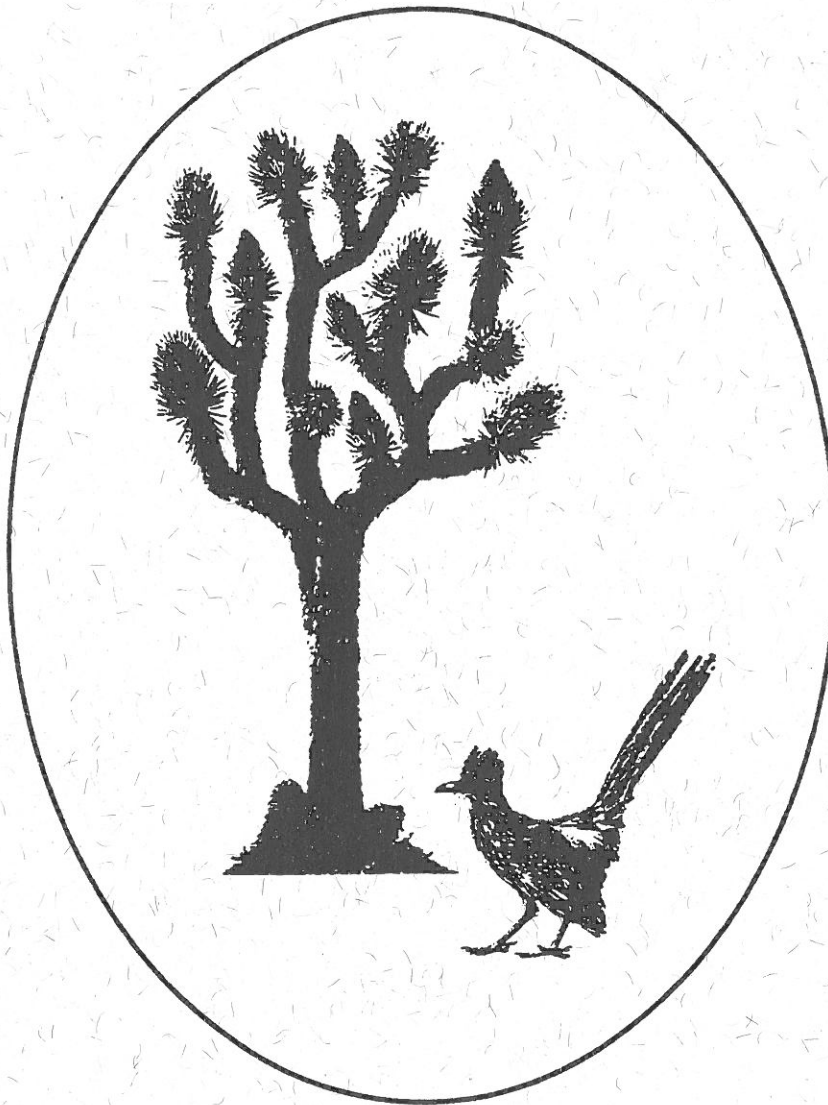


Visitor Services Project
Joshua Tree National Monument



Visitor Services Project Report 39
Cooperative Park Studies Unit



University of Idaho



Visitor Services Project

Joshua Tree National Monument

Margaret Littlejohn

Report 39

November 1991

Ms. Margaret Littlejohn is VSP Western Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank Sarah Murphy-Scher, Harriet Darley, Rick McIntyre and staff at Joshua Tree National Monument for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

Visitor Services Project Joshua Tree National Monument

Report Summary

- This report describes the results of a visitor study at Joshua Tree National Monument during April 18-24, 1991. A total of 492 questionnaires were distributed and 409 returned, an 83% response rate.
- This report profiles Joshua Tree visitors. A separate appendix has their comments about the park and their visit. A summary of these comments is included in this report and the appendix.
- Visitors were commonly families (44%) or friends (31%); often in groups of two (51%). Thirty-three percent of visitors were 26-40 years old. Most (53%) were repeat visitors to Joshua Tree.
- Visitors from foreign countries comprised 13% of the total visitation and commonly came from Germany (42%), Canada (22%) and Great Britain (13%). Americans came from California (76%) with smaller numbers from many other states.
- Sixty-eight percent of the visitors spent less than one day in the park. Most visitors viewed scenery (87%) and visited the visitor center (54%). At Joshua Tree, most visitors went to Jumbo Rocks, Cholla Cactus Garden, Hidden Valley and Cottonwood Springs. More of the visitors stopped first at the Oasis Visitor Center, Hidden Valley and Cottonwood Springs.
- Many visitors entered at the Joshua Tree (west) entrance (40%) and exited there (39%). A majority (52%) relied on previous visits as their information source about the monument. One-third (34%) of visitors had never visited the Oasis Visitor Center; 36% had visited once. Most (84%) came to view/study scenery, plants, and wildlife.
- The most used interpretive/visitor service was the park brochure/map. Ranger assistance was the most important and best quality service which visitors rated.
- The most used maintenance service was the paved roads. Campgrounds, restrooms, trails and garbage disposal were the most important maintenance services. Trails, garbage disposal, visitor center buildings and picnic areas were the highest quality services, according to visitors.
- Of those reporting expenditures during their visit, the average visitor group spent \$72.00 in the Joshua Tree area; the average per capita expenditure was \$31.00.
- Most visitors (71%) watched rock climbing activities during their visit. Eighty percent of them enjoyed watching. They made many additional comments.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

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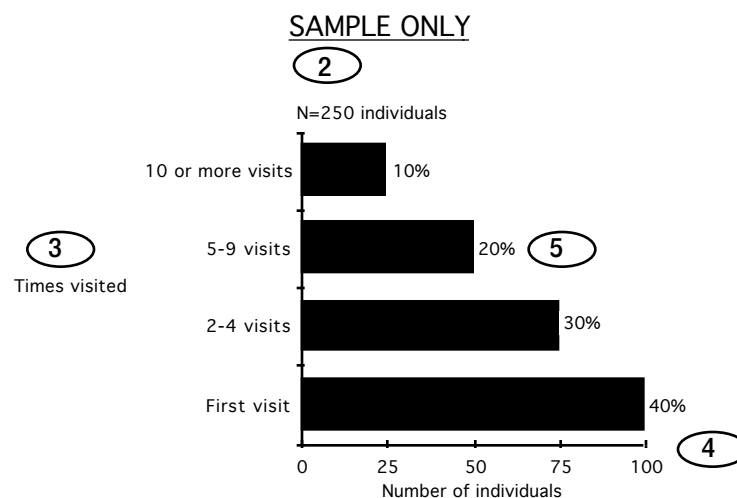
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INTRODUCTION

This report describes the results of a study of visitors at Joshua Tree National Monument (referred to as "Joshua Tree"). This visitor study was conducted April 18-24, 1991 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) **Figure 4: Number of visits**

- 1: The figure title is a general description of the graph's information.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use **CAUTION** when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the item number in each category; proportions may be shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors entering Joshua Tree during April 18-24, 1991. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design and administration

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled using a selected interval as they entered Joshua Tree at the main park entrances: West (Joshua Tree), North (Twentynine Palms) and South (Cottonwood) entrances. In this report, the entrances are referred to by the names in the parentheses.

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Data analysis

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Returned questionnaires were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 399 groups, Figure 3 presents data for 1053 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause

the number in the sample to vary from figure to figure. For example, although 409 questionnaires were returned, Figure 1 shows data for only 399 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations which should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of April 18-24, 1991. The results do not necessarily apply to visitors using other sites in the park or to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION**" is included in the graph, figure or table.

RESULTS

A. Visitors contacted

Five hundred twenty-two visitor groups were contacted; 94% accepted questionnaires. Four hundred nine visitor groups completed and returned their questionnaires, an 83% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias was insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	492	45.1	408	46.3
Group size	492	2.9	399	3.2

B. Characteristics

Figure 1 shows group sizes, which varied from one person to 30 people. Fifty-one percent of Joshua Tree visitors came in groups of two people, 25% came in groups of three or four. Forty-four percent of visitors came in family groups, while 31% came in friends groups, as shown in Figure 2.

Figure 3 shows a wide range of age groups; the most common were visitors aged 26-40 (33%), with less visitors under age 21. Most visitors were repeat visitors (53%), although 47% were at Joshua Tree for the first time (see Figure 4).

Visitors from foreign countries comprised 13% of all visitation. Map 1 and Table 2 show that most foreign visitors came from Germany (42%), Canada (22%) and Great Britain (13%). Map 2 and Table 3 show that the majority of American visitors came from California (76%), with much smaller numbers from many other states.

