Research Article

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Segmentation of Ecotourism Demand in a National Recreation Area: The Samanes Park Case, Ecuador

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Abstract

In the city of Guayaquil of Ecuador is located the Samanes National Recreation Area. This protected area is very visited for its diverse ecotourism activities that are carried out in this site. The empirical work was developed in situ, using a questionnaire and applying the Factorial Analysis as multivariate techniques tries to identify the different segments of the demand. The results show that there are three clusters of visitors: the first group is made up of "multiple motivational tourists", with high motivation in all variables such as enjoying the environment and pure air, playing sports and enjoying public recreation spaces. The second group is made up of "indifferent tourists", who present average scores on the motivational variables, as enjoying the environment and pure air, enjoying the public recreational spaces and performing sports. The third group is the largest and are known as the "Ecotourists", who have high motivations in variables such as enjoying the environment and pure air, enjoy the public recreation spaces, sports and activities in nature and low motivations in the other variables. Carrying out segmentation studies in ecotourism in a recreation area, contributes with important information so that the public institutions in charge of the administration of these protected areas and the providers involved could supply products according to each segment of the demand.

Keywords: Segmentation, motivation, ecotourism, tourism, Samanes Park

1. Introduction

In the current moments to effectively manage a tourist destination involves knowing the main reasons that attract visitors and identify segments of consumers, developing business strategies adapted to target groups (Meiriño, Brea, Vila, and López, 2016). Thus, recognizing that the reasons for ecotourists are different is important for tourism managers, and adapting to the needs of this market segment is fundamental (Álvarez, 2012). From this perspective, Díaz (2005) mentions that the most important elements of an ecotourism trip are: Being in a natural enclave and observing wild species. Therefore, the demand seeks activities in the natural environment, and these are found in the natural areas, where, in addition, the cultural and patrimonial aspects of the place must be included (Castellanos & Orgaz, 2013).

In this context, the Samanes Park called "Samanes National Recreation Area" in June 2013 occupies an area of 800 hectares. It is located within the urban perimeter north of the city of Guayaquil, province of Guayas. It is the result of the project called "Generation and Restoration of green areas for the city of Guayaquil: Guayaquil Ecológico" executed by the Ministry of Urban Development and Housing (MIDUVI) in conjunction with the Ministry of the Environment (MAE).

Thus, the Samanes Park is part of the National System of Protected Areas (SNAP), within the category of Natural Recreation Area, which according to the MAE is a small area that covers an area of 5,000 to 10,000 hectares. The same can be found altered and with constant human presence, its primary focus is the conservation of the natural landscape. The Samanes Park is visited in great quantity by the neighboring populations with the purpose of leisure and recreation activities.

The recreational use of the Park is high flow, since its income is free and there is a low restriction in the use of it, so it is important to conduct studies on segmentation in a protected area like this. At the present moment no scientific studies have been found that address this issue in the Samanes National Recreation Area; that is why this article aims to conduct a study of the segmentation of demand on this site to determine the types of visitors and their characteristics related to this type of tourism.

To reach the approximate results, the study is structured in the following parts: It starts with the introduction, in a second section the literature is reviewed, in a third section the description of the geographical area is presented, in a fourth section it is presented The methodology used in the research and in a fifth section show the results and discussion of the present empirical study. The manuscript ends with the conclusions and the bibliography used.

2. Literature Review

About market segmentation, one of the researchers who began conducting studies on this subject was Smith (1956) who states that "a heterogeneous market can be seen as a combination of smaller homogeneous markets and the study of it can give a general idea of the population ". Another pioneer in this line is Cohen (1972), who affirms that tourist experiences are fixed between two concepts: degrees of novelty and strangeness. From this perspective, for Woodside and Martin (2008) market segmentation offers a competitive advantage to whoever uses it since the importance of segmenting the market lies in the fact that most resources should not be wasted in trying to reach all the market without any clear objective, in this way, this process helps the efficient use of resources. In this sense, the segmentation of heterogeneous tourists according to their motivations allows tourism providers to create products and services that are preferred and valued by the destination markets (Lee, Lee, & Wicks, 2004). Thus, according to Ho, Ip, Lee, and Mou (2012) market segmentation represents the decisive criterion to determine which client groups should be addressed and how to use resources more effectively and evaluate different competitive strategies efficiently. In this topic, Middleton, Fyall, Morgan, and Ranchhod (2009) point out four segmentation criteria that are the most used: demographic, geographic, behavioral and psychographic. Often, market segmentation is developed from theories of behavior such as motivation or recreational specialization (Kim, Kim, and Ritchie, 2008).

