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Creativity Shining Through: A Geotourism Analysis in Spring Green, Wisconsin

Introduction

Canoeing down the Lowe Wisconsin River, paddlers encounter a variety of the state's natural and cultural wonders; blue herons stepping through marshes, rolling bluffs set against the open sky, and local residents casting lines off wooden docks. Our group's research interests span the discipline of geography, linking people with environment and evaluating ways in which they use their space, much like a paddler observes his or her surroundings. Our particular interests include sustainable tourism, working to provide incentives to protect natural areas, encouraging a vested interest in conserving biodiversity, urban parks and green space, and ecotourism as a form of community development. Combining our interests, we analyzed geotourism in Spring Green, as defined by National Geographic's Center for Sustainable Destinations, a forerunner in the emerging field of geotourism. Our research and conclusions are valuable to the Spring Green community, whose motto is "Creativity Shining Through" because they shed light on the impact of the area's tourist industry. The geotourism industry is a phenomenon generally applied to international or well-known places. However, we feel this project is an interesting complement to existing research, as well as our personal research endeavors.

Literature Review

Geotourism was first introduced as an idea in 2002 by National Geographic Traveler Magazine and the Travel Industry Association of America. Jonathan B. Tourtellot, editor of National Geographic, and wife Sally Bensusen coined the term a few years earlier due to the need

for a concept more encompassing than simply *sustainable tourism* or *ecotourism*. In the past two decades ecotourism has arisen as a popular strategy for merging the interests of environmental conservation and development, as the ideal combination of a sustainable use of the environment and community-based-conservation, an economic activity that transects many sectors, levels, and interests. To thoroughly understand geotourism, one must first have a solid understanding its discursive root, ecotourism. In many ways, ecotourism has been a reaction to the suppression of livelihood strategies that are no longer viable due to international conservation strategies for local communities. For consumers, ecotourism has been gaining popularity on the general belief that ecotourism is less harmful on the environment and local communities than other types of tourism. While biologists hail ecotourism as a profitable road to conservation (Lindberg, 1998, Sherman & Dixon, 1991), and development agencies sight ecotourism as successful economic development in third world contexts (Diamantes, 2004, Wunder, 2000), scholars have recently critiqued its inability to provide sustainable mutually beneficial relationships for the community and the environment. Geotourism hopes to address this issue.

Much of the discourse surrounding ecotourism and its potential impacts depend wholly on the definition used. The issue of scale, whether ecotourism is a project of the nation, region, or small community is not present in any definition, although must have a significant impact when assessing the impact of ecotourism. Perhaps the most popular definition is that of The Ecotourism Society, coined in 1991: "Responsible travel to natural areas that conserves the environment and improves the well being of local people". Most authors agree that ecotourism is more than just nature-based tourism or adventure tourism, and must include ecological and socio-economic benefits for local communities as well as an education component. However, the term is somewhat ambiguous and defined by the people themselves, allowing actors to speak the same language while pursuing different objectives (Gray, 2002).

Ideally ecotourism is a perfect combination of development and conservation that includes the local population; the essential feature is sustainability (Wearing & Neil, 1999). In theory it should provide a viable economic alternative to environmental exploitation often caused by development (Diamantis, 2004), turning a country's natural beauty into its comparative advantage (Carter & Lowman, 1994). Peattie et al, (1999) shows how ecotourism is stimulating a post-industrial economy in Tasmania and Newfoundland, once dependent on primary production that can now capitalize on natural assets. Wunder (2000) analyzed three indigenous Cuyabeno communities on the Colombia-Peru border involved in different levels of ecotourism participation, in which all three communities generated significant additional monetary income.

Ecotourism should also promote the conservation of environmentally sensitive areas (Valentine, 1991), and involve local populations much more than mass tourism, even stop the decrease of cultural heritage (Carter & Lowman, 1994). Sherman and Dixon (1991) discuss how marine ecotourism revenues in the Philippines allowed for the prohibition of logging in a nearby watershed, as logging would lead to the sedimentation of offshore waters and the revenue would not have compensated for the damage caused to the marine environment.

