

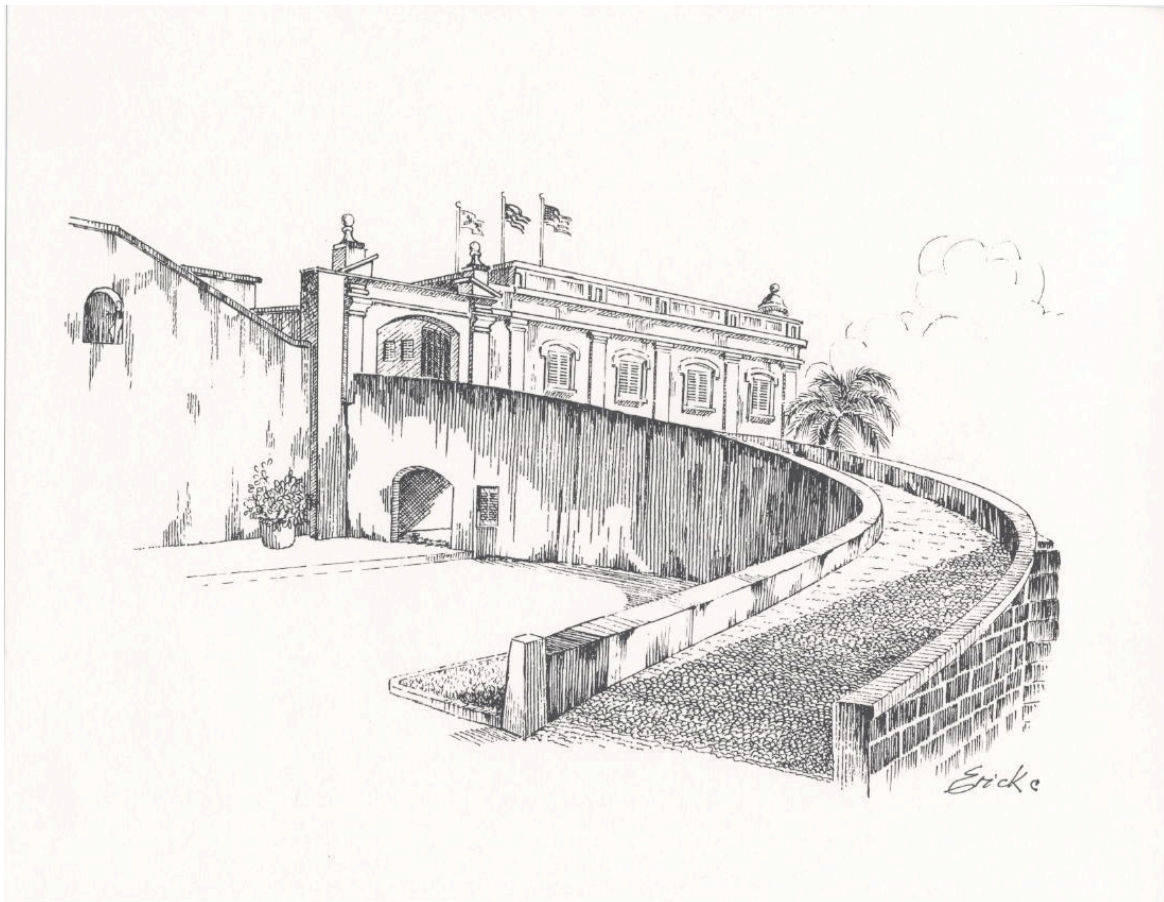


Social Science Program  
National Park Service  
U.S. Department of the Interior

Visitor Services Project

# San Juan National Historic Site

## Visitor Study





IN REPLY REFER TO:

## United States Department of the Interior

NATIONAL PARK SERVICE  
San Juan National Historic Site  
Fort San Cristobal  
Old San Juan, Puerto Rico 00901

February 2010

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to San Juan National Historic Site. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes to complete after your visit.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu).

We appreciate your help.