On the other hand, "ecotourism" or "ecological tourism" is presented as a concept since the

18th century under different names (Hetzler, 1965). Thus, in its beginnings it was adopted to describe the phenomenon resulting from the tourism-nature relationship (Wallace & Pierce, 1996). It is important to mention that ecotourism became popular between the 70s and 80s, due to the negative impacts caused by tourism in different destinations (Ziffer, 1989), hence perhaps one of the first attempts to define the "ecotourism" that appears in these years he defines it as "a tour of tourism to intact natural areas and not contaminated by human factors, with the specific purpose of studying, admiring and enjoying the landscape, wild animals and plants in this, as well as any cultural event (past and present) found in these areas" (Ceballos-Lascurain, 1987).

In this context, referring to the motivations in Ecotourism, for Vanegas (2006) the tourist is motivated to be educated and sensitized from the environmental and cultural point of view through the experience with nature. In the same vein, ecotourism involves identifying nature as the main motivation to travel, in order to acquire more knowledge about that natural environment and become more aware of its role (Álvarez, 2012). Although the studies in natural areas differ in approach and methodologies when analyzing the motivation and satisfaction of visitors, the conclusions of these present different types of motivations, because the different attractions and destinations arouse different reasons for travel (Saayman & Van der Merwe, 2008) which implies that not all visitors have the same motivations and that is true in the context of ecotourists (Lee, Lee, & Lee, 2014).

In this framework of ideas, in relation to the segmentation of Demand in Ecotourism, Lindberg and Lindberg (1991) defined 2 profiles: 1 "Occasional ecotourist or low motivation": It is the tourist who chooses an ecological tour accidentally or as part of a larger trip. 2 "The ecotourist of natural milestones or of average motivation": The one that visits fundamental points of the ecotourism, to leave the routine of the habitual trips. On the other hand, for Weaver and Lawton (2001) two main groups of ecotourists can be distinguished: The first group includes "hard" or "committed" ecotourists who are generally perceived as people with travel and consumption preferences, as well as subjects local sustainability, responsibility and ecological lifestyle. The second group includes the "soft", which are ecotourists who may be aware of environmental issues to some extent, but still prefer their own comfort first as a priority in the trip. From another perspective, Puertas Cañaveral (2007), defines 3 types of ecotourists: 1 "The ecotourist of natural landmarks": For example, one who travels through the jungle to do something different, but who also like other types of trips. 2 "The ecotourist interested or highly motivated": Is one who specifically seeks this type of travel, because he likes to enjoy nature more than spending his vacations in wonderful cities or beaches. 3 "The ecotourist delivered or scientific": These are researchers, scientists or nature scholars, as well as people with environmental vocation who want to learn or help the conservation of the environment.

In this context, among segmentation studies based on motivations in natural protected areas, Cordente-Rodríguez, Mondéjar-Jiménez, and Villanueva-Álvaro (2014), through segmentation by latent classes, analyzed the visitors in the protected area of the Serranía. Alta de Cuenca in Spain, finding 2 groups: Group 1 "Naturalists": They have a unique motivation to enjoy nature and resources. Group 2 "multiple motivations": It has a combination of several reasons such as enjoying nature and gastronomy and visiting villages to learn about cultures and traditions.

In this line, one of the studies of segmentation of demand is made by Sheena, Mariapan, and Aziz (2015) who made the different groups of ecotourists who visited the Kinabalu Park, Sabah in Malaysia, finding 3 groups: Group 1 "The hard ecotourists": They were more willing to try highly challenging activities and rated their tendency to learn significantly higher than the two ecotourism groups. In addition, they maintained the desire to learn, observing closely the flora or fauna by themselves. Group 2 "Structured ecotourists": Mainly resembles the group of soft ecotourists, for their preference for services during the trip and for their preference towards learning. Group 3: "The gentle ecotourists": They have a dislike towards challenging physical activities compared to hard ecotourists. In addition, they prefer guided walks through nature and services during the trip.