Local tourism income provides a powerful incentive for conservation, by making traditional resource management more sustainable, by substituting degrading activities, and by increasing local protection capacity against external threats (Wunder, 2000). Lindberg (1998) summarized studies in the East African savanna, which found that lions and elephant herds generated far more income when exploited for wildlife observation as opposed to trophy hunting. Honey says "around the world, ecotourism has been hailed as a panacea: a way to fund conservation and scientific research, protect fragile and pristine ecosystems, benefit rural communities, promote development in poor countries, enhance ecological and cultural sensitivity, instill environmental awareness and social conscience in the travel industry, satisfy and educate the discriminating tourist, and some claim,

build world peace” (Honey, 1999, p.4)

The reality of ecotourism is that while better than any other form of tourism, it does not hold up to its ideals. Ecotourism requires much support, in the form of regulations and restrictions, from all participating actors. In the context of the Third World, this may not be possible and it is unfair for the local community to bear this cost (Forsyth, 2002). The contradiction between local involvement and environmental conservation within development prioritizes western views of nature and blames the host community when things do not go according to plan (Gray, 2002). Forsyth (2002), shows how the government was unable to stop the planting of palm trees to meet tourist’s expectations of what a Thai beach should look like, damaging a sensitive ecosystem and reinforcing what could be a detrimental ideal of island culture and environment. Further, Kontogeorgopoulos (1999) shows how the Thai government was also able to use ecotourism to ultimately boost overall tourism growth, further endangering fragile ecosystems.

The critiques associated with ecotourism are varied and focus mainly on the impact on the environment and the communities involved, arguably the two things it should benefit most. Generally these critiques follow those levied against development, tourism, and nature-focused conservation. First, the problem associated with the term sustainable development is inevitably associated with the debates surrounding ecotourism. One of the most popular ways in which ecotourism is experienced is through visiting protected areas (biosphere reserves, national parks, etc.). Wearing & Neil (1999) argue that nowhere are the conflicting views over ecotourism more evident than the current debate over the function and purpose of protected areas, the debate between preservation and use, ecotourism embodies this dilemma. Protected areas are often associated with the removal and restriction of traditional use for the original inhabitants (Cater & Lowman, 1994) and therefore cause unrest in conservation and development discourse. For example, Perreault (1996) addresses a situation in the Ecuadorian Highlands in which a protected area lead to

community fracturalization and violence when ecotourism and the protection of nature was pitted against tradition land-use livelihoods.

Also, tour operators often have little stake or financial investment in the host destination and therefore have little interest in the long-term sustainability of a place, placing responsibility on the tourist, who may or may not be concerned about their impacts (Priskin, 2003). Many use ecotourism as a marketing ploy to re-label their product to charge higher prices (Diedrich, 2007). Even when the environment is taken into account the services requested and expectations of tourists, who are often not environmentalists themselves (Cater & Lowman, 1994), often burden the land to a much greater extent than those who live there.

The imposed western values on local communities, including ideas of nature and culture, and the reasons behind the rise in ecotourism as a desirable activity for those living in the western world have not been widely addressed in the literature. Weaver (2002) does address ecotourism as an elitist concept, conforming travel destinations to western ideals (Forsyth, 2002), in search of 'authenticity'. However, the nature-culture dichotomy (Ortner, 1974) and wilderness myth (Cronon, 1995 & Slater, 1995) assumed in western culture is not evaluated in terms of ecotourism's potential impact on local communities.

The most recent literature show that the community must focus on a number of objectives: financial, economic, social, cultural, and environmental to develop successfully and sustainably (Zografos & Ogfethorpe, 2004). Geotourism has the ability to contribute positively to all of these objectives. Some define the "geo" in geotourism as geology and geomorphology and natural resources of landscapes, landforms, fossil beds, rocks and minerals with an emphasis on appreciating the processes that are creating and created those features. "Tourism" is then defined as visiting geo-sites for the purposes of passive recreation, engaging in a sense of wonder, appreciation and learning. There are no requirements regarding tours and accommodations. Geotourism is a

distinct sub-sector of natural area tourism and does not include tourism that focuses on wildlife or cultural heritage, just simply landscapes (Newsome & Darling, 2006), a definition disputed by other scholars in the field of geotourism.