Sincerely,

Walter Chavez  
Superintendent

**DIRECTIONS**

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a #2 pencil-

Like this:  Not like this:   

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

**PRIVACY ACT and PAPERWORK REDUCTION ACT statement:**

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your personal group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

**Burden estimate statement:** Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu).

## Your Visit To San Juan National Historic Site

NOTE: In this questionnaire, your **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to your visit, how did you and your personal group obtain information about San Juan National Historic Site? Please mark (●) **all** that apply in column (a).
- b) If you were to visit San Juan National Historic Site in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

### a) Prior to this visit

### b) Prior to future visits

- |   |                       |
|---|-----------------------|
| <input type="radio"/> Did not obtain information prior to visit → <b>Go to part b of this question</b>                |                       |
| <input type="radio"/> Friends/relatives/word of mouth   | <input type="radio"/> |
| <input type="radio"/> Inquiry to park via phone/mail/email  | <input type="radio"/> |
| <input type="radio"/> Local businesses (hotels, motels, restaurants, etc.)  | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles   | <input type="radio"/> |
| <input type="radio"/> Previous visits   | <input type="radio"/> |
| <input type="radio"/> San Juan National Historic Site website: <a href="http://www.nps.gov/saju">www.nps.gov/saju</a> | <input type="radio"/> |
| <input type="radio"/> Other websites  | <input type="radio"/> |
| <input type="radio"/> School class/program  | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/DVDs  | <input type="radio"/> |
| <input type="radio"/> Tour director (cruise ship, bus or other organized group)                                       | <input type="radio"/> |
| <input type="radio"/> Tourism company/chamber of commerce/welcome center  | <input type="radio"/> |
| <input type="radio"/> Tourist information at the airport  | <input type="radio"/> |
| <input type="radio"/> Travel agent  | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.)  | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below)  | <input type="radio"/> |

Prior to this visit: \_\_\_\_\_ Prior to future visits: \_\_\_\_\_

c) From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

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2. a) If you and your personal group used the park website (www.nps.gov/saju) prior to or during this visit, please rate how helpful the website was in planning your visit, by marking (●) **one** response below.

☐ Did not use the park website → **Go to Question 3**

☐ Not at all helpful ☐ Somewhat helpful ☐ Moderately helpful ☐ Very helpful ☐ Extremely helpful

b) How would you improve the current website information?

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3. a) San Juan National Historic Site has a friends group called Friends of the Forts that supports the park through educational programs, awareness, and funding. Prior to this visit, were you and your group aware of this friends group?

☐ Yes ☐ No ☐ Not sure

b) Are you or any members of your personal group a member of Friends of the Forts?

☐ No ☐ Yes → **Go to Question 4**

c) If NO, would you or any members of your personal group be interested in joining or supporting Friends of the Forts?

☐ No, unlikely ☐ Yes, likely ☐ Not sure

d) If NO, why not? \_\_\_\_\_

4. a) Prior to this visit to San Juan National Historic Site, were you and your personal group aware of the park site, Fortin San Juan de la Cruz, known locally as El Cañuelo?

☐ Yes ☐ No → **Go to Question 5**

b) If YES, have you and your personal group ever visited El Cañuelo? Please mark (●) **all** that apply.

☐ Visited on this visit ☐ Visited on past visits ☐ Have never visited

c) If you have visited, what services or activities would you like to have available there?

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5. a) Which form of transportation did you and your personal group use to arrive on the island of Puerto Rico? Please mark (●) **one**.

☐ Live in Puerto Rico → **Go to part b of this question**

☐ Airplane

☐ Cruise ship

☐ Other (Please specify) \_\_\_\_\_

b) and c) On this visit, which forms of transportation did you and your personal group use to access San Juan National Historic Site? Please mark (●) **all** that apply.

Form of transport used	b) To arrive at park	c) To visit park sites
Free tram/trolley	<input type="radio"/>	<input type="radio"/>
Private or rental vehicle	<input type="radio"/>	<input type="radio"/>
Taxi	<input type="radio"/>	<input type="radio"/>
Tour bus	<input type="radio"/>	<input type="radio"/>
Walk	<input type="radio"/>	<input type="radio"/>
Other (Please specify)	<input type="radio"/>	<input type="radio"/>

d) Compared to what you and your personal group expected, how would you rate the amount of time that you waited to ride the free tram/trolley?