Taken into account this framework, another study of demand segmentation in natural destinations for forest recreation is carried out by Wang and Liu (2016), who used the multidimensional environmental guidelines as the segmentation criteria for the analysis of a natural tourism market of the national areas of forest recreation in Taiwan, who identify two segments:

Group 1 "Acceptance": Made up of tourists who value the forest environment very much and did not consider this environment negatively, they tend to have a higher status and enjoy living in a natural environment. Group 2 "Conditionality": Formed by tourists who still have negative attitudes towards the forest environment and tend to perceive the natural destination as a use of space built for a place of entertainment or artificial recreation. In another ecotourism segmentation study, Barić, Anić, and Macias (2016) conducted a study of visitors to the Paklenica National Park in Croatia, finding 3 groups: Group 1 "Naturalists": Enjoyment of nature is the most important. Group 2 "The Escapists": They have a desire for escape and leave the solitude, with moderate interest in nature. Group 3 "Ecotourists": They enjoy nature and the novel with educational interests and learn from experiences.

3. Location of the Geographical Area

The Samanes National Recreation Area is located north of the city of Guayaquil in Ecuador. Its creation was managed by the lack of green areas in the city of Guayaquil that in the case of the city existed of 1 m² / hab, according to the data of the National Institute of Statistics and Census INEC (2012), so it was confirmed that the amount of nature existing in Guayaquil was lower than the standard considered by the World Health Organization (WHO), which is from 8 to 15 m² / inhab. Thus, the National Government creates the Ecological Guayaquil project specifying that its creation would allow permanent contact with nature and its harmony with spaces built for the distraction of users.

Among its characteristics are the remnants of the dry forest of the coast, among which is the tree that gives its name to the area: the saman and the floodplain characteristic of the Guayas river basin. In the highest sectors, is Cerro Colorado, where there are remnants of dry coastal forest, where you can see trees such as ceibo, bototillo, pechiche, guasmo and even guayacán. Also, close to the Daule River that allows the existence of species of waterfowl such as the cormorant, the whistling duck, herons and gallaretas. Since its creation as a protected area, several facilities have been developed to promote sports and leisure activities for the population (Figure 1).

Figure 1.Geographical location of Samanes National Recreation Park (Guayaquil, Ecuador)

Source: <https://www.google.ec/maps/>

According to the Real Estate Management Service of the Public Sector (INMOBILIAR, 2017), the company that is responsible for the administration and care of the same, pointed out that the Samanes Park has 57 soccer fields, 5 volleyball courts, 4 basketball courts, 2 of tennis, 2 of

handball and 10 multifunctionals. One of the first facilities to be inaugurated was the 2.9 km bike path known as La Gran Vía that runs through the park, as well as a 2.5 km long jogging track. At the same time, there is the Christian Benítez stadium, which has capacity for 8 thousand spectators and is used every weekend by the professional football team Guayaquil City. In addition, there is the Polideportivo Abel Jiménez Parra Coliseum where collegiate championships are held and which has a capacity for 1300 positions. In a second stage, an area of lagoons with more green areas, playgrounds and three small lakes was inaugurated. The largest lagoon has space to rent pedal boats and in the others you can feed fish with chairs around.

4. Methodology

The present empirical research was based on a methodology directed on the realization of a fieldwork to collect the information, for which a questionnaire was used based on different previous works where studies on ecotourism demand segmentation are found. The fieldwork was developed between the months of June to July 2017, the questionnaire used consisted of 20 questions, which was technically organized in three sections. In the first section, visitors' socio-demographic information is obtained, the second section focused on the motivations and activities of the visit and in the third section the survey dealt with the evaluation of the tourist services of the protected area. The target population of the study was foreign tourists older than 18 years, the interviewers were a group of students from the tourism career of the Faculty of Social Communication of the University of Guayaquil (Ecuador), who were duly trained by the authors of the present study. The visitors were surveyed inside the Samanes Park while doing recreational activities, which filled the surveys independently and the interviewers were very close to explain the doubts they could have about it.