The most popular definition of geotourism is the one given by the National Geographic Society's Center for Sustainable Destinations. More than just "ecotourism," geotourism is the "integrity of place," and states the following as criteria in assessing the authenticity and stewardship of place; (1) Environmental and ecological quality, (2) Social and Cultural Integrity, (3) Condition of historic buildings and archeological sites, (4) Aesthetic appeal, (5) Quality of tourism management, and (6) Outlook for the future (National Geographic, 2009). Although there is not one working definition of geotourism, our paper contributes to the discourse of this developing field.

Methods

In our research, we utilized many data sources; participant observations and interviews, Wisconsin's Department of Natural Resource report on the state of the Lower Wisconsin River Basin, the National Geographic Society's Center for Sustainable Destinations, and the Wisconsin Historical Society's Visual Archives.

Terms

Geotourism: tourism concerned with the "integrity of place" as defined by the following six criteria: environmental and ecological quality, social and cultural integrity, condition of historic buildings and archeological sites, aesthetic appeal, quality of tourism management, and outlook for the future.

The Following terms come directly from National Geographic's Center for Sustainable Destination Website:

Community Involvement: tourism based on community resources to the extent possible,

encouraging local small businesses and civic groups to build partnerships to promote and provide a distinctive, honest visitor experience and market their locales effectively, which includes developing approaches to tourism that build on the area's nature, history, and culture, including food and drink, artisanship, performance arts, and the like.

Community Benefit: micro- to medium-size enterprises and tourism business strategies that emphasize economic and social benefits to involved communities, especially poverty alleviation, with clear communication of the destination stewardship policies required to maintain those benefits.

Tourist Satisfaction: satisfied, excited tourists which bring new vacation stories home and send friends off to experience the same thing, thus providing continuing demand for the destination.

Conservation of Resources: businesses which minimize water pollution, solid waste, energy consumption, water usage, landscaping chemicals, and overly bright nighttime lighting.

Land Use: development pressures are anticipated and techniques are applied to prevent undesired overdevelopment and degradation. Tourism attractions are self-contained, such as large-scale theme parks and convention centers unrelated to character of place, and are sited in needier locations with no significant ecological, scenic, or cultural assets.

Interactive Interpretation: visitors and hosts are engaged in learning about the place, in which residents show off the natural and cultural heritage of their communities so that tourists gain a richer experience and residents develop pride in their locales.

Survey Objectives

The goals of our surveys are to subjectively analyze people's perceptions of their own

involvement in the community and environment and the environmental quality of the area. Due to time constraints we did not obtain a stratified random sampling of the entire community nor did we control for demographics. We understand that this caused certain limitations; it is not our aim to be comprehensive, but to complement our first hand observations and literature analysis. We relied heavily on qualitative measures in our open format survey. We administered the survey orally in places of tourism as well as other culturally significant locations (i.e. taverns, the Chamber of Commerce, the Village Hall). For the environmental quality questionnaire we handed out a short five question survey. The questions are based on a five-point scale from 1-5, five being excellent and one being poor. We did not under any circumstances interview any person under the age of 18. We made the interviewee aware that we are sensitive to their privacy and will adhere to all ethical guidelines defined in the Collaborative Institutional Training Initiative.

We used the data collected from the surveys to help answer Criterion Two and Three: Social and Cultural Integrity and Environmental Quality. These questions specifically addressed the issue of *interactive interpretation*. Survey questions are found in the appendix.

In interpreting postcards, tourist brochures, and photos in the Historical Archive's database, we analyzed the historical quality and local integrity of Spring Green. These primary sources gave historical basis to our research. We used tourist brochures from House on the Rock, Taliesin, The General Store, and other tourist locations to interpret how Spring Green wishes to portray themselves. In addition, we also took personal photographs of the city to compare yesterday and today. Social and cultural integrity is a very qualitative science, and collecting images from past and present helped contextualize the state of Spring Green today.

We used the data from the Wisconsin Department of Natural Resources (DNR) to assess the actual environmental of the area in and around Spring Green. We used the data in order to uncover specific environmental issues currently facing the area. The data pertains to the Lower Wisconsin

River Basin and we applied it to Spring Green specifically because there is no data that deals with Spring Green exclusively. We also used the data in order to structure our interviews and surveys in order to properly analyze them against actual data in order to gauge the public's perceptions and misconceptions of the issues.

