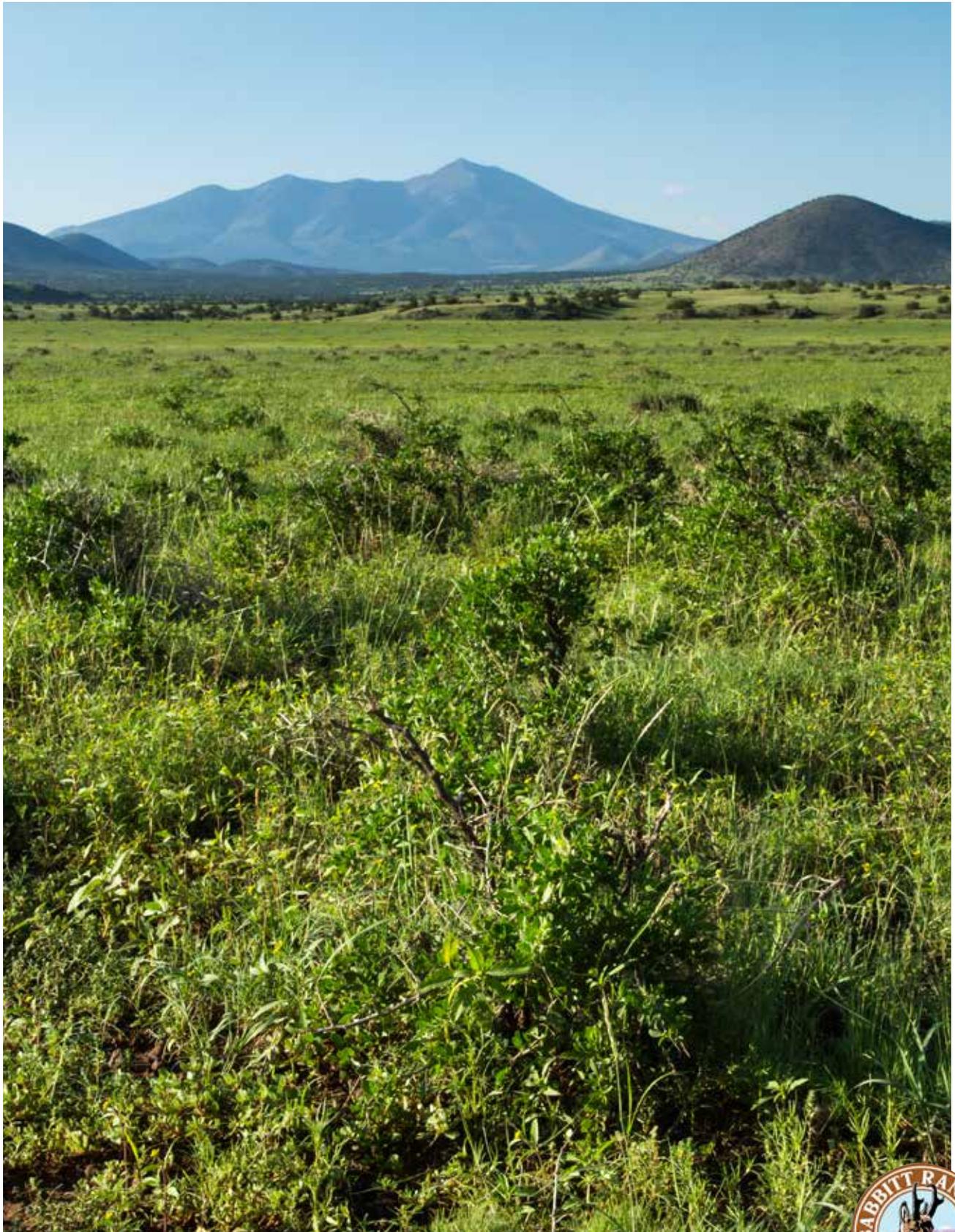


Babbitt Ranches Outdoor Recreation Ethic Attitude



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AWARENESS › RESPONSIBILITY › OBLIGATION › ACCOUNTABILITY

Vision

The **Outdoor Recreation Ethic Attitude** is demonstrated through behaviors and actions of all those engaging in recreational activities with a self-imposed focus on awareness, responsibility, obligation and accountability.

Mission

Babbitt Ranches promotes the **Outdoor Recreation Ethic Attitude** through educational and experiential outreach efforts, which encourage a broader sense of individual awareness of our use and activities, and a better understanding of our place in the community.



