.

To facilitate the provision of the range of opportunities, experiences & benefits being sought by visitors, the park has been split into RMZs.

These RMZs will 'set the scene' for the type of activities & effects that are appropriate within a particular RMZs thereby protecting the experience & benefits of those undertaking the activity.

The RMZs are specific to recreation management in the park.

<http://www.doc.govt.nz/Explore/001-National-Parks/Fiordland-National-Park/Fiordland-National-Park-Management-Plan-Draft/108-4.3-Recreation-and-Tourism-Management-Visitor-Settings.asp>



# RMZ MATRIX



Special Recreation Management Area		
SRMA PRIMARY MARKET STRATEGY	SRMA MARKET	
Recreation Management Zone		
RMZ MARKET SEGMENT (NICHE)		
RMZ OUTCOME OBJECTIVE		
TARGETED OPPORTUNITIES & OUTCOMES		
Activities	Experience	Benefits
		Personal: Community/Social: Environmental: Economic:
PRESCRIBED SETTING CHARACTER		
Physical	Social	Operational
Remoteness:	Contacts:	Mechanized Use:
Naturalness:	Group Size:	Management Controls:
Facilities:	Evidence of Use:	Visitor Services:
IMPLEMENTATION (ACTIVITY) PLANNING FRAMEWORK		
Management		
Match-up Marketing (inc. education & interpretation)		
Administration		
Monitoring		

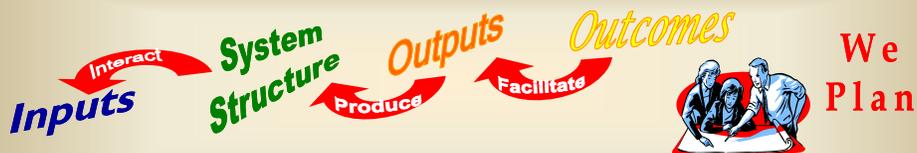
Within each RMZ, make the following allocation decisions for the 4 **defining** characteristics

**4. Describe activity planning framework**

**3. Prescribe recreation setting conditions**

**1. Identify the recreation market segment (niche)**

**2. Write explicit recreation objectives**



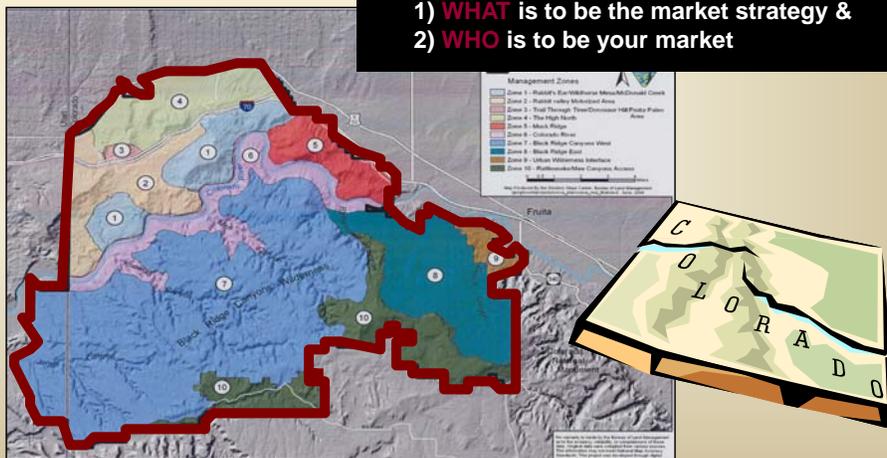
## Identifying a Market Strategy & Market

### Primary Market Strategy & Market

This is a *Strategic* Decision:

for the entire SRMA...

- 1) **WHAT** is to be the market strategy &
- 2) **WHO** is to be your market



### RED RIDGE SPECIAL RECREATION MANAGEMENT AREA

Primary Market Strategy = **COMMUNITY**

Market = **RESIDENTS OF THE ROCK RIVER VALLEY**

**Special Recreation Management Area**

**Red Ridge Special Recreation Management Area**

SRMA PRIMARY MARKET STRATEGY	SRMA MARKET
<b>Community</b>	<b>Residents of the Rock River Valley</b>

**For Each Recreation Management Zone**



**Special Recreation Management Area**

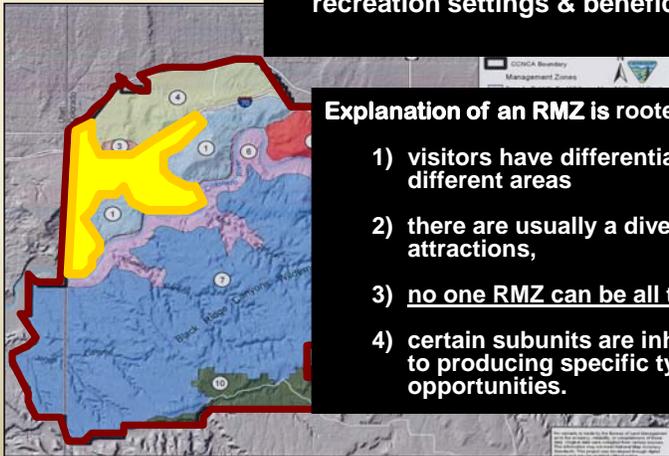
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Required to **DELINEATE** and define our RECREATION PRODUCTS.