Results

After two months of conducting research we have formulated a comprehensive analysis on the integrity of Spring Green's geotourism as analyzed by the six principles outlined by National Geographic's Center for Sustainable Destinations. It is important to keep in mind that we did not conduct our research during peak tourist season. Had we gone during peak tourist season, people's reactions as well as our own perceptions of geotourism's impact on the surrounding community may have differed. Through visiting the main tourist destinations and local venues, we discovered that Spring Green holds an overall strong integrity of place though there is room for improvement.

1. Environmental and Ecological quality

Based on interviews and the Department of Natural Resources data, the biggest issue plaguing the Lower Wisconsin Riverway, and specifically Spring Green, is water. The biggest response to the question, "What is the biggest environmental issues facing Spring Green?" was overwhelmingly groundwater contamination and flooding. According to the DNR (2002) much of Sauk County—of which Spring Green is a part—has limestone and/or sandstone formations at or near the ground surface. These geological formations create a shallow groundwater basin and a great potential for flooding and runoff contamination. Due to land-use activities, mostly agriculture, groundwater contamination is a big problem in the area. Atrazine, a chemical commonly used as an herbicide, has been found in the groundwater in the Lower Wisconsin River Basin and it can harm humans when consumed over a long period of time. The use of atrazine has been banned in specific

high-risk areas.

With respect to Spring Green, the area is of particular concern in the Wisconsin River Basin. There is a contaminant plume near the village that flows from a leaking underground storage tank site. As a result, methyl tertiary-butyl ether has been found in one of Spring Green's municipal wells. The levels of MTBE are still below the EPA's drinking water standards, however, they are being monitored closely and could pose a threat to the residents.

The other big environmental issue facing the area has to do with land use, specifically loss of forest land cover. By the early 1950's the forests of the LWRB fell from 80% pre settlement, to less than 20%. Today around 40% of the basin is forested. Despite this increase, it is notable that much of this new forest is fragmented and loss of habitat is still inevitable.

Many programs have been implemented in order to help rectify the environmental issues plaguing the area. The Conservation Reserve Enhancement Program, for instance, is now available to eligible residents who have agricultural land within 150 feet of an eligible body of water. This voluntary program provides incentives for landowners entering into a 15-year conservation practice contract or a permanent easement. Eligible practices under this contract and easement are: filter strips, forest buffers, wetland restoration, and grassed waterways. Another program in the area is The Drinking Water and Groundwater Program, which enforces several state statutes and administrative codes that are not enforced for the federal government. The Well Compensation Grant Program, which is also an example of a program run in the area, provides money for private owners to replace or treat their wells if they contain chemical concentrations exceeding state or federal drinking water standards. (WDNR, 2002).

2. Social and Cultural Integrity

Overall, Spring Green has a wealth of social integrity. Unfortunately we could only go by word of mouth due to the fact we did not conduct our interviews during peak tourist season, though

it appeared that you could get away from the hustle and bustle of the busy summer fairly easily if you wanted. If you visit Spring Green you will see locals going about their daily business, not a town overrun by tourism. What is not readily apparent when you visit Spring Green is a cultural division between the Arts and Intellectual Community and the Home-grown Spring Green Farming Community. This division in culture is apparent in local eateries and in talking to local shop owners and farmers, however we feel it would not detract from the tourist experience, it may even add to the diversity of the tourist experience.

Much of Spring Green's tourism thrives on the connection tourists feel with the community when they visit. One local artist explains, "By visiting with locals, often in their studios or homes, people get a very personal experience. They make a connection to the work being created and the person who is making a living doing what they love." Through analysis of visual documents, Spring Green tries to portray just that. From analysis of postcards from tourist destinations such as *Taliesin*, *House on the Rock*, and *The General Store* along with brochures and visitor's guides distributed by South Eastern Wisconsin Uplands Association, we see that Spring Green portrays itself today much as it did over forty years ago. Popular postcards of the Art Fair, Taliesin, and countryside from twenty years ago are still sold today. The images portrayed through these documents convey a community concerned with being modern while maintaining the heritage of a small-town on the Lower Wisconsin Riverway. The postcards available to tourists are not typical of postcards purchased in other destinations. They do not immediately draw tourists to Nina's Department and Variety Store for example; however, after visiting one might view these pictures as a fond reminder of the welcoming nature of Spring Green's residents.