J.R. Biggs



LifeScapes

Babbitt Ranches is a community within a community integrated with broadly diverse groups of individuals with varying thoughts, interest, skills and history. With yourself, with family and friends, with the community and with the environment, one way or another and in the end, relationships are all there is. Thus, it's simply not just about things and doing things, but about the meaning of things. With a genuine consideration for others, an **Outdoor Recreation Ethic** provides a framework through which we can participate with the broader community.



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Cowboy Essence

Cowboy Essence is the self-satisfaction in knowing you did your best to become the best you are capable of becoming.

The cowboy culture has long been admired for many wonderful characteristics: hard work, integrity, ambition, self-reliance, family values, confidence, honesty, loyalty, having a relationship with the seasons of the year, and perseverance through hard times as well as gratitude during the good times.

We are fortunate to have the cowboy culture to remind us of **Cowboy Essence**. But no matter who we are or where we are in our lives, we all have the opportunity to demonstrate these qualities.

Examples are everywhere as the spirit of the American cowboy filters into all aspects of our communities, culture and society whether we're a schoolteacher, physician, firefighter, law enforcement officer, businessperson, civil service worker, outdoor recreationist, student or family member at home.

The character qualities that make up **Cowboy Essence** are defined in *The Constitution of Babbitt Ranches* and reflected in the **Babbitt Ranches** core values. They have guided the lives of **Babbitt Ranches** owners and employees for more than a century.

Cowboy Essence creates that peace of mind that comes from knowing our heritage and that we are at our best.

*The definition of Article III **Cowboy Essence** in *The Constitution of Babbitt Ranches* was inspired by the leadership philosophy of Hall of Fame Coach John Wooden.*



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Goals and Objectives

Instill an **Outdoor Recreation Ethic Attitude** in private land visitors.

Encourage self-regulating recreation on **Babbitt Ranches**.

Engage in an awareness campaign with other natural resource agencies, conservation organizations and recreational groups to inform and educate recreationists about appropriate ethics-based behavior.

Conduct an **Outdoor Recreation Ethic Attitude** pilot study.

Monitor the effects of an **Outdoor Recreation Ethic Attitude** awareness campaign and pilot study.



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Overview

The **Outdoor Recreation Ethic Attitude** is essentially a community-based recreation management strategy that has evolved with input from the community. It is a response to the increasing recreational demands and impacts of growing Western populations, at a time when budgets and management resources are greatly diminished. Western outdoor recreation is unique for several reasons, but it is the vast open spaces and highly heterogeneous land ownership that complicate management efforts. Landowners and managers simply do not have the time, money or resources to effectively manage all the forms of outdoor recreation taking place across both private and public lands. Self-management by recreationists is the only feasible way to achieve sustainable outdoor recreation practices across these vast landscapes. Similar approaches have been tried for years, often termed “soft management,” encouraging people to act responsibly in the outdoors without the use of regulations and enforcement. The **Outdoor Recreation Ethic Attitude** offers a new approach for managing outdoor recreation. The broad establishment of such an attitude has the potential to greatly benefit both public land managers and private landowners throughout the West.



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History of Recreation on Babbitt Ranches

When pioneers began inhabiting the West, neighbors relied on shared values, respect for others and self-regulation to maintain harmony in a region where law enforcement officers were scarce. Thus, the *Code of the West* was an unwritten agreement that centered on hospitality, fair play, loyalty and respect for others and the land.

The **Outdoor Recreation Ethic Attitude** is a return to the *Code of the West* as **Babbitt Ranches** encourages opportunities for people to enjoy and appreciate the land through activities such as: scenic viewing, bird watching, wildlife viewing, camping, snow sports, hiking, hunting, fishing, rock climbing, bicycling, picnicking, distance running and environmental education outings.

Outdoor recreation can be an excellent opportunity for people to experience nature. Author Richard Louv describes the occurrence of *Nature Deficit Disorder*, his term for the trend of people, especially children, spending less and less time in nature and the outdoors. Another researcher, O. A. Oladele, found there exists a positive relationship between people's quality of life and topophilia, a person's association with the natural environment, suggesting people benefit from a connection with the outdoors. Such positive experiences help people to value a place, providing an avenue to build environmental awareness and community support for regional ranches. Since much recreation occurs on private lands, regardless of whether the landowner or manager permits it, promoting ethical conduct will make it more likely that recreationists will use the land with respect for its resources, multiple uses and users.