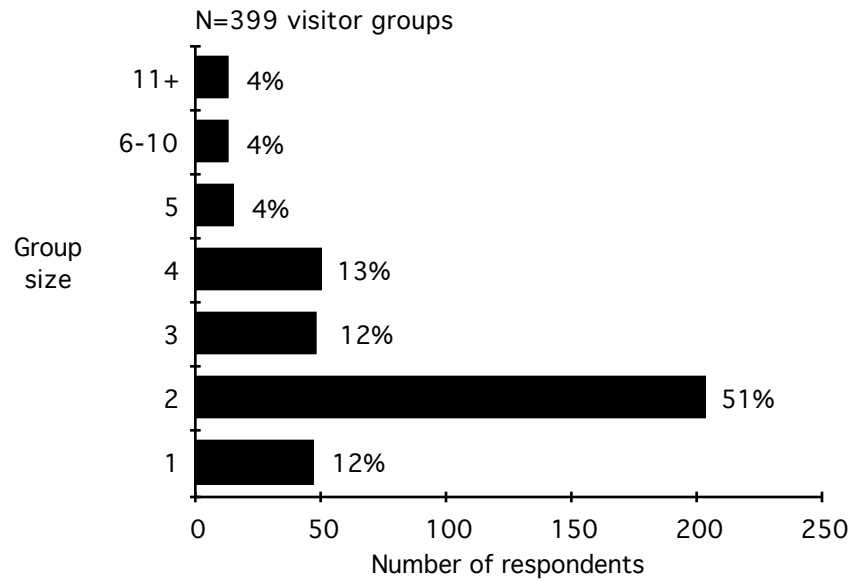


Figure 1: Visitor group sizes

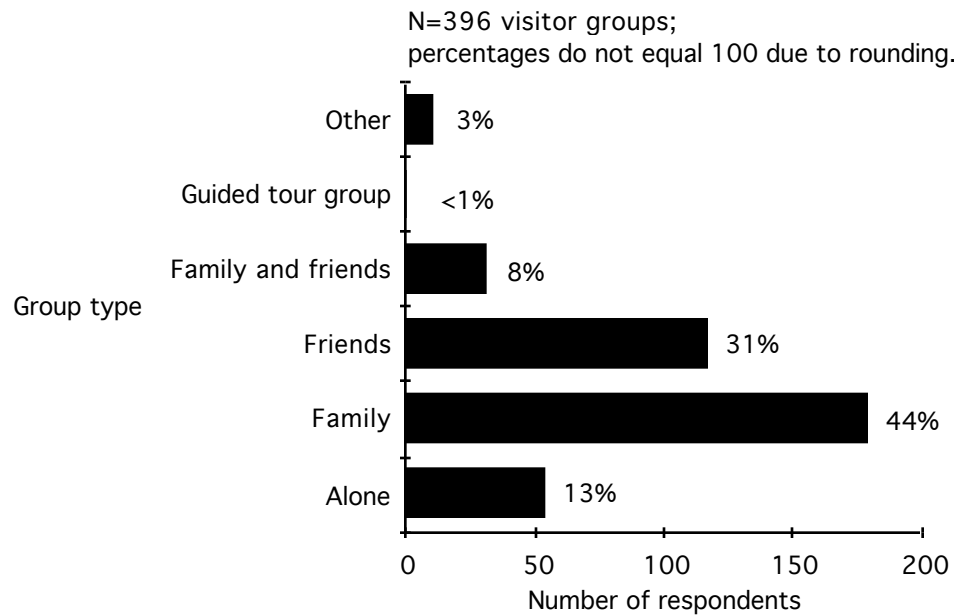


Figure 2: Visitor group types

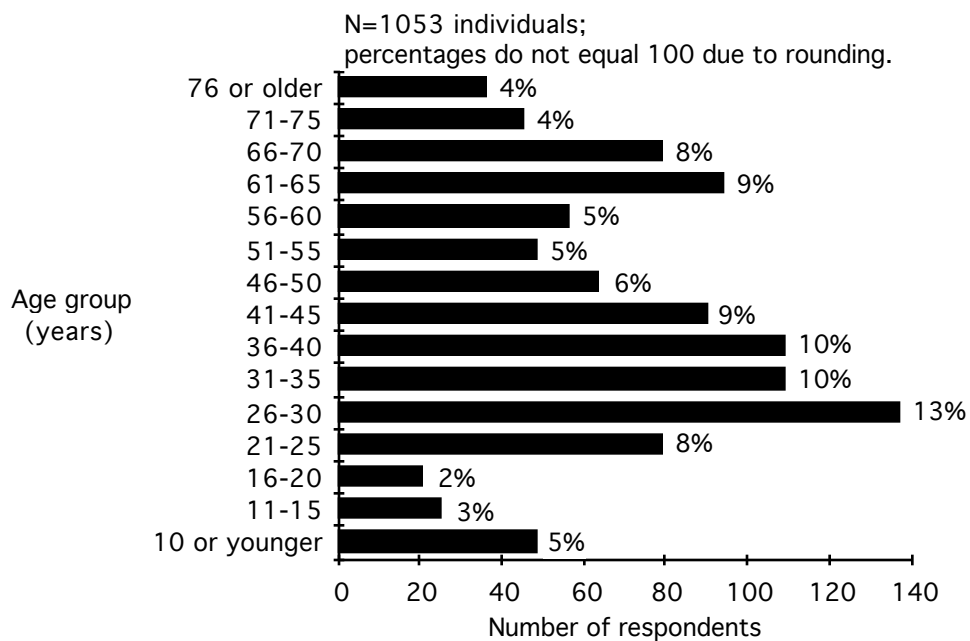


Figure 3: Visitor ages

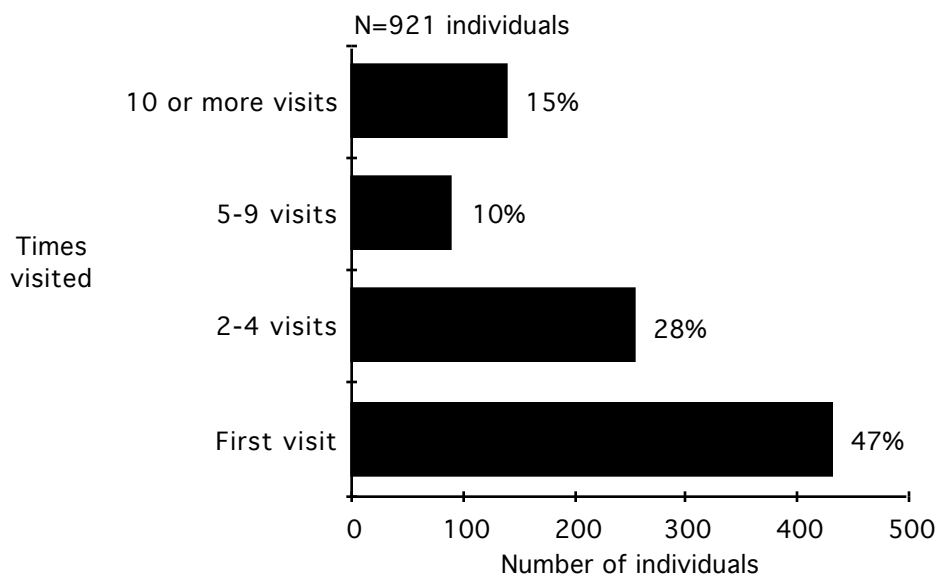


Figure 4: Number of visits

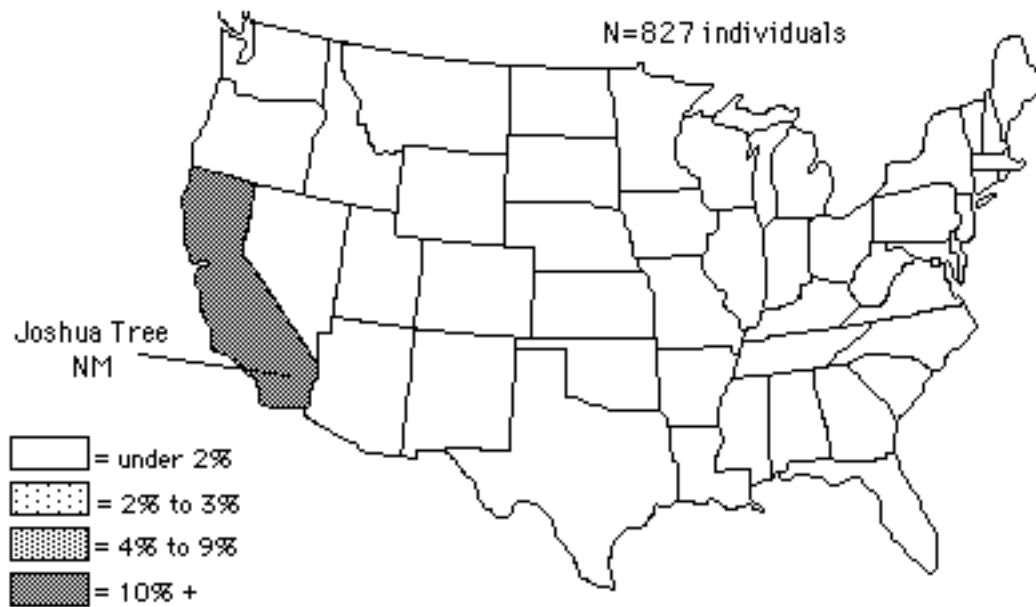


Map 1: Proportion of foreign visitors by country

Table 2: Proportion of visitors from foreign countries

N=123 individuals from foreign countries

Country	Number of individuals	% of foreign visitors
Germany	52	42
Canada	27	22
Great Britain	16	13
Switzerland	10	8
Holland	6	5
Austria	4	3
Italy	3	2
Israel	2	2
Australia	1	1
France	1	1
Yugoslavia	1	1



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=827 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
California	632	76
New York	17	2
Colorado	16	2
Arizona	10	1
Florida	9	1
Massachusetts	9	1
Washington	9	1
Pennsylvania	8	1
Connecticut	7	1
Illinois	7	1
Michigan	7	1
Vermont	7	1
Texas	6	1
Kansas	5	1
Maryland	5	1
North Carolina	5	1
Nevada	5	1
Oregon	5	1
Wyoming	5	1
Other states/D.C. (23)	53	6

C. Length of stay

Sixty-eight percent of the visitors spent less than one day at Joshua Tree, while 16% spent two days, as in Figure 5. Another 16% spent 3 days or more. In Figure 6, 65% of the visitors who stayed less than one day spent three to six hours. Nine percent spent 9-21 hours.