3. Condition of historic buildings

The condition of the historic buildings in Spring Green is very impressive; plaques detailing each building's history abound in the downtown streets which gives tourists a good connection

between the original town and the Spring Green of today. The buildings themselves are well-maintained and yet not overly modernized which preserved their historical integrity. For instance, the current owner of *Gems & Designs* on South Winsted Street kept the original garage doors on her store, which was once an old Fire House and appears meticulously preserved. The owner of the General Store graciously gave us a tour of his building, and can narrate the whole history of the store. The sign above *Nina's Department and Variety Store* appears retro but in good condition. Overall, business owners know much about their buildings and take pride in the history and integrity of their space. With the exception of House on the Rock, Spring Green does not try to appear glitzy or glamorous, which is appropriate based on its small-town feel and agricultural history.

4. Aesthetic appeal

Analyzing postcards and perusing through pamphlets for Taliesin or House on the Rock, a new visitor to Spring Green may be surprised as to how un-picturesque Spring Green really is. Its natural landscape is stunning but the downtown area could not be described as quaint. Several of its shops and galleries are very attractive, but if a visitor will not find rows and rows of beautiful old buildings or a uniform architectural style. The Wisconsin Riverside Resort, marketed online and with its brochure as a full luxury experience more resembles an RV Park than an upscale resort, though its view of the Wisconsin River is extremely picturesque.

5. Quality of tourism management

Because Spring Green has yet to become a large city, the quality of tourism management has not yet become an overwhelming issue for the community, although if expansion continues, the Chamber of Commerce will have to re-think their management strategies. Currently, the tourist information building consists of nothing more than an over-whelming room of fliers, newsletters, and tacky brochures that are informative but not terribly helpful. It falls on the tourist to navigate

through all available resources and plan out their time in Spring Green accordingly. One of the most helpful resources is the free visitor's guide for South Western Wisconsin's Uplands. Well-kept signs alert drivers tooling around downtown to such sights as the library and post-office—not spectacularly thrilling sites—and yet the sign directing visitors to the Wisconsin Riverside Resort sits far back from the road. As a result, our group missed the turn and proceeded to drive all the way to Lone Rock before deciding we would not find the Resort there. Upon arrival, the general feel is more like an RV park rather than a luxury resort destination. Overall, Spring Green's points of interest are fairly well-marked but those unfamiliar to the area should definitely bring a map when visiting.

Spring Green's Chamber of Commerce maintains a village website with a calendar of events, lodging and attractions resources, a history of the town, and other useful tourist information. However, many links on the site are incomplete or missing. Even without a fully functioning website or Information Center, shop owners and other locals are extremely welcoming and eager to help you with directions. Most of the stores in Spring Green are owned and operated by women, and their Shop Owner's Association gets together every Friday at the General Store to discuss business and brainstorm ways to draw people to their town.

6. Outlook for the future

As articulated by many residents, Spring Green is in the process of planning sustainably for the future. One resident informed us the town recently began work on a "Go Green" campaign to encourage sustainable farming, as well as buying and selling local goods and services. The village granted \$50,000 to study this impact. In this respect Spring Green has done well not to turn into a Wisconsin Dells or other tourist destination marked by spectacle rather than integrity. The place still maintains its "small town" feel; locals still sit on the front porch of the General Store for their morning cup of coffee, greet each other warmly on the street in passing, and can be seen out cutting

their lawn on a warm afternoon. “The Shed,” perhaps the most popular bar and restaurant in town, judging on how frequently it was recommended to our group by locals and websites, provided Sara with her first fried cheese curd and her first Friday Fish Fry. Spring Green is a true Wisconsin town, through and through.

Spring Green also draws in both tourists and locals with special events and on-going activities throughout the year, including their new label as “The Birthday Town,” which includes free food at the General Store and steep discounts around town on your birthday and has begun to draw celebrating tourists (and their non-birthday, full-priced paying friends and family). The General Store also hosts BobFest and BeatleFest each year on Memorial Day and Labor Day, respectively, both of which appear to be growing each year. However, not every aspect of Spring Green’s outlook for the future is so rosy. Flood damage and the potential for future flooding may continue to wreck infrastructure and cause large debts. Taliesin, perhaps the most famous of Spring Green’s attractions, markets itself and Frank Lloyd Wright’s architecture as being in harmony with its natural landscape, when in fact the architect bulldozed the hillside to create a more aesthetically pleasing house, and the cost of maintenance is anything but sustainable. The American Players Theatre, too, is currently facing monetary issues from their recent renovations.