**RMZ**

Definition: **Recreation Management Zone (RMZ)**

Subunit of a SRMA managed for distinctly different recreation products (activities, recreation settings & beneficial outcomes).



Explanation of an RMZ is rooted in the fact that...

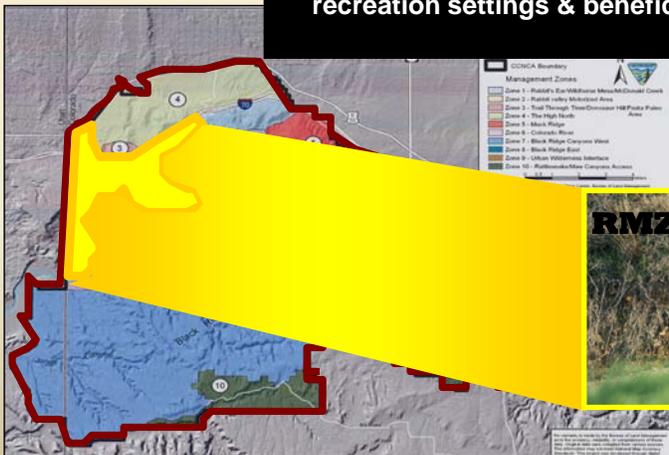
- 1) visitors have differential preferences for different areas
- 2) there are usually a diversity of recreation attractions,
- 3) no one RMZ can be all things to all people,
- 4) certain subunits are inherently more suited to producing specific types of recreation opportunities.

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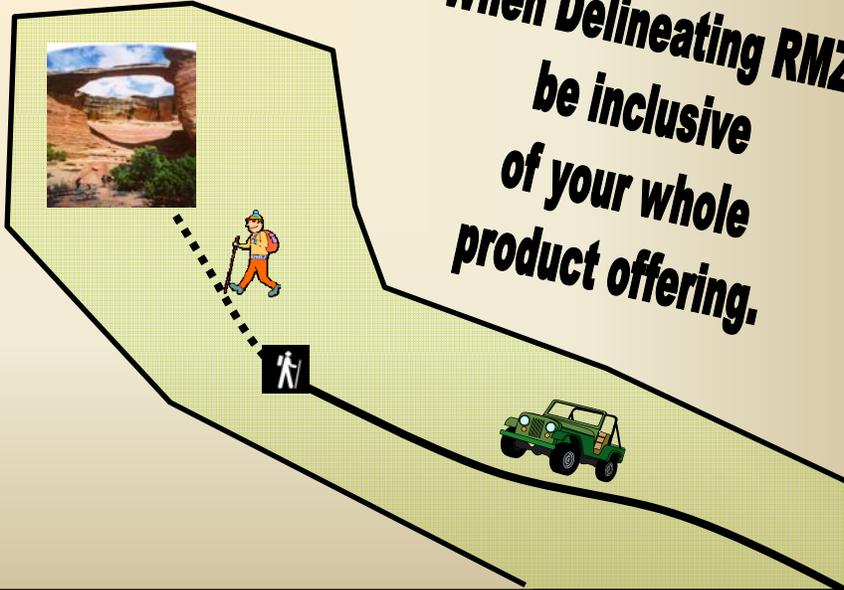


**RMZ = Valley View**



Required to **DELINEATE** our RECREATION PRODUCTS.

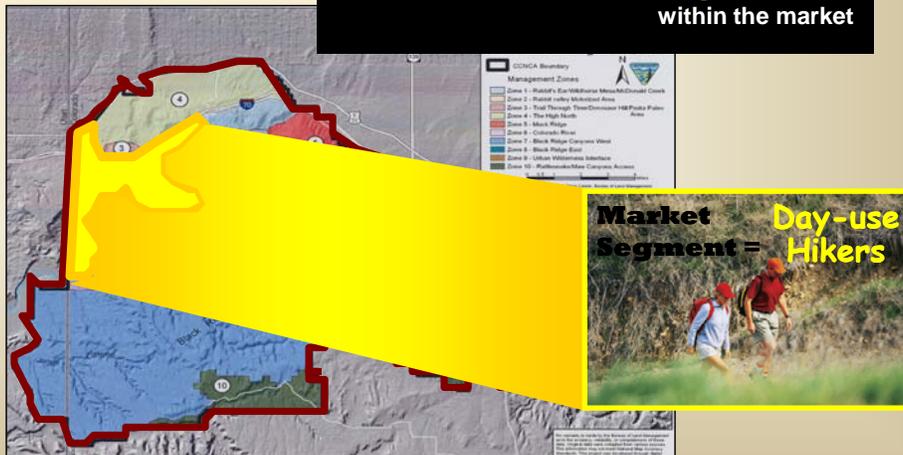
**When Delineating RMZs  
be inclusive  
of your whole  
product offering.**



Required to delineate and **DEFINE** our RECREATION PRODUCTS.