Within the present investigation, a pilot test was conducted with 20 surveys to validate the questionnaires and correct them according to the objectives of the present study. In order to obtain the results related to the research, a mixture of questioning techniques was used. Thus, closed questions, multiple choice and questions with a Likert scale of 5 points were used which would serve to assess the opinion of tourists. Because the size of the population is infinite because there is no official study of the number of people visiting the Samanes Park, the sample determination was obtained from the equation for estimating population proportions of this type. The variability of the population is estimated at 50% ($p = q = 0.5$), a value widely used in social research. 630 questionnaires were applied, of which 601 were valid, this being the size of the sample, with a margin of error of $\pm 4\%$, a confidence level of 95% (Table 1)

Table 1. Technical data of the sample

Population	Foreign and national visitors
Geographic Area	National Park Recreation Area Samanes
Period of realization	June and July 2017
Procedure	Simple random sampling
Confidence Level	95%
Error margin	$\pm 4\%$
Valid questionnaires	601

Source: Own elaboration

The data collected for the present investigation were organized, tabulated and analyzed using the SPSS Version 22 program. The data was processed through the use of statistical tools such as univariate, bivariate and finally multivariate testing techniques (analysis cluster) to find different demand segments in ecotourism.

5. Results and Discussion

The study of the motivations provides evidence to establish a segmentation of the demand by

means of a non-hierarchical K-means cluster analysis, due to the size of the sample. Several successive iterations were made, from two to five. The results were compared to identify the most appropriate number of clusters. The solution of 3 conglomerates would seem to be the most appropriate. The Cronbach alpha coefficient of the final scale reached a value of 0.74, which indicates a good internal consistency between the elements of the scale.

The F statistic of ANOVA allows to contrast that the averages compared are not equal, but does not allow knowing the difference of one media with another, for which a post hoc analysis is applied, where the Levene statistic in all the variables is less than 0.05, for which the equality of population variances is rejected. Since the F statistic cannot be used because it does not comply with the homoscedasticity assumption, it is sought as an alternative to the Brown Forsythe and Welch statistics. Results are shown in table 2.

Table 2. Robust evidence of equality of means

Motivational variables		Statistical	gl1	gl2	Sig.
To perform sports	Welch	45.623	2	319.839	0.000
	Brown-Forsythe	58.745	2	332.594	0.000
To enjoy its environment and pure air	Welch	83.505	2	301.202	0.000
	Brown-Forsythe	126.266	2	257.600	0.000
To enjoy its public recreation spaces	Welch	87.960	2	308.836	0.000
	Brown-Forsythe	127.785	2	288.821	0.000
To carry out activities in nature	Welch	158.896	2	330.982	0.000
	Brown-Forsythe	199.604	2	399.893	0.000
To attend scheduled events	Welch	209.814	2	342.757	0.000
	Brown-Forsythe	168.884	2	486.045	0.000
To enjoy its gastronomy	Welch	338.518	2	359.228	0.000
	Brown-Forsythe	327.380	2	541.566	0.000
Closeness to my place of residence	Welch	166.855	2	354.209	0.000
	Brown-Forsythe	139.818	2	526.480	0.000
For the prices of tourist services	Welch	249.492	2	360.977	0.000
	Brown-Forsythe	229.508	2	546.793	0.000

Source: Own elaboration

As shown in table 2, the critical level associated with both statistics is less than 0.05, so the equality of means is rejected and it is concluded that the means of the three conglomerates are not equal. The Games-Howell test is used to contrast the significant differences between the different means.

5.1 Characteristics of the groups obtained from the motivational variables

The characterization of the cluster from the mean of the motivational variables is shown in table 3, where Cluster 1 represents 35% and presents significant values in the variables, to enjoy the environment and pure air (4.69), to perform sports (4.63) and to enjoy public recreation spaces (4.61). However, it also presents significant values higher than 4 in the other motivational variables, which is why this group has been called "multiple motivational tourists". Cluster 2, represents 24% and does not present high scores, reaching average scores in the variables to enjoy the environment and pure air (3.47), to enjoy the public recreation spaces (3.37) and to perform sports (3.36), presenting low scores in the other variables, which is why this group has been called "indifferent tourists". Cluster 3 is the most numerous (41%) and presents significant values in the variables to enjoy the environment and pure air (4.79), to enjoy the public recreation spaces (4.71), to perform sports (4.46) and carry out activities in nature (4.40), presenting low scores in the other variables, which is why this group has been called "ecotourists".