☐ Did not ride free tram/trolley → **Go to Question 6**

☐ Longer than expected

☐ About as expected

☐ Did not have to wait

e) How long was your wait? \_\_\_\_\_ Number of minutes

6. On this visit, were the signs directing you and your personal group to San Juan National Historic Site adequate? Please mark (●) **one** answer for each.

a) Signs in city to find park ☐ Yes ☐ No ☐ Did not use

b) Signs within the park ☐ Yes ☐ No ☐ Did not use

c) If you answered NO for either of the above, please explain.

City signs \_\_\_\_\_

Signs within park \_\_\_\_\_

7. a) On this trip, what were the reasons that you and your personal group visited San Juan National Historic Site? Please mark (●) **all** that apply.

b) Which of the reasons below was the **primary** reason that you and your personal group visited San Juan National Historic Site? Please mark (●) **one**.

**a) Reasons visited (mark all)**

**b) Primary reason for visit (mark one)**

- |   |                       |
|---|-----------------------|
| <input type="radio"/> Learn about the history of the fortifications   | <input type="radio"/> |
| <input type="radio"/> Part of cruise ship package tour  | <input type="radio"/> |
| <input type="radio"/> Visit a national park area  | <input type="radio"/> |
| <input type="radio"/> Part of my cultural and historic heritage   | <input type="radio"/> |
| <input type="radio"/> Show fortifications to a friend/relative  | <input type="radio"/> |
| <input type="radio"/> Recreation (relax, fly kites, sunbathe, etc.) at the Esplanade – the open area in front of El Morro | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below)  | <input type="radio"/> |

Reasons visited: \_\_\_\_\_ Primary reason: \_\_\_\_\_

8. On the list below, please mark (●) **all** of the places at San Juan National Historic Site that you and your personal group visited during this visit. Use the map below to help you locate the places.

- |                                     |   |
|-------------------------------------|---|
| <input type="radio"/> El Morro      | <input type="radio"/> Esplanade (open area near El Morro) |
| <input type="radio"/> San Cristóbal | <input type="radio"/> San Juan Gate/Paseo del Morro       |
| <input type="radio"/> City Wall     | <input type="radio"/> El Cañuelo                          |



9. On this visit, in which activities did you and your personal group participate within San Juan National Historic Site? Please mark (●) **all** that apply.

- |   |  |
|---|--|
| <input type="radio"/> Attending ranger-led activities             | <input type="radio"/> Flying kites           |
| <input type="radio"/> Viewing indoor exhibits                     | <input type="radio"/> Photography            |
| <input type="radio"/> Viewing outdoor exhibits                    | <input type="radio"/> Picnicking             |
| <input type="radio"/> Visiting San Juan Gate                      | <input type="radio"/> Viewing the city walls |
| <input type="radio"/> Visiting/touring fortifications             | <input type="radio"/> Viewing the video      |
| <input type="radio"/> Walking/visiting Paseo del Morro            | <input type="radio"/> Visiting El Cañuelo    |
| <input type="radio"/> Visiting the Esplanade in front of El Morro |  |
| <input type="radio"/> Other (Please specify) _____                |  |

10. a) During this visit to San Juan National Historic Site, did you and your personal group have any personal interaction with a park employee?

☐ Yes                      ☐ No → **Go to Question 11**

- b) If YES, please rate the quality of your interaction with the park employee. Please mark (●) one response for each element.

Element	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. a) On this visit, did you and your personal group have any children with you?

☐ Yes                      ☐ No → **Go to Question 12**

- b) If YES, were they offered the chance to become a Junior Ranger?

☐ Yes                      ☐ No → **Go to Question 12**

- c) If YES, did they complete the activity booklet to become a Junior Ranger?

☐ Yes                      ☐ No      d) If NO, why didn't the child/children complete the booklet?

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e) Did you find the activities appropriate for the child/children?