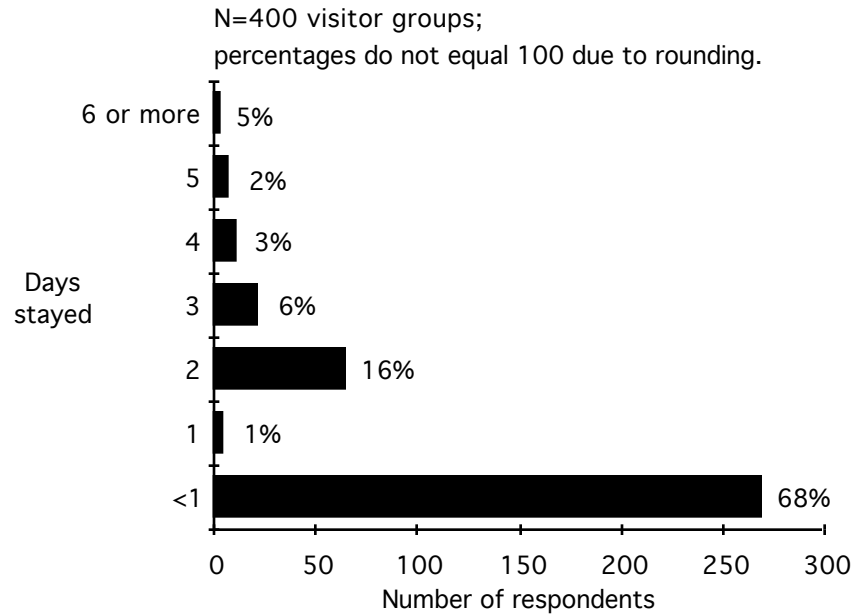


Figure 5: Length of stay by Joshua Tree visitors

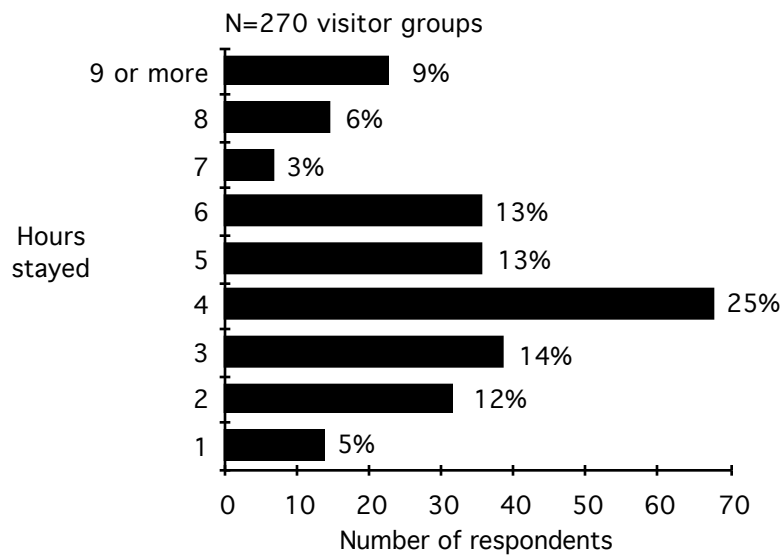


Figure 6: Length of stay by visitors who spent less than one day at Joshua Tree

D. Activities

Figure 7 shows the proportion of visitor groups who participated in each activity during their visit. Common activities were sightseeing (87%), visiting the visitor center (54%), and walking nature trails (49%). Twenty-two percent of the visitors described "other" activities they pursued including photography, viewing/studying wildflowers, driving through, birdwatching and many other activities.

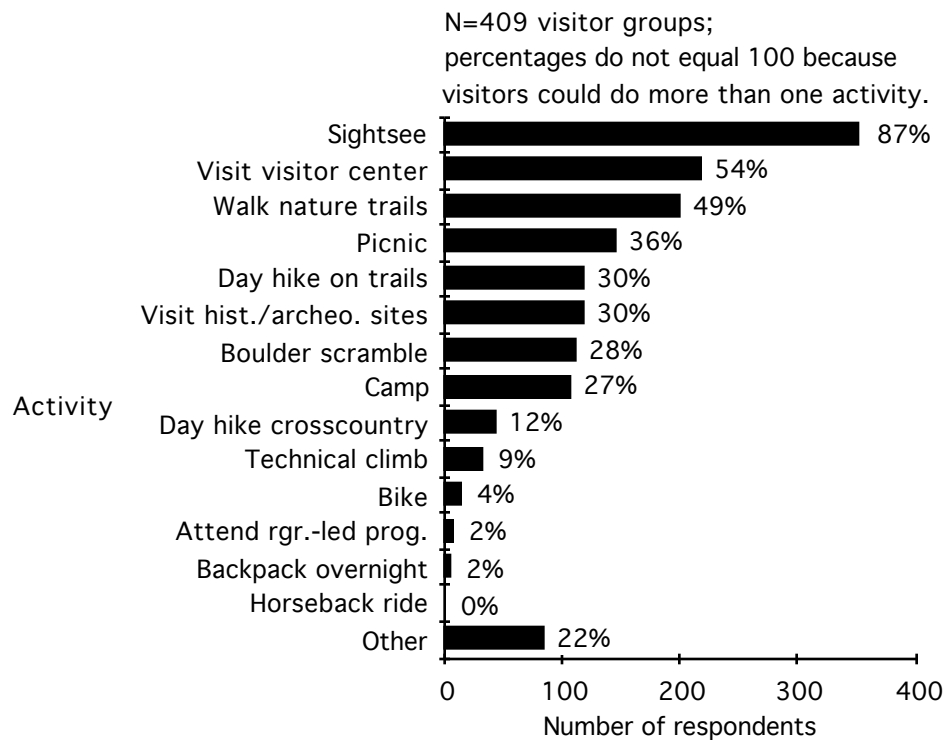
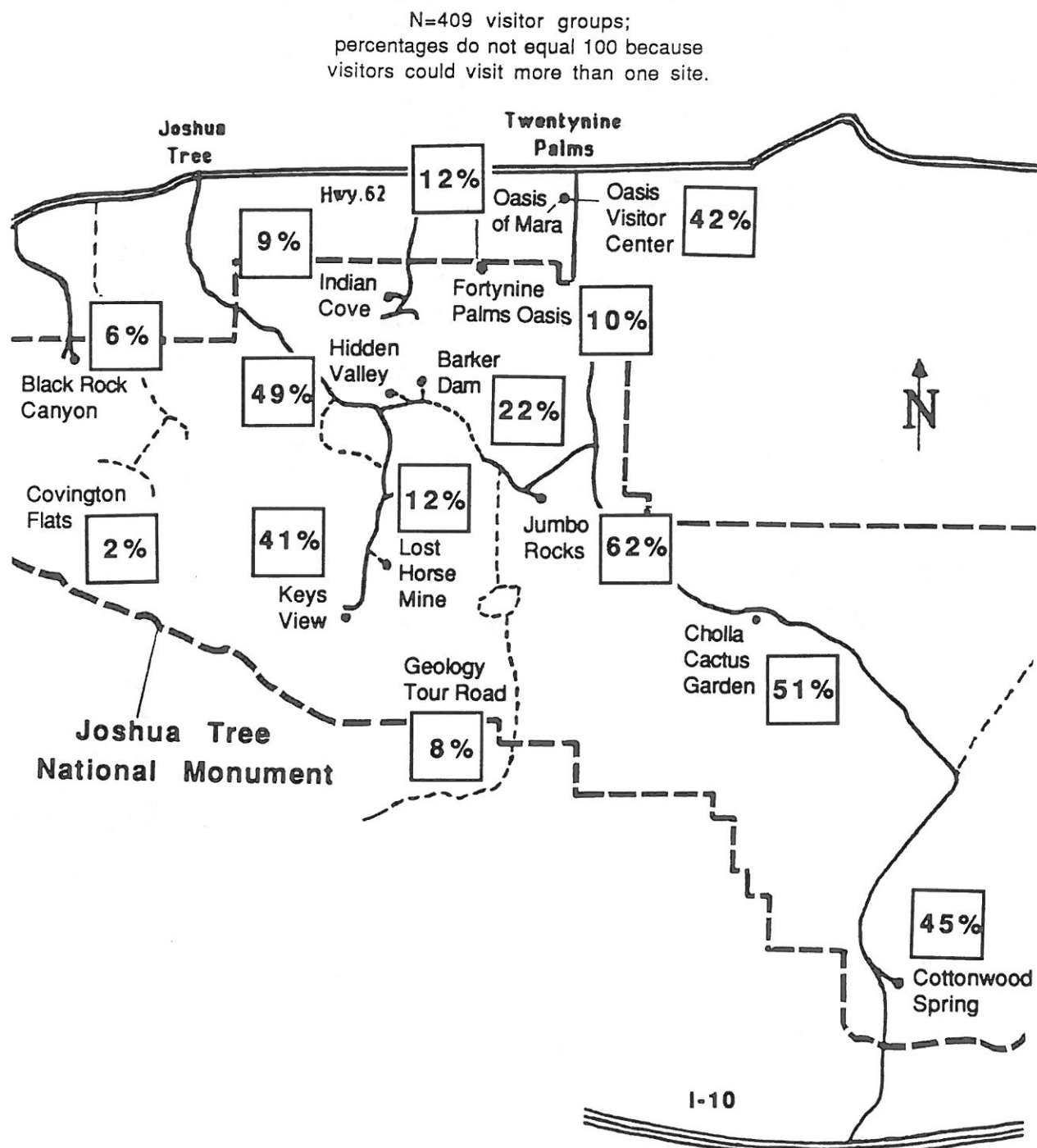