**Market Segment  
(Niche)**

**WHICH CUSTOMERS "Market Segment"  
within the market**



Special Recreation Management Area  
 Recreation Management Zone

**Red Ridge Special Recreation Management Area**

SRMA PRIMARY MARKET STRATEGY	SRMA MARKET
<b>Community</b>	<b>Residents of the Rock River Valley</b>
<b>Valley View</b>	<b>Recreation Management Zone</b>
<b>RMZ MARKET SEGMENT (NICHE)</b>	
<b>Day-use Hikers</b>	

Find what you're looking for in  
**MONTANA**

GPS

CIVILIZATION  
 CONNECTION

457 36, 9N 110E 25, 4W

Heritage riding in the Absaroka Mountains • Call 1-800-VISIT-MT (847-4668), Ext. 637 for a free vacation planner • www.visitmt.com

Primary Market Strategy- Destination  
 Market – **Outdoor enthusiasts vacationing in the Northern Yellowstone region**

**Market Segment:**  
 WHICH CUSTOMERS within that market

**?**

Horseback riding in the Absaroka Mountains • Call 1-800-VISIT-MT (847-6668), Ext. 617 for a free vacation planner • www.visitmt.com

**Primary Market Strategy- Destination**

Market – **Outdoor enthusiasts vacationing in the Gallatin Valley**

**Market Segment:**

**WHICH CUSTOMERS** within that market

**“Nature-based family vacationers.”**

After we identify the recreation market,  
We need to **DELINEATE** & **DEFINE** our **PRODUCTS**.

**WHICH CUSTOMERS**  
within that  
primary market

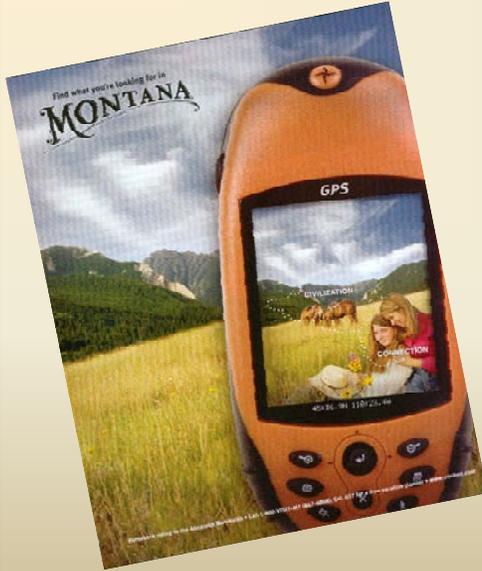
**Questions to think about:**

1. Are the settings and/or possible recreation opportunities of the RMZ **highly valued**?

**What makes this the products of this RMZ *distinctive*?**

3. Are these products **provided anywhere else in the overall market area? If so, why provide them here?**

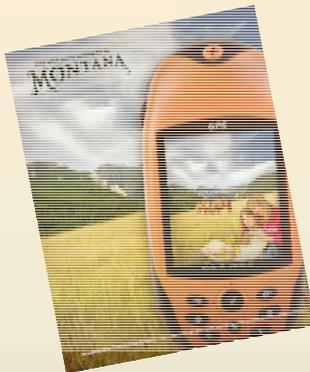
After we identify the recreation market,  
We need to **DELINEATE** & **DEFINE** our **PRODUCTS**.



*Having difficulty  
identifying a market  
segment (niche) for  
any particular RMZ?*

*Maybe it really isn't a  
separate RMZ!*

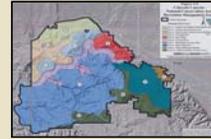
After we identify the recreation market,  
We need to **DELINEATE** & **DEFINE** our **PRODUCTS**.



*Can you have more  
than one market  
segment (niche) in a  
RMZ?*



## Your assignment is to:



### Think about...

1. your customers **PREFERENCE & DEMAND**, &
2. the **SRMA SUPPLY** of Activities, Settings, & possible Experiences/Benefits

### 1. Delineate RMZs using the 4 defining characteristics...

- a. it serves a *different* recreation niche within the SRMA;
- b. produces a *different* recreation opportunities and facilitates attainment of *different* experience and benefit outcomes (to individuals, to households and communities, to economies, or to the environment);
- c. has *distinctive* recreation setting character; and
- d. requires a *different set* of recreation provider actions.

a. **WHICH CUSTOMERS** within that primary market are the best match ...

b. for the **KINDS of RECREATION OPPORTUNITIES** your targeting.

### 2. Write niche statements for each RMZ.