Conclusion

Searches for “geotourism,” “geo-tourism,” and “geo AND tourism” yielded zero results in a search of all volumes of the publication “Current Issues in Tourism,” a geographic electronic Journal, nor the Online Geography Bibliography database. Hence geotourism, still a burgeoning field, is many things to many people. Most research in this field inevitably focuses on the third world, because ecotourism has been used as a means of sustainable development. Geotourism, on the other hand, explicitly targets the local, with an emphasis on rich heritage of place. Ecotourism,

at the center of multiple discourses, has the potential to combine local participation, environmental conservation, and economic development. However, its reality often falls short. Geotourism furthers this ideal with a new emphasis on our own backyard.

Due to time constraints and other restrictions we were unable to comprehensively evaluate all of the facets of Spring Green's tourist industry. This analysis of Spring Green's geotourism is in no way complete. Given more time and resources we would like to better understand the subtle relationships between female small business owners. Without specifically focusing on these relationships we did notice many interesting trends. As farming, the traditional livelihood of Spring Green residents, is increasingly faced with difficulty, many women feel increased pressure to support their family. These women are able to recognize the important role of tourism in their community and take advantage of what it has to offer. It would also be beneficial to conduct more participant observations and interviews with tourists on crowded sunny summer weekends.

For good or bad, Spring Green's commerce and popularity definitely exceeds similarly sized towns in the Lower Wisconsin Riverway Area. The village has so many attractions in its area; Taliesin, House on the Rock, APT, the River, etc. which provide an excellent opportunity from which can Spring Green profit. The town itself does its part with the multitude of art and music fairs. And yet, their Tourism Office is a tiny, oft-unmanned office with little direction for tourists driving into town not having any idea where they are going, and the village website is incomplete and still under construction. Whether Spring Green's motto *Creativity Shining Through* is a true testament to the town, only time will tell.

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Appendix of Survey Questions and Photographs

Oral questionnaire for Social and Cultural Integrity:

1. Are you a resident of Spring Green? If so, how long have you lived in the area?
2. Have you ever visited any of the following places? If so, how many times?
House on the Rock
Taliesin
The American Players Theater
3. Do you think tourism has an overall positive/negative/neutral effect on the community of Spring Green? Please explain.
4. Are you affected by tourism in Spring Green? If yes, please explain. (i.e. do you work either directly or indirectly with tourists? Not at all?)
5. How would you describe the culture of Spring Green?
6. How important is preserving this culture to you?
7. If you could tell a visitor one thing about Spring Green what would that be?

Questionnaire for Environmental and Ecological Quality:

1. On a scale from 1 -5 (1 being poor, 5 being excellent) how would you rate the environmental quality of Spring Green?
2. On a scale from 1 -5 (1 being poor, 5 being excellent) how important is environmental quality to you?
3. What do you think is the biggest environmental issue currently facing Spring Green?
4. Have you been given information about the quality of your groundwater? If yes, what?
5. On a scale from 1 -5 (1 being poor, 5 being excellent) how important is preserving green space and forest to you?
6. Do you know of any projects that are currently removing green areas?
7. Is deer overpopulation an issue to you? If so what should be done?

8. On a scale of 1-5 (1 being not at all, 5 being very important) how important is preserving nesting ground and habitat for wild and endangered birds to you?