Figure 7: Proportion of visitor groups participating in each activity

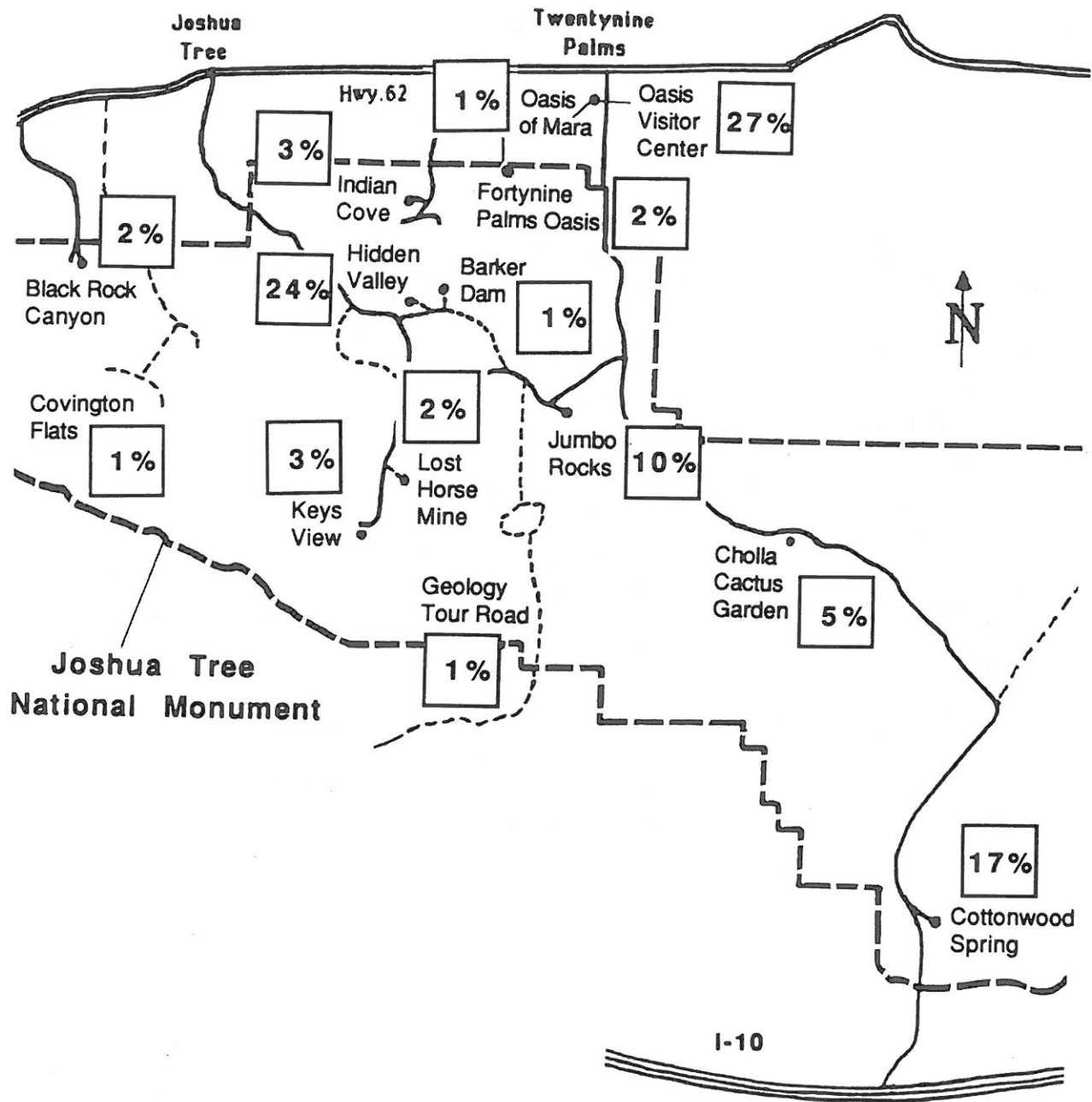
E. Order sites were visited; entrances/exits used

Map 3 shows the proportion of visitor groups that visited selected sites at Joshua Tree. Most visitor groups went to Jumbo Rocks (62%) and Cholla Cactus Garden (51%). Map 4 shows that more visitors stopped first at the Oasis Visitor Center (27%), Hidden Valley (24%), and Cottonwood Spring (17%).



Map 3: Proportion of visitors who visited each site

N=389 visitor groups;
percentages do not equal 100 due to rounding.



Map 4: Proportion of visitors who visited each site first

Visitors most frequently first entered the park through the Joshua Tree entrance (40%) or Twentynine Palms entrance (36%), as shown in Figure 8. Figure 9 shows that most visitors' last exit from the park was through the Joshua Tree entrance (39%) or Cottonwood Spring entrance (35%). "Other" exits used included the Geology Tour Road and 49 Palms area.

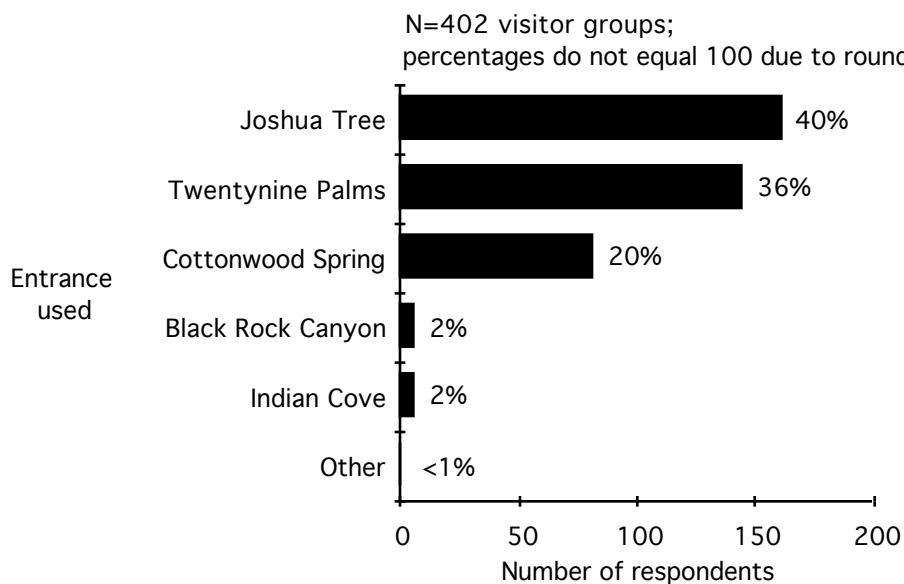


Figure 8: Locations where visitors first entered Joshua Tree

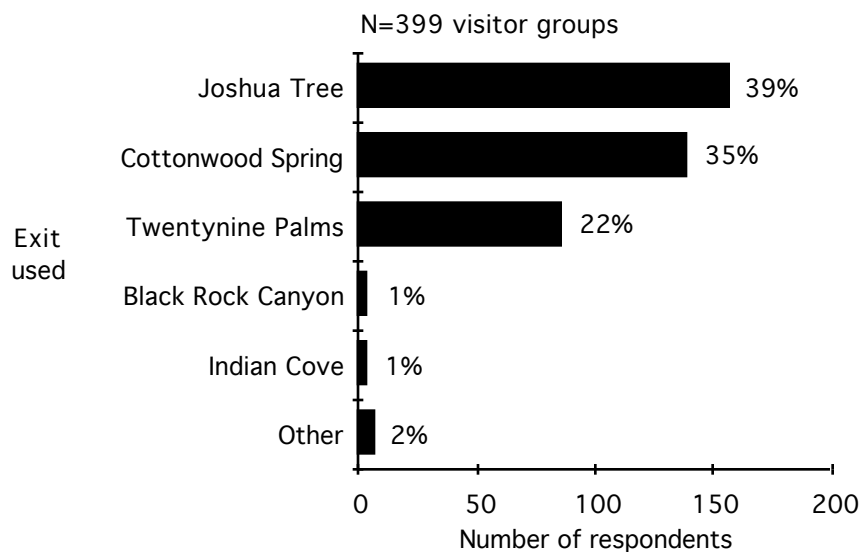


Figure 9: Locations where visitors last exited Joshua Tree

F. Source of park information

The most often used source of information about the monument was previous visit(s) (52%), as shown in Figure 10. Other sources included advice from friends or relatives (38%) and maps (34%). The least used source was written inquiries to the monument (1%). "Other" sources included climbing guides/magazines, motel/hotel information, and an auto club.

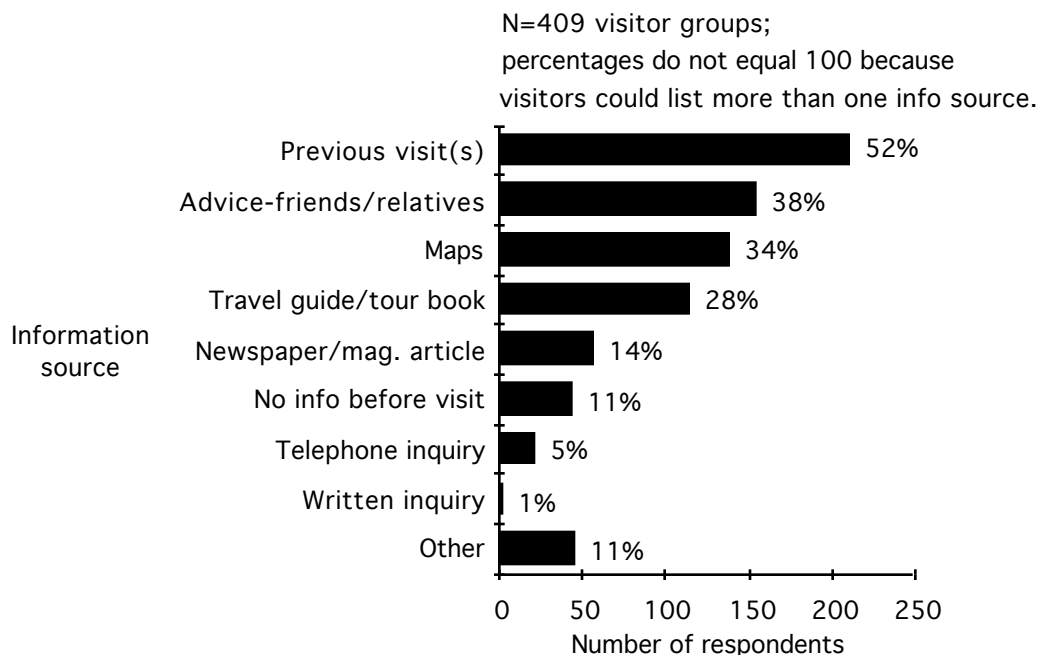


Figure 10: Source of information about Joshua Tree

G. Number of visitor center visits

Visitors were asked the number of times they had visited the Oasis Visitor Center, including this visit. Over one-third (36%) said they had visited once, and over one-third (34%) had never visited the Oasis Visitor Center (see Figure 11).