The CO Bar crew hikes to the top of Humphreys Peak around 1900.



Conservation Philosophy of Babbitt Ranches

While the meaning of the word “conservation” may appear to be self-evident, to the people of **Babbitt Ranches** it signifies something more complex than the simple act of “preserving.” The term “conservation” encapsulates a relationship with the land that has developed out of more than 125 years of working on, and with, the natural world.

This relationship is a process, which takes place within each of us, and must begin with an awareness of land and its ecological processes and a desire to understand and appreciate land’s essential values.

Recognizing our place within the land community, we become willing to further embrace these values; the result is good land stewardship.

The process is circular. The more we interact with and understand the land, the more we value the land’s complex ecological processes. This relationship is what is meant by “conservation.”

This conservation philosophy serves as the foundation for the **Outdoor Recreation Ethic Attitude** that **Babbitt Ranches** promotes to all who visit private and public land.

Babbitt Ranches further defines this relationship through its **Generations Sustainability Sciences Program**, which is a framework by which the owners make land use decisions. The goal of the program is to affect a land use ethic so that landowners have science-based knowledge and technologies to inform sound stewardship and conservation of their lands, and natural and cultural resources. The focus areas of the **Generations Sustainability Sciences Program** include:

- Social Dynamics and Relationships
- Sustainability Practices
- Living Off Interest, Not Principal*
- Cross-Disciplinary Research
- Blending Natural and Social Sciences
- Science and a Sense of Art
- Information Dissemination
- Regional Planning



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Outdoor Recreation Ethic Attitude Defined

Aldo Leopold famously wrote of the need for a land ethic in his novel *A Sand County Almanac*, advocating the responsible management of land through an ecological conscience. He wrote:

“A thing is right when it tends to preserve the integrity, stability, and beauty of the biotic community. It is wrong when it tends otherwise. . . . It of course goes without saying that the economic feasibility limits the tether of what can or cannot be done for land. It always has and it always will. The fallacy the economic determinists have tied around our collective neck, and which we now need to cast off, is the belief that economics determines all land use.”

Drawing on the ideals of Leopold’s land ethic, **Babbitt Ranches** has adopted the **Outdoor Recreation Ethic Attitude** and proposes the development of a conscience to guide the outdoor recreational conduct of individuals in a manner responsible to the land and its many uses and users. **Babbitt Ranches** expands Leopold’s definition of when “a thing is right,” to include not only biological integrity, but also the functional and aesthetic integrity of the land, in regard to its multiple uses and stakeholders.

Today, most public lands, and many private lands, are managed for multiple uses. On public lands, there are many regulations in place intended to balance these uses in order to preserve the resources for the enjoyment and use by all. On ranches, lands are primarily managed for livestock, but many have diversified beyond the traditional intent to maximize livestock yield, and now manage for other interests including ecological integrity, hunting, fishing, outdoor access, and off-highway vehicle (OHV) use.

Leopold opposed exploitive uses of nature without regard for the health of the land. Some forms of recreation can be exploitive and environmentally damaging. **Babbitt Ranches** maintains that the **Outdoor Recreation Ethic Attitude** will reduce negative impacts to the land by creating awareness and sensitivity, and continue to provide opportunities for people to interact and connect with the natural environment.



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Outdoor Recreation Management

When managing outdoor recreation activities on a broad scale, research has shown that indirect management approaches such as education, explanations and the encouragement of positive behavior can affect the actions of visitors with a minimal, one-time or infrequent investment by the land manager. **Babbitt Ranches** adopts the philosophy that outdoor recreationists will largely manage themselves in a responsible manner as they adopt an **Outdoor Recreation Ethic Attitude** and demonstrate by example appropriate behavior to others.

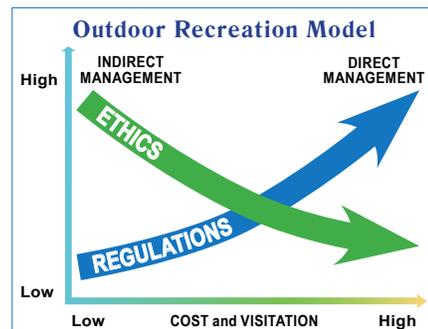
Babbitt Ranches' approach to managing outdoor recreation activities is guided by these core principles:

- › Individual education comes from experience and self-paced learning.
- › As we develop within ourselves an understanding of our place within the broader community, we gain a greater appreciation of how our actions are interlocked with others' experiences and the environment.
- › Managing for the 10 percent who exhibit inappropriate behavior, rather than the 90 percent whose actions show respect for the land and others, demonstrates trust and allows for an **Outdoor Recreation Ethic Attitude** to grow as recreationists develop an overall awareness for what's around them.

