

## ENVIRONMENTAL MEANING - A CASE STUDY

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Meaning is the importance that an individual attaches to the environmental attributes of a recreation area. There are four important dimensions associated with meaning: concrete, use, emotion, and symbolism. There have been many assumptions made about the impact of these elements of meaning upon attitudes and behavior, especially the emotional and symbolic dimensions. This case study was undertaken to obtain a better understanding of relationships among the dimensions of meaning so that this information can be related to attitude and behavior processes. This investigation was conducted across a variety of frames of reference to help isolate common threads. Results suggest that meaning is a dichotomy across all frames of references between tangible and intangible results of the experience or the land being there in its present condition. These are the elements or factors that determine worth of the land to the individual. Therefore, comparisons with regard to environmental meaning should be made within a tangible - intangible dichotomy.