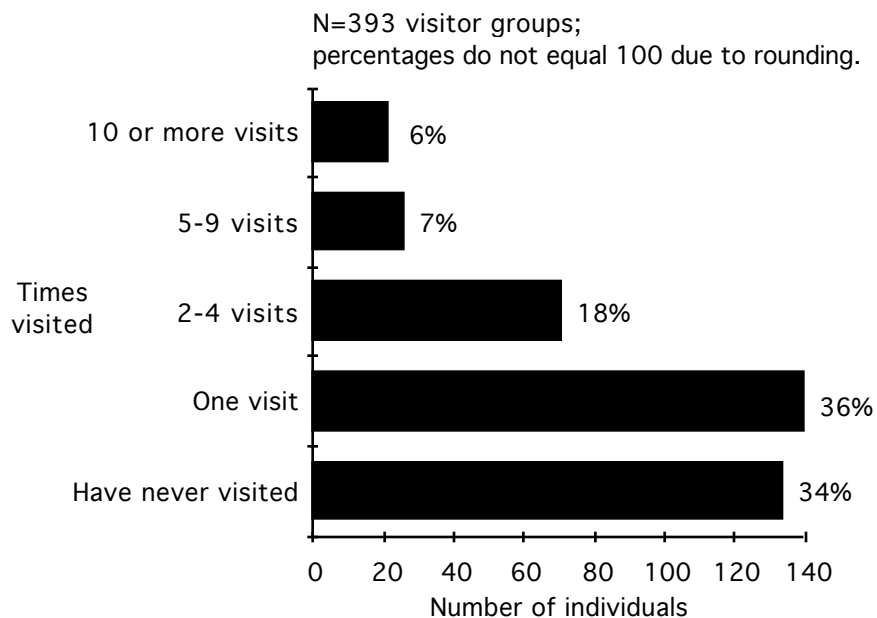


Figure 11: Number of visitor center visits

H. Reasons for park visit

Visitors were asked to select their reasons for visiting Joshua Tree from a list provided to them. Eight-four percent said they came to view/study scenery, plants, and wildlife (see Figure 12). Smaller number of visitors listed participating in recreation (43%), and view or studying cultural/historical sites (22%) as their reasons for visiting. Twenty-one percent listed "other" reasons for coming including to photograph, picnic, see wildflowers, drive through and many others.

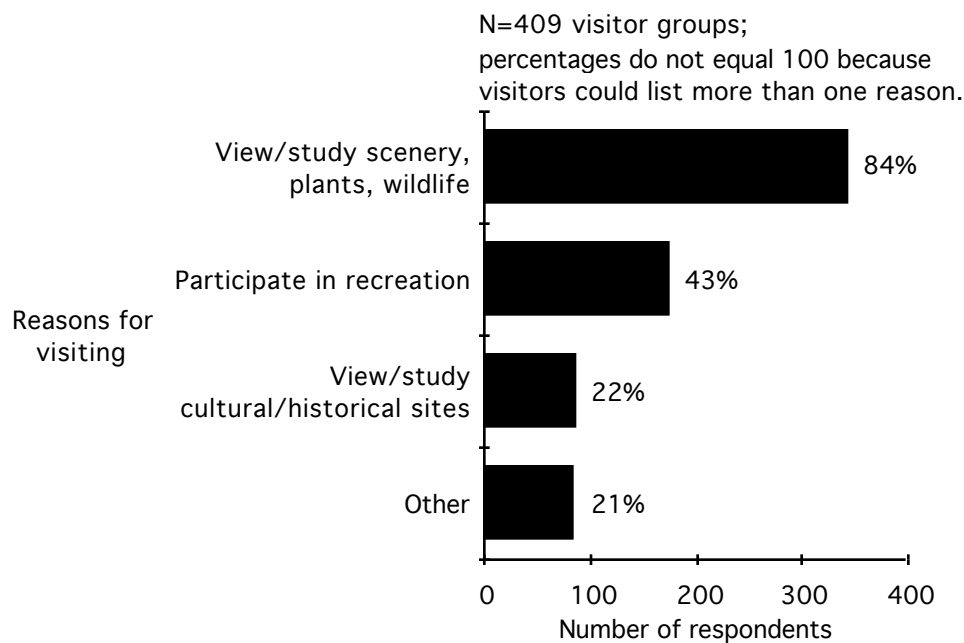


Figure 12: Reasons for visiting Joshua Tree

I. Interpretive and visitor services: use, importance and quality evaluations

The most commonly used interpretive or visitor services were the park brochure/map (83%) and the park entrance station personnel (58%), as shown in Figure 13. The least used services were the Keys Ranch tour and volunteer/ranger-led programs, each at 4%.

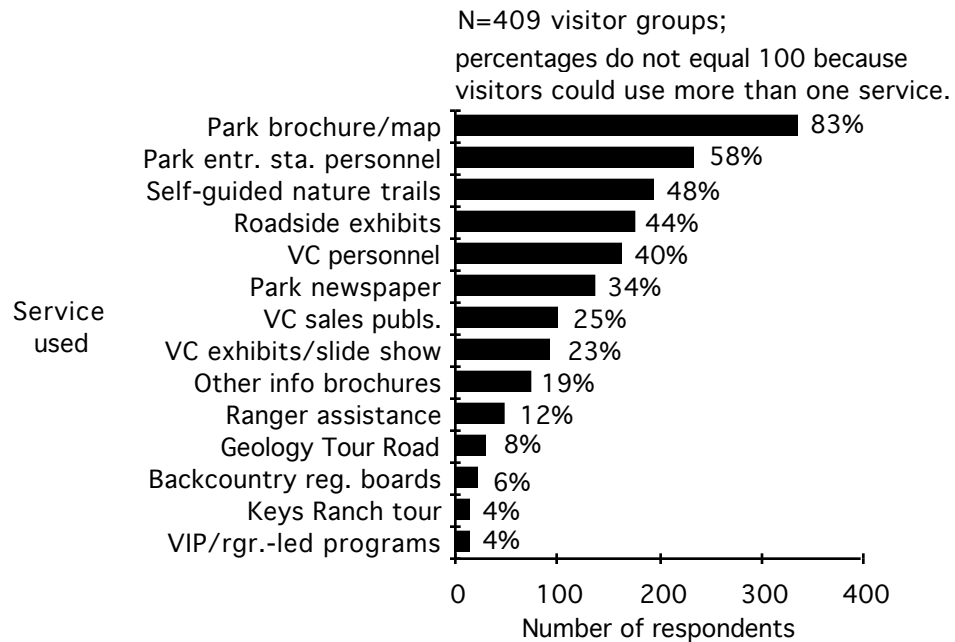


Figure 13: Use of interpretive and visitor services

Visitors rated the importance and quality of interpretive and visitor services they used. Visitors rated the services' importance on a five point scale: 1=extremely important, 2=very important, 3=moderately important, 4=somewhat important, and 5=not important. Visitors also used a five point scale to rate the quality of the services they used: 1=very good, 2=good, 3=average, 4=poor, and 5=very poor.

Figure 14 shows the average importance and quality rating for each service. Services were all rated above average in importance and quality. Some services were not rated by enough visitors to provide reliable results. Ranger assistance, the park brochure/map, visitor center personnel and entrance station personnel were the most important services; ranger assistance, visitor center personnel, and entrance station personnel were the highest quality services.

Figures 15-25 show that several services received the highest "very important" to "extremely important" ratings: Geology tour road, ranger assistance, park brochure/map, and visitor center personnel. Services receiving the highest "somewhat important" to "not important" ratings were the park newspaper, visitor center exhibits/slide show and roadside exhibits. Too few visitors rated the importance of volunteer/ranger-led programs, Keys Ranch tours, and backcountry registration boards to provide reliable information, so those graphs are not included.

Figures 26-35 show that several services were given high "good" to "very good" ratings: visitor center personnel, ranger assistance and entrance station personnel. The service receiving the highest "poor" to "very poor" quality ratings was roadside exhibits. Too few visitors rated the quality of volunteer/ranger-led programs, Keys Ranch tours, geology tour road, and backcountry registration boards to provide reliable information, so those graphs are not included.

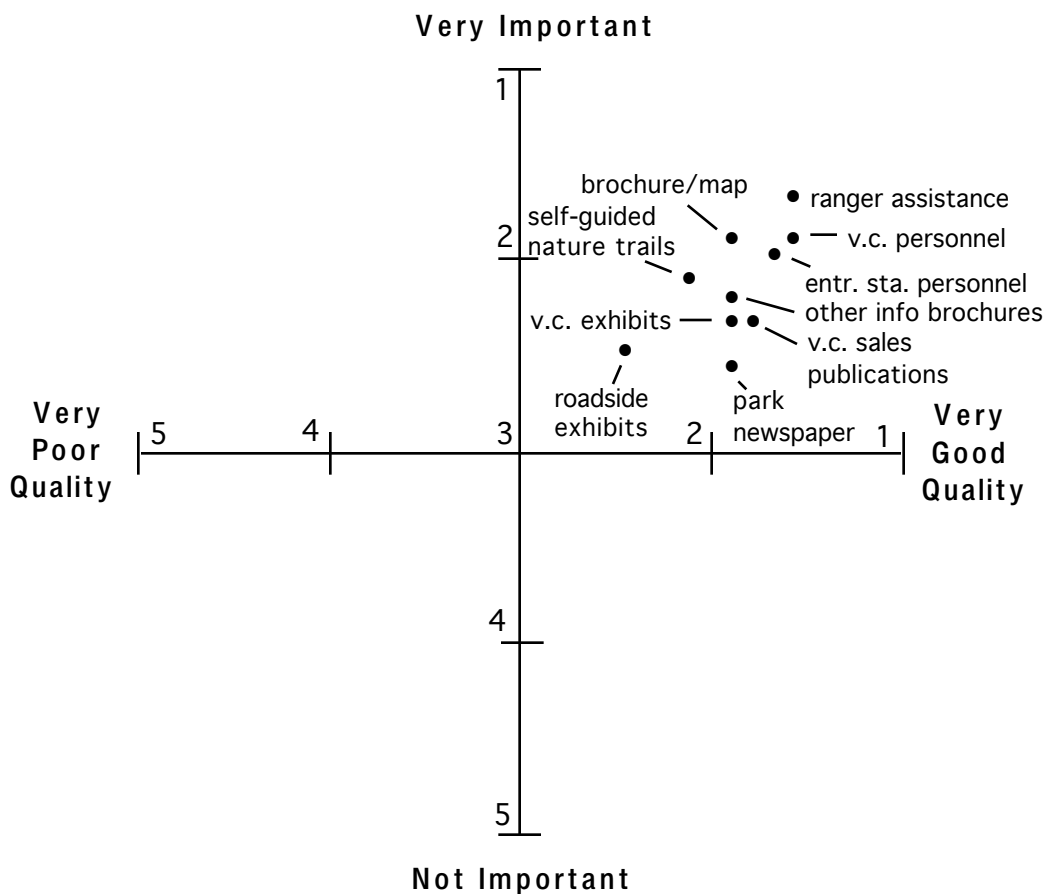


Figure 14: Average ratings of service importance and quality

CAUTION: The interpretive and visitor services not included in the above graph were rated by too few visitors to provide reliable results.