As shown in the chart below, very little direct management and few regulations are necessary to manage recreation when ethics are high, visitation is low and impacts on natural resources are minimal. Traditionally, as the amount of visitation and use increased, so did the cost associated with managing recreation to avoid damage to resources and disruption of other activities and recreationists.

Babbitt Ranches believes that increasing awareness and investing in education about the **Outdoor Recreation Ethic Attitude** will be more cost-effective in the long run as fewer regulations and law enforcement are necessary.

Thus, an **Outdoor Recreation Ethic Attitude** flows into an economic impact, as very little direct management through regulations and law enforcement is required when recreationists govern themselves based on their knowledge, experience and sense of place within their surroundings.



Jasper Howe

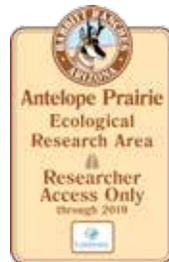
Babbitt Ranches Pilot Study

For the **Outdoor Recreation Ethic Attitude** to catch on and spread, **Babbitt Ranches** believes recreationists are ultimately concerned with the care and condition of private and public land. As such, **Babbitt Ranches** treats all with the assumption that people want to do the right thing, and believes awareness and education help with the understanding of knowing how to do the right thing.

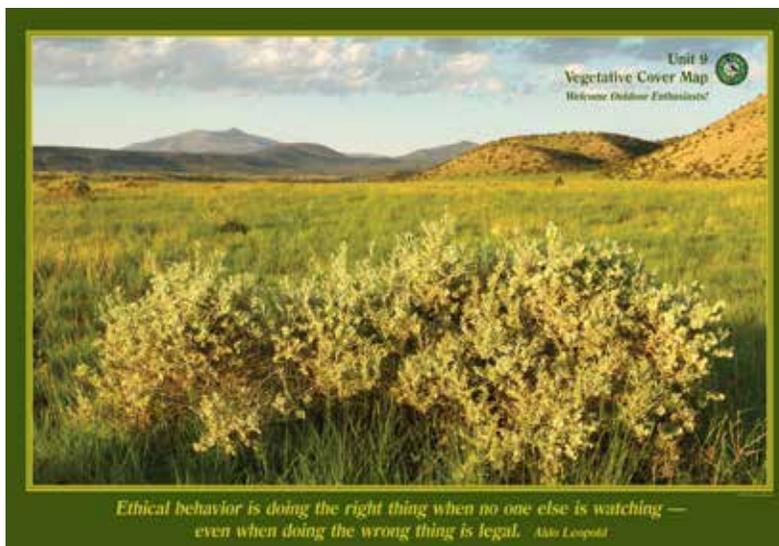
Across 750,000 acres of Northern Arizona, **Babbitt Ranches** is implementing and testing the **Outdoor Recreation Ethic Attitude**. For a four-year period, all recreation-related regulations will be removed as part of a pilot study for recreation self-management.

Through informational and educational materials, **Babbitt Ranches** is tapping into the **Cowboy Essence** of all recreationists, demonstrating respect for all land users and natural resources:

- › Maps of the Coconino Plateau generated by **Babbitt Ranches** and the Arizona Game and Fish Department are being distributed to recreationists that describe the different ecosystems of the region through words and beautiful photography. They encourage ethical recreation with a series of quotations and statements.
- › Signs that blend with the colors of the landscape have been posted along **Babbitt Ranches** fences thanking visitors for not cutting firewood and not driving off road; encouraging all to drive safely rather than posting and enforcing a speed limit; and reminding hunters about the rules of fair chase.



- › Additionally, **Babbitt Ranches** has installed several yurts open for public use, and invites recreational groups to use the establishments for meetings and outings with the expectation that group leaders will promote the **Outdoor Recreation Ethic Attitude** among their members.



These efforts, among others, are being watched closely by land managers and regional private land-owners. If the **Outdoor Recreation Ethic Attitude** campaign is effective in promoting self-regulating, ethical recreation, it may well serve as an example for the reform of outdoor recreation management across a diverse suite of stakeholders and a significant portion of the Arizona landscape.





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