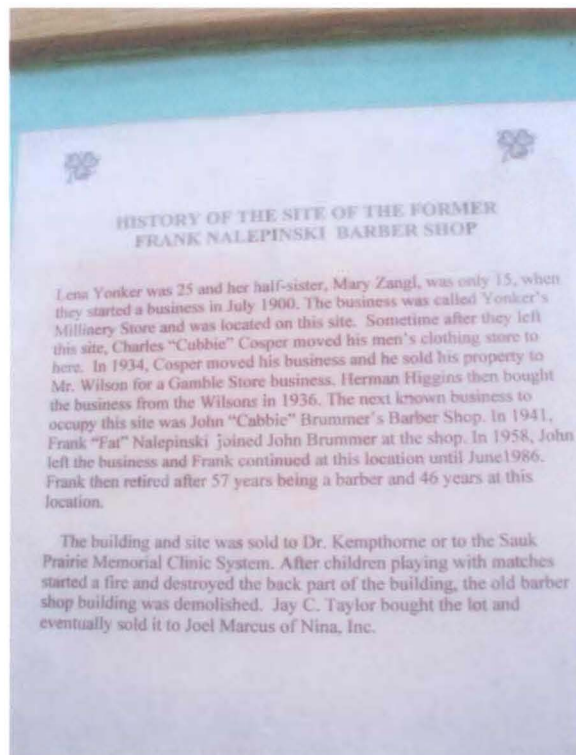
The Wisconsin River: This shows the environmental quality and aesthetics of the area, which is a huge tourist draw.



Residents and Tourists Inside the Spring Green General Store: people come here to get together and socialize, it acts as a community center in some ways.



The Spring Green General Store: this acts as a big tourist attraction and is what residents call a “Spring Green must see”



One of The Many Signs Explaining the History of the Buildings: these signs help to guide and inform the tourists. It gives the tourists a feel of what Spring Green may have been like, compared to what it is today.



Sara Enjoys Her First Cheese Curd Ever at “The Shed”: a visit to Spring Green allows for people to get the true Wisconsin experience.



The Wisconsin Riverside Resort: a popular tourist attraction, the Riverside Resort contrasts with the tourist meccas and expensive attractions like Taliessen and The House on the Rock, highlighting the division between the two types.



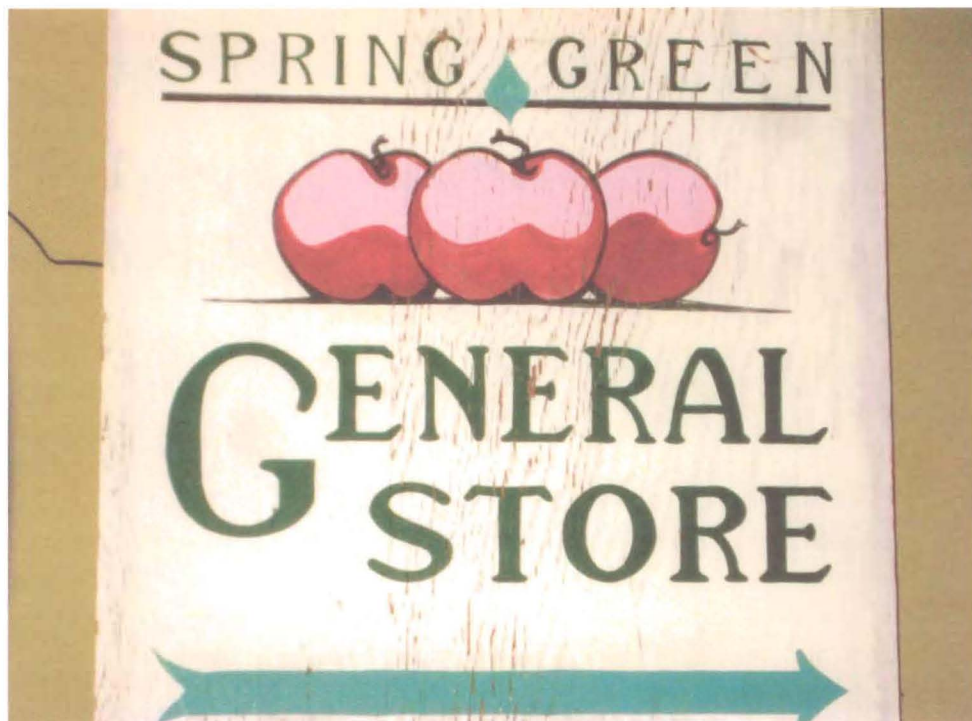
Spring Green is Known As “The Birthday Town”: Known as a tourist attraction, when it is your birthday, Spring Green treats you to free things and experiences as a way to draw more people to the town.



A Plaque Dedicated and Describing a Historic Building in Downtown Spring Green: these signs help tourists learn and appreciate the town



A Plaque Showing a Historic Site in Downtown Spring Green



The Spring Green General Store