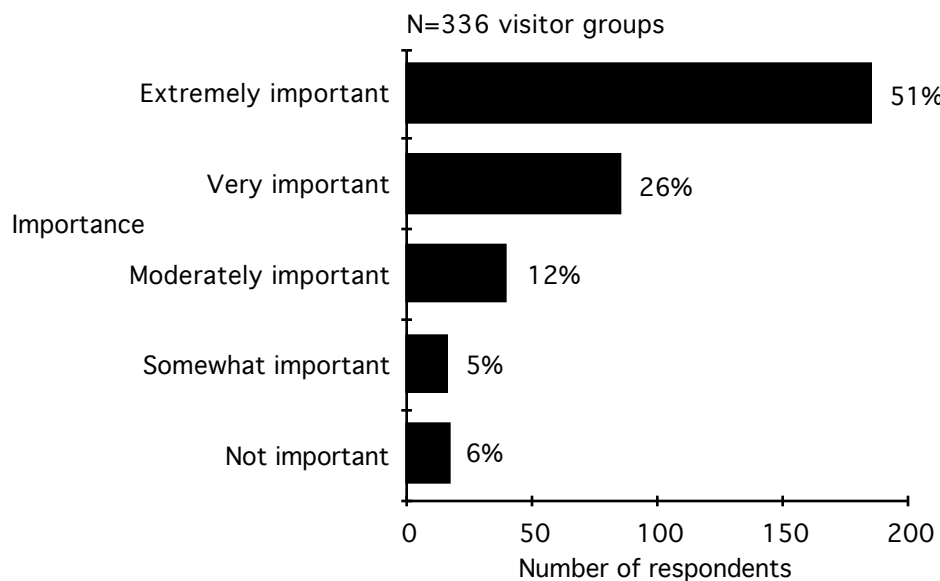


Figure 15: Park brochure/map importance

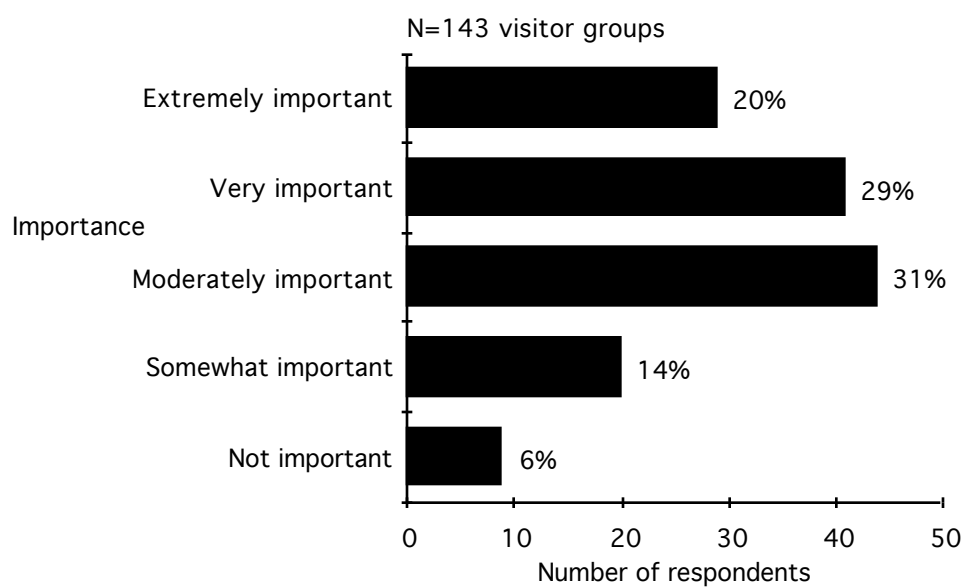


Figure 16: Park newspaper (*Joshua Tree Journal*) importance

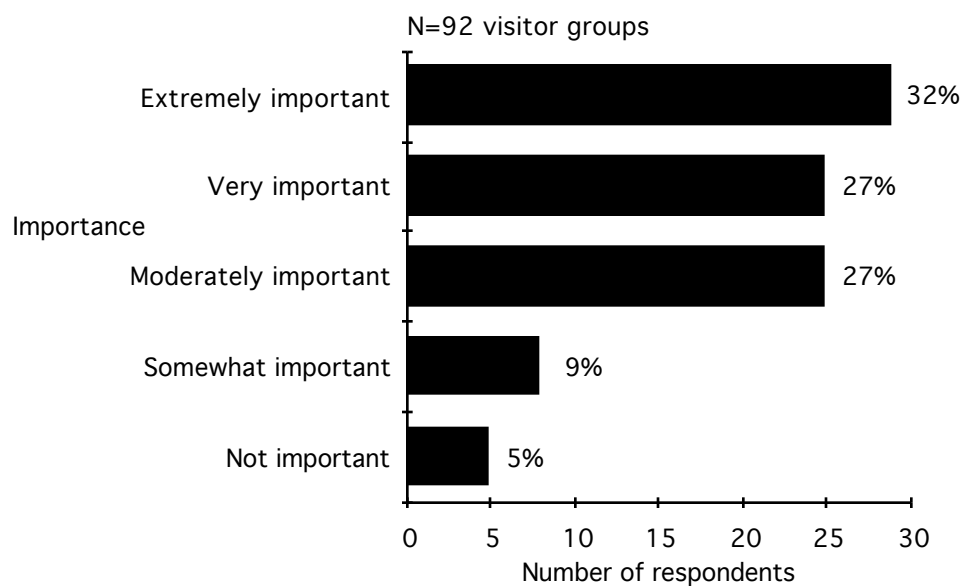


Figure 17: Visitor center sales publication importance

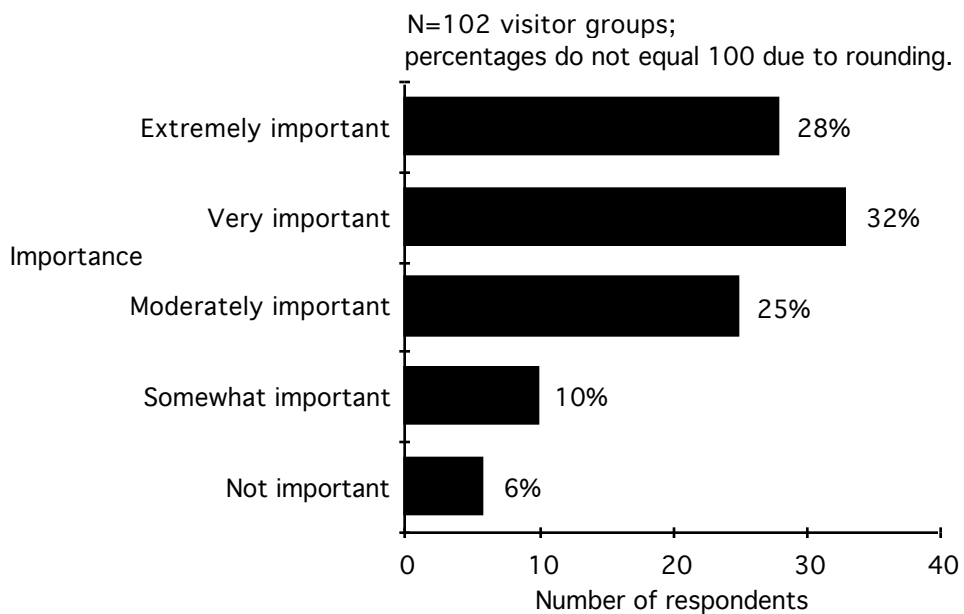


Figure 18: Visitor center exhibits/slide show importance

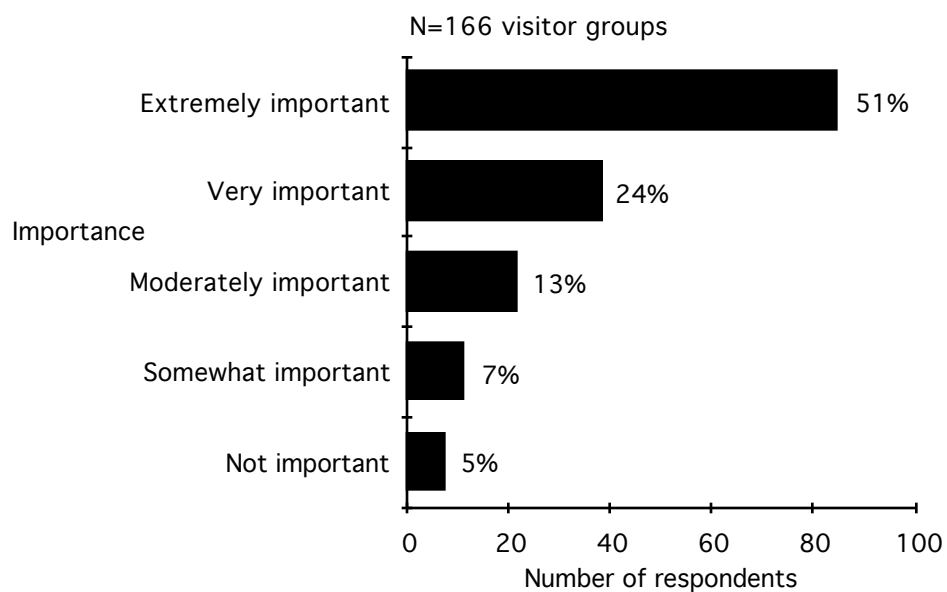


Figure 19: Visitor center personnel importance

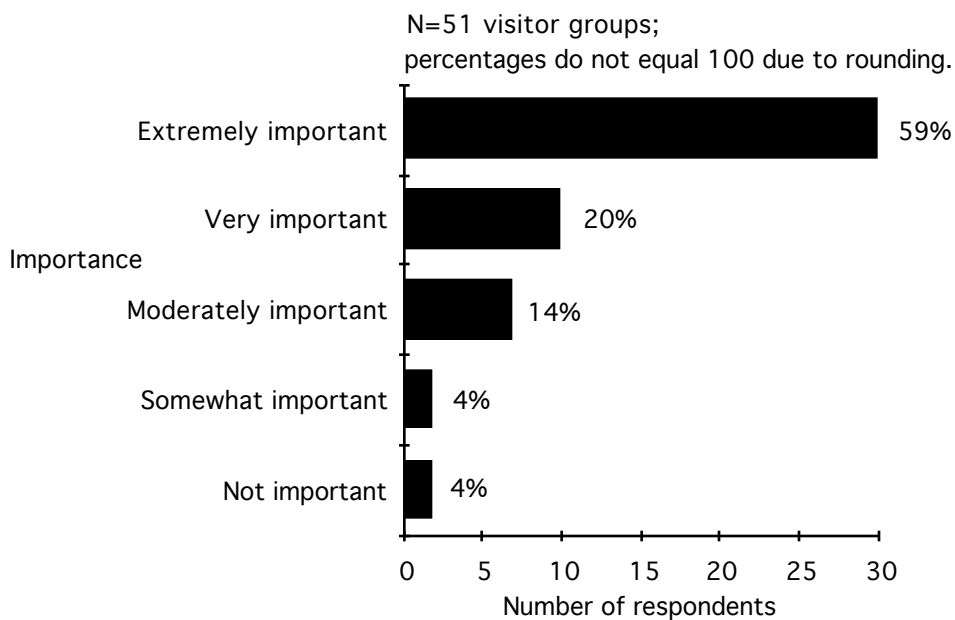