☐ Yes ☐ No

12. a) Please mark (●) **all** the visitor services and facilities that you or your personal group **used** at San Juan National Historic Site during this visit.

b) Next, for only those services and facilities that you or your personal group **used**, please rate their **importance** to your visit from 1-5.

c) Finally, for only those services and facilities that you or your personal group **used**, please rate their **quality** from 1-5.

a) Visitor services/facilities used Mark (●)	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Access for people with disabilities	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Audiovisual program (in Spanish & English)	_____	_____
<input type="radio"/> Bookstore sales items in fortifications (selection, price, etc.)	_____	_____
<input type="radio"/> Directional signs on fortification grounds	_____	_____
<input type="radio"/> Exhibits inside the fortifications	_____	_____
<input type="radio"/> Exhibits outside the fortifications	_____	_____
<input type="radio"/> Fortification tour (up to 1 hour)	_____	_____
<input type="radio"/> Free tram/trolley	_____	_____
<input type="radio"/> Orientation talk (20 minutes)	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Safety signs at entrances to fortifications	_____	_____

13. a) Did you and your personal group attend either of these ranger-led activities at San Juan National Historic Site? Please mark (●) **one response** for each question.

If NO to **both** activities, please go to part g of this question.

	Orientation talk			Ranger-led fortification tour		
	Yes	No		Yes	No	
If NO to <b>both</b> activities, please go to part g of this question.	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	
b) Was activity offered at desired time?	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	
c) Able to see area of fortification you wanted to see?	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	
d) Topics discussed of interest to you?	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	
e) Did you learn something of relevance to your life today?	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	
	Too short	About right	Too long	Too short	About right	Too long
f) Activity length?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

g) If you and your personal group did not participate in ranger-led activities on this visit, why not? Please mark (●) **all** that apply.

- ☐ Not interested in ranger-led activities → **Go to Question 14**
- ☐ Did not have time for this activity
- ☐ Not aware of any ranger-led activities offered at park
- ☐ Program subjects were not of interest
- ☐ Not enough activities offered
- ☐ Other (Please specify) \_\_\_\_\_

14. a) On the day that you received this questionnaire, how long did you and your personal group stay at San Juan National Historic Site?

Number of hours \_\_\_\_\_ Please list partial hours as 1/4, 1/2, 3/4.

b) Did you and your personal group visit the park on more than one day?

- ☐ Yes ☐ No → **Go to Question 15**

c) If YES, on how many days did you and your personal group visit?

Number of days \_\_\_\_\_

15. During this visit to San Juan National Historic Site, please indicate how the following elements may have affected you and your personal group's park experience. Please mark (●) **one** response for each element.

Element	Detracted from	No effect	Added to	Did not experience
Aircraft flying overhead	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Closed areas due to preservation work or projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kite flying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. a) San Juan National Historic Site currently has the following daily admission fees. In your opinion, how appropriate are the amounts for daily admission? (Children under 16 years are admitted free.)

Fee amount	Too high	About right	Too low
Adult fee \$3/fortification (age 16 and up)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult fee \$5/both fortifications (age 16 and up)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- b) Were you and your personal group aware that part of the fee you pay helps fund exhibits and preservation of the fortifications?

☐ Yes ☐ No

- c) If you and your personal group were to visit again in the future, would you be willing to pay a \$3 increase per adult (i.e., \$6/fortification or \$8/both fortifications) for admission?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

17. San Juan National Historic Site bookstores inside the fortifications currently sell postcards, publications, and other items, such as bottled water. If you and your personal group were to visit in the future, what types of items would you like to have available for purchase in the bookstores? Please mark (●) **all** that apply.

☐ Not interested in sales items → **Go to Question 18**

☐ DVDs/CDs ☐ Publications about fortification history

☐ Maps ☐ Self-guided walking audio tour

☐ Other (Please specify) \_\_\_\_\_

18. If you were to visit San Juan National Historic Site in the future, which subjects would you and your personal group be most interested in learning about? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 19**
- ☐ Architecture/construction of the fortifications
- ☐ Cannons and defense of the fortifications
- ☐ Soldiers' life in the fortifications
- ☐ The fortifications' place in Puerto Rican history
- ☐ U.S. military period of fortification history
- ☐ Other (Please specify) \_\_\_\_\_

19. If you were to visit in the future, which methods would you and your personal group prefer to use to learn about the cultural and natural history of San Juan National Historic Site? Please mark (●) **all** that apply.