Table 3. Cluster characterization based on motivational variables

	Cluster of belonging			ANOVA	
	1	2	3	F	Sig.
To perform sports	4.63**	3.36	4.46	67.147	0.000
To enjoy the environment and pure air	4.69**	3.47	4.79	160.844	0.000
To enjoy the public recreation spaces	4.61**	3.37	4.71	156.631	0.000
To carry out activities in nature	4.46**	2.54	4.40	219.948	0.000
To attend scheduled events	4.26	2.13	2.38**	168.094	0.000
To enjoy the gastronomy	4.10	1.72	1.89**	323.692	0.000
Closeness to my place of residence	4.20**	1.88**	2.64**	135.634	0.000
Prices of tourist services	4.21**	1.85**	2.41**	224.005	0.000

** The values in bold present significant differences with at least two of the means of the three conglomerates

Source: Own elaboration

5.2 Relationship of the segments with other variables

To better understand the relationship of the three groups with other variables, a chi-square significance contrast was made to determine the variables that are really relevant for the analysis. The results are shown in table 4.

Table 4. Cluster relationship with other variables

Variables		Segments			Total	Chi-Square coefficient	Sig.
		Multi motivations	Indifferent	Ecotourists			
Sex	Man	61.0%	54.9%	49.2%	54.7%	6.331	0.042
	Woman	39.0%	45.1%	50.8%	45.3%		
	Total	100.0%	100.0%	100.0%	100.0%		
Age	Less than 20 years	28.1%	23.6%	25.2%	25.8%	21.533	0.018
	20 to 29 years	31.0%	50.0%	30.9%	35.5%		
	30 to 39 years	23.3%	15.3%	22.4%	21.0%		
	40 to 49 years	11.4%	6.3%	12.6%	10.7%		
	50 to 59 years	4.3%	2.8%	6.5%	4.8%		
	60 years or more	1.9%	2.1%	2.4%	2.2%		
Frequency of visit to the Samanes park	Total	100.0%	100.0%	100.0%	100.0%	17.813	0.007
	Rarely	26.2%	43.1%	30.1%	31.8%		
	Once a month	29.0%	29.2%	33.3%	30.8%		
	Once a week	29.0%	19.4%	20.7%	23.3%		
	More than once a week	15.7%	8.3%	15.9%	14.0%		
Level of Satisfaction	Total	100.0%	100.0%	100.0%	100.0%	72.491	0.000
	1		.7%		.2%		
	2		2.1%	.4%	.7%		
	3	3.8%	16.7%	2.8%	6.5%		
	4	20.5%	38.2%	19.9%	24.5%		
	5	75.7%	42.4%	76.8%	68.2%		
	Total	100.0%	100.0%	100.0%	100.0%		

Source: Own elaboration

The results of table 4 show statistically significant differences between the three groups according to gender ($\chi^2 = 6,331$, $p = 0.042$), age ($\chi^2 = 21,533$, $p = 0.018$), frequency of visit to the Recreation Area Samanes ($\chi^2 = 17,813$, $p = 0.007$) and satisfaction ($\chi^2 = 72,491$, $p = 0.000$). Regarding gender, "multi-motivational tourists" are more men than women, so it could be said that men are more motivated to visit natural parks and recreation than women. In terms of age, older people have the "tourists multiple motivations" and "ecotourists", so it could be said that the older they are, the greater the motivation for visiting the natural and recreational parks. Regarding the frequency of

visits, the "multiple motivational tourists" and the "ecotourists", are the ones who frequent these parks, so it could be said that the more motivated to visit the natural and recreational parks, the greater the frequencies of visit. Regarding the level of satisfaction in the visit, more satisfied are the "tourists multiple motivations" and "ecotourists" than the "indifferent tourists", so it could be said that the greater the satisfaction, the greater the motivation to visit these parks.

In the present study, the clusters are formed as follows:

Cluster 1. Multiple motivational tourists - (35% of the sample)

This group have high motivations in the variables to enjoy the environment and pure air (4.69), to perform sports (4.63) and to enjoy public recreation spaces (4.61). However, it also presents significant values higher than 4 in the other motivational variables. In addition, there are more men than women, older than the "indifferent tourists" and with a higher frequency of visits to the "indifferent tourists" segment. This group has a higher percentage of tourists very satisfied (75.7%) compared to the group of "indifferent tourists" (42.4%).