Figure 20: Ranger assistance importance

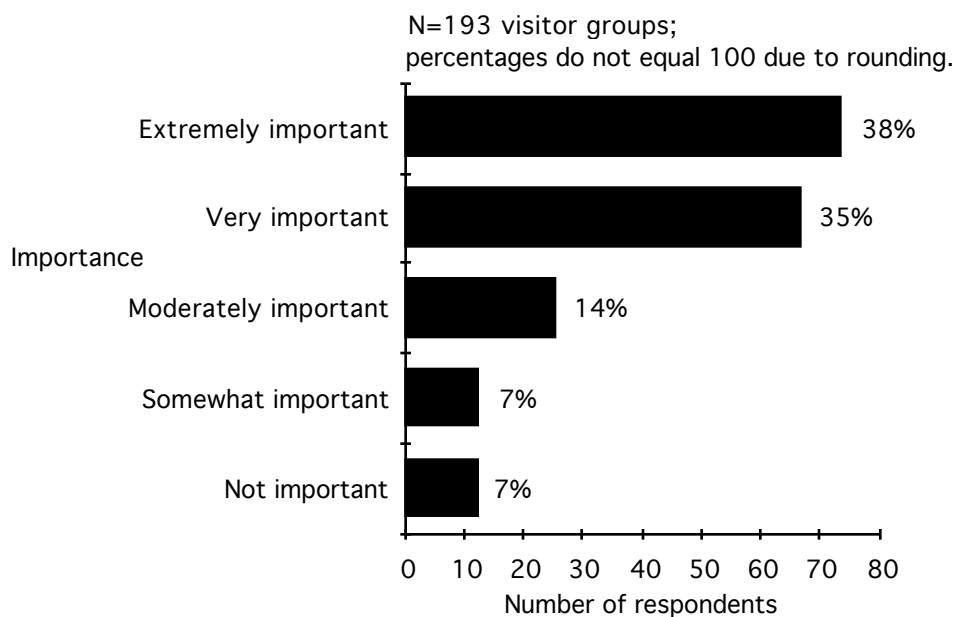


Figure 21: Self-guided nature trail importance

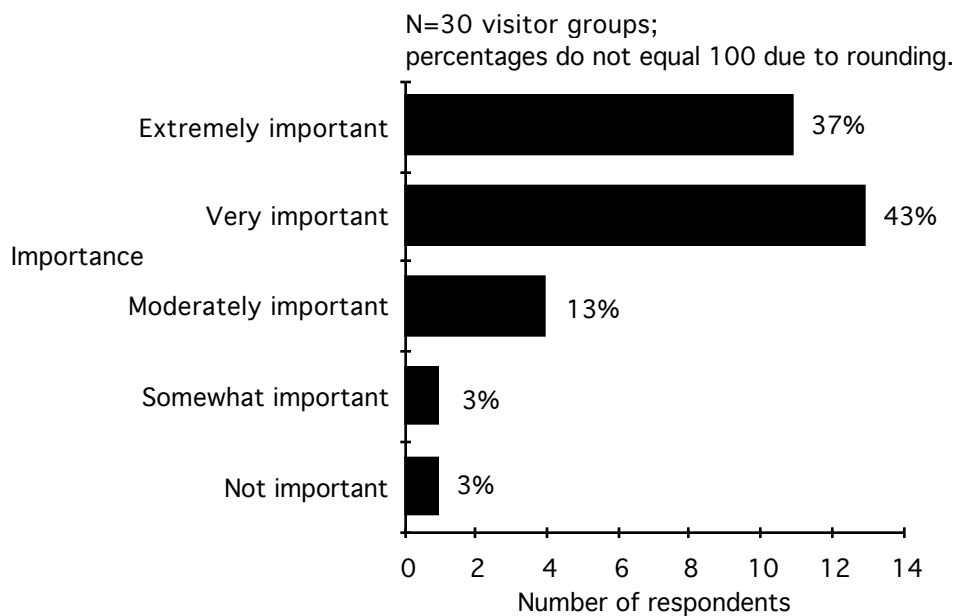


Figure 22: Geology tour road importance

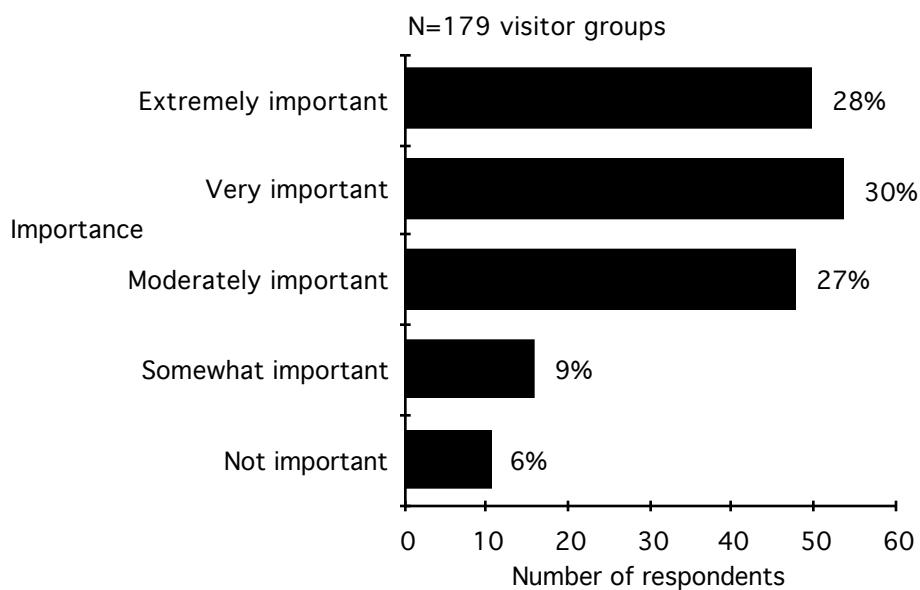


Figure 23: Roadside exhibit importance

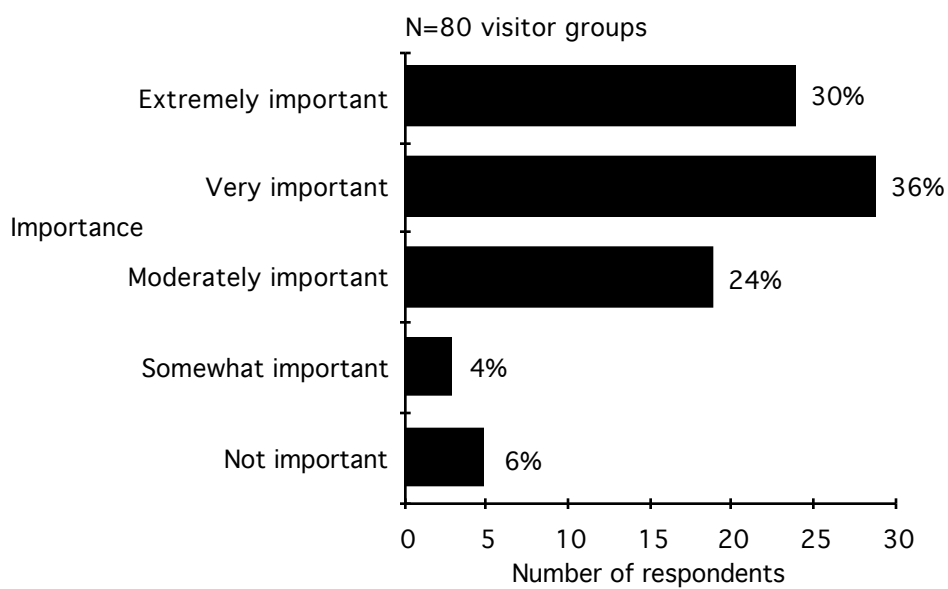


Figure 24: Other informational brochures importance

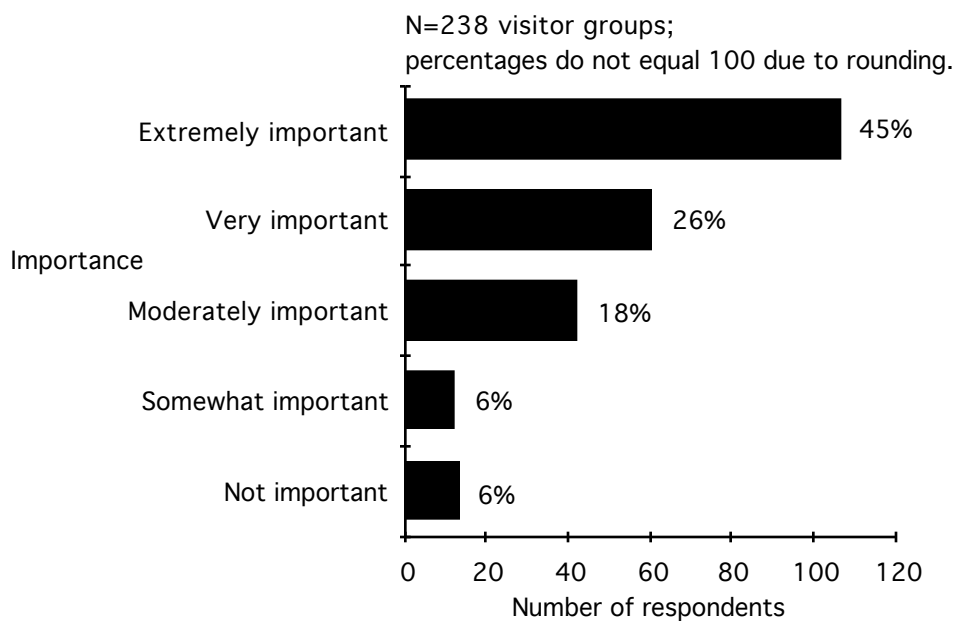


Figure 25: Park entrance station personnel importance

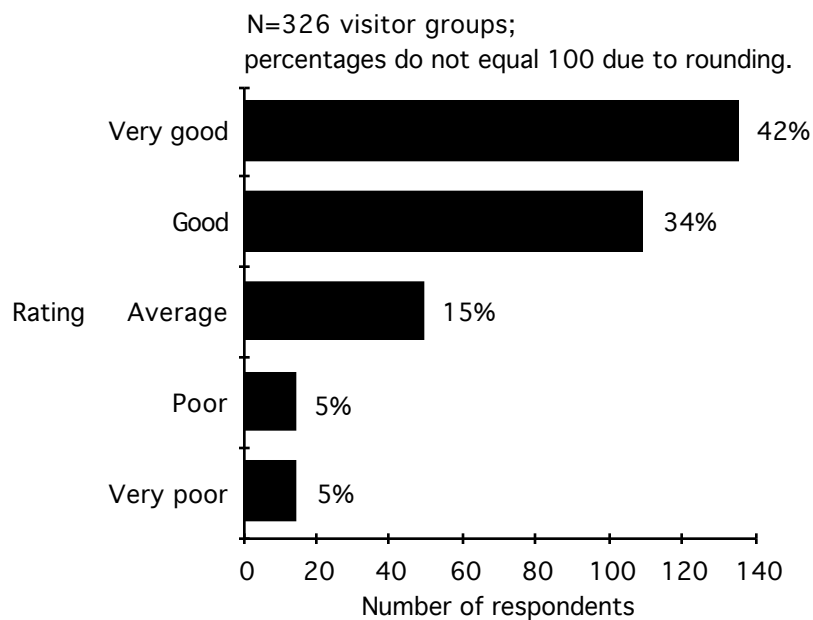