- ☐ Not interested in using these methods → **Go to Question 20**
- ☐ Exhibits inside the fortifications
- ☐ Exhibits outside the fortifications
- ☐ Films, movies, slideshows
- ☐ Park website: [www.nps.gov/saju](http://www.nps.gov/saju)
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Ranger-led activities and interpretive programs
- ☐ Electronic media/devices for visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.)
- ☐ Other (Please specify) \_\_\_\_\_
- ☐ Evening events
- ☐ Self-guided tours
- ☐ Special events
- ☐ Volunteer opportunities

20. a) If you were to visit San Juan National Historic Site in the future, would you and your personal group be interested in attending programs in the fortifications after closing (such as a candlelight tour, lecture by subject expert, etc.)?

- ☐ Yes                      ☐ No                      ☐ Not sure

- b) If YES, how long should the program be?

- ☐ ½ hour                      ☐ 1 hour                      ☐ Longer than 1 hour

- c) Would you be willing to pay a fee of \$5/adult to attend an after-hours program?
- ☐ Yes                      ☐ No                      ☐ Not sure
21. Would you and your personal group be likely to visit San Juan National Historic Site again in the future?
- ☐ Yes, likely                      ☐ No, unlikely                      ☐ Not sure
22. On this visit, were you and your personal group part of one of the following types of organized groups?
- a) Commercial guided tour group                      ☐ Yes                      ☐ No
- b) School/educational group                      ☐ Yes                      ☐ No
- c) Other group (scouts, work, church, etc.)                      ☐ Yes                      ☐ No
- d) If you were with one of these organized groups, how many people, including yourself, were in this group?
- \_\_\_\_\_ Number of people in organized group
23. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?
- ☐ Alone    ☐ Friends
- ☐ Family    ☐ Family and friends
- ☐ Other (Please specify) \_\_\_\_\_
- b) On this visit, how many people were in your personal group, including yourself?
- \_\_\_\_\_ Number of people
- c) On this visit, how many vehicles did you and your personal group use to arrive at the park? Please write 0 if you did not use any vehicles.
- \_\_\_\_\_ Number of vehicles
24. a) Were you and your personal group prepared for the situations that can be experienced while visiting the San Juan National Historic Site fortifications, such as long walks, steep ramps, sun, heat, etc.?
- ☐ Yes                      ☐ No
- b) On this visit, did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?
- ☐ Yes                      ☐ No → **Go to Question 25**

- c) If YES, what activities or services did the person(s) have difficulty accessing or participating in during this visit? Please be specific.
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- d) Did any of the following conditions contribute to the access difficulties? Please mark (●) **all** that apply.

- ☐ Hearing (difficulty hearing ranger-led activities, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
- ☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)
- ☐ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
- ☐ Other (Please specify) \_\_\_\_\_

25. For you and your personal group on this visit, please provide the following information. If you do not know the answer, leave blank.

	a) <b>Current age</b>	b) <b>U.S. ZIP code or name of country other than U.S.</b>	c & d) <b>Number of visits to San Juan National Historic Site</b> (including this visit)	
			<b>past 12 months</b>	<b>lifetime</b>
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

26. When visiting an area such as San Juan National Historic Site, which languages do you and most members of your personal group prefer to use for the following?

- a) Speaking: ☐ English ☐ Other (Specify) \_\_\_\_\_
- b) Reading: ☐ English ☐ Other (Specify) \_\_\_\_\_

- c) In your opinion, what **services** in the park need to be provided in languages other than English and Spanish? Please specify a service(s) or mark (●) "None."

Service(s) \_\_\_\_\_ ☐ None

27. a) On this visit, what did you and your personal group like **most** about your visit to San Juan National Historic Site?

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- b) On this visit, what did you and your personal group like **least** about your visit to San Juan National Historic Site?

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28. If you were a manager planning for the future of San Juan National Historic Site, what would you and your personal group propose?

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29. Is there anything else you and your personal group would like to tell us about your visit to San Juan National Historic Site?

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30. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at San Juan National Historic Site during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

**OFFICIAL BUSINESS**

**Visitor Services Project  
Park Studies Unit  
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University of Idaho  
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