The Cluster 2. Indifferent tourists - (24% of the sample)

This group presents average scores in the motivational variables to enjoy the environment and pure air (3.47), to enjoy their public recreation spaces (3.37) and to perform sports (3.36), presenting low scores in the other variables. In addition, they do not present a difference in gender, they are younger in comparison to the other segments and their frequency of visits is lower. It is the group with the lowest percentage of tourists very satisfied compared to the other groups.

The Cluster 3. Ecotourists - (41% of the sample)

This group has high motivations in variables to enjoy the environment and pure air (4.79), to enjoy the public recreation spaces (4.71), to perform sports (4.46) and to perform activities in nature (4.40), and low motivations in the other variables. In addition, there is no difference between the percentage of men and women, they are older than indifferent tourists and with a higher percentage of the frequency of visit "indifferent tourists" segment. This group has a higher percentage of tourists very satisfied (76.8%) compared to the group of "indifferent tourists" (42.4%).

The analysis of the clusters of the present study establishes a similarity to the groups found by Cordente-Rodríguez et al. (2014), who establish two segments that are referred to as group 1 "Los naturalistas", similar to the "ecotourists" of the present study and group 2 "multiple motivations", very similar to what was called "multi tourists" motivations "of the present investigation. However, they found in the Samanes recreation area a group called "Indifferent tourists" with average scores on motivational variables who enjoy the environment and pure air, enjoy the public recreation spaces and perform sports, this group of tourists who visit this protected area for other motivations not studied as part of ecotourism. This group of "indifferent tourists" from the Samanes recreation area is similar to the group of "Escapistas" found by Baric et al. (2016).

6. Conclusions

Carrying out segmentation studies in ecotourism in a recreation area, contributes with important information so that the public institutions in charge of the administration of these protected areas and the service providers involved could supply products according to each segment of the demand.

It is concluded that in the Samanes Park Recreation area, the first group is made up of "multiple motivational tourists", with high motivation in all variables such as enjoying the environment and pure air, playing sports and enjoying public recreation spaces. In addition, there are more men than women, with ages and frequency of major visits compared to "indifferent tourists" and with a higher percentage of tourists very satisfied compared to the group of "indifferent tourists". The second group is made up of "indifferent tourists", who present average scores on the motivational variables, enjoy the environment and pure air, enjoy the public recreational spaces and perform sports. In addition, they do not present a difference in gender, they are younger in comparison to the other segments and their frequency of visits is lower. It is the group with the lowest percentage of tourists very satisfied compared to the other groups. The third group is the largest and is known as the "Ecotourists", who have high motivations in variables such as enjoying the environment and pure air, enjoying the public recreation spaces, sports and activities in nature

and low motivations in the other variables. In addition, there is no difference between the percentage of men and women, age and frequency of visits greater than the segment of "indifferent tourists" and with a higher percentage of tourists very satisfied compared to the group of the indifferent tourists.

From the theoretical perspective, the present study establishes a similarity to the groups found by Cordente-Rodríguez et al. (2014), who establish two segments that are referred to as group 1 "Los naturalistas", similar to the "ecotourists" of the present study and group 2 "multiple motivations", very similar to what was called "multi tourists" motivations" of the present investigation. However, in the Samanes recreation area there was a group called "Indifferent tourists" with average scores on the motivational variables, focusing this group of tourists visiting this area on other motivations not studied as part of ecotourism. This group of "indifferent tourists" from the Samanes recreation area is similar to the group of "Escapistas" found by Baric et al. (2016).

The present study, with more theoretical implications, also contributes with practical implications, for which the Samanes recreation area should adapt its services according to the different segments found. Thus, for cluster 1, the "multiple motivations tourists" due to their motivations are varied is necessary to expand the supply of scheduled events and recreational activities within the Samanes Park. For Cluster 2, the "indifferent tourists" it is suggested to create ecotourism products such as educational tourism, flora and fauna observation, bicycle rides to increase their motivation to enjoy the environment and pure air, enjoy the public recreation spaces, to perform sports and to perform activities in nature. For Cluster 3, the "ecotourists" need to create products focused on nature to take advantage of the potential that lies within their protected area.

As a final conclusion, it can be established that the main limitation of the present study is the temporality in which the questionnaires are surveyed, that is, the demand may vary according to the season of the year. As a future line of research, we could analyze the loyalty and return of each of the segments found to establish a fidelity plan for the Samanes recreation area.

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