Figure 26: Park brochure/map quality

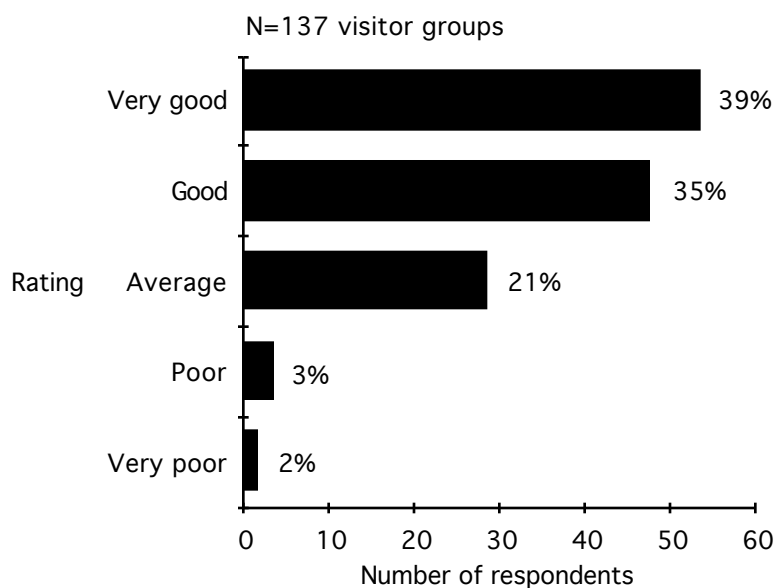


Figure 27: Park newspaper (*Joshua Tree Journal*) quality

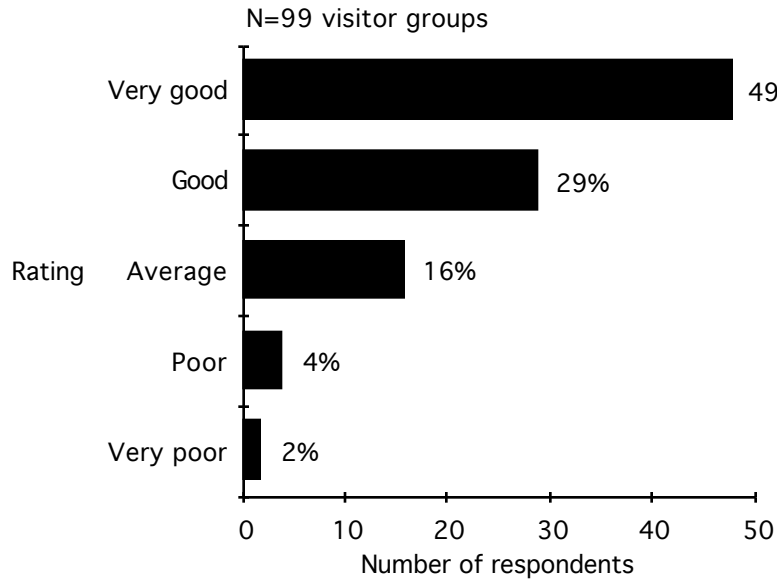


Figure 28: Visitor center sales publication quality

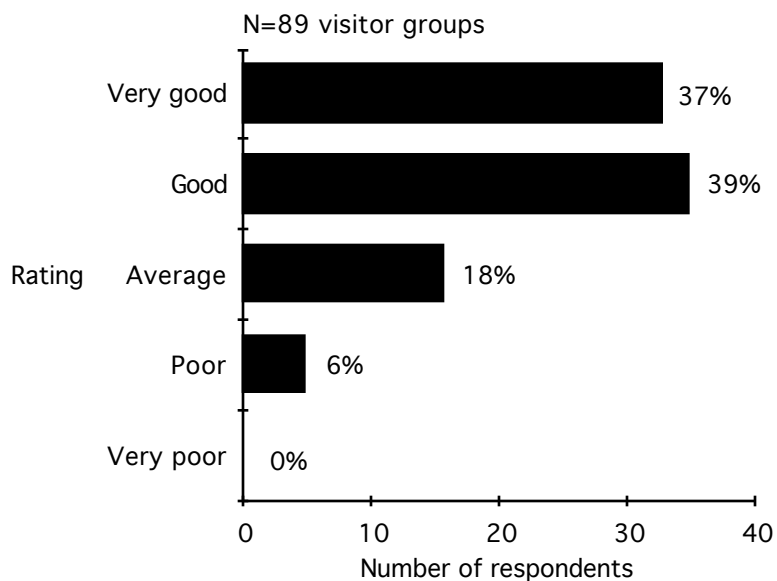


Figure 29: Visitor center exhibits/slide show quality

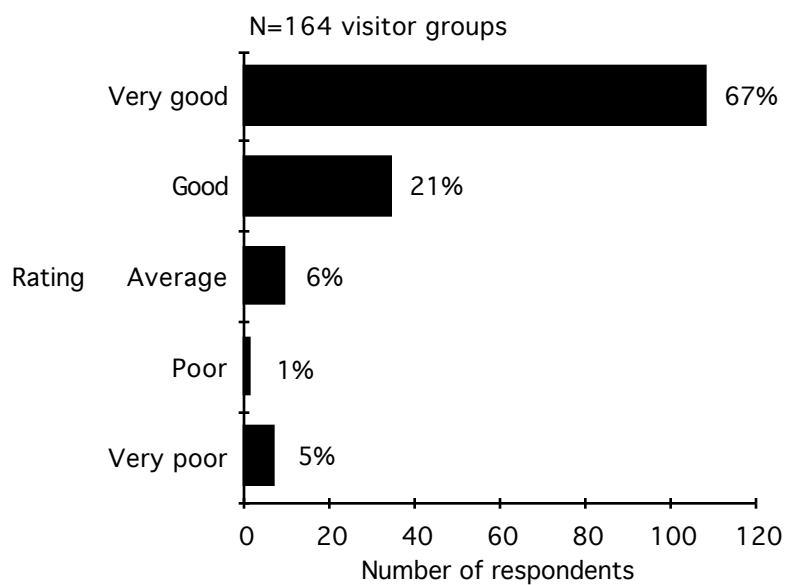


Figure 30: Visitor center personnel quality

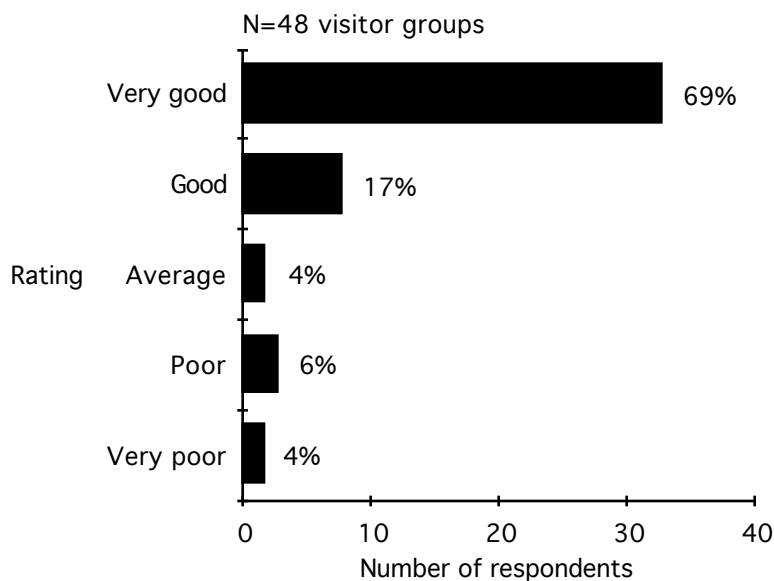


Figure 31: Ranger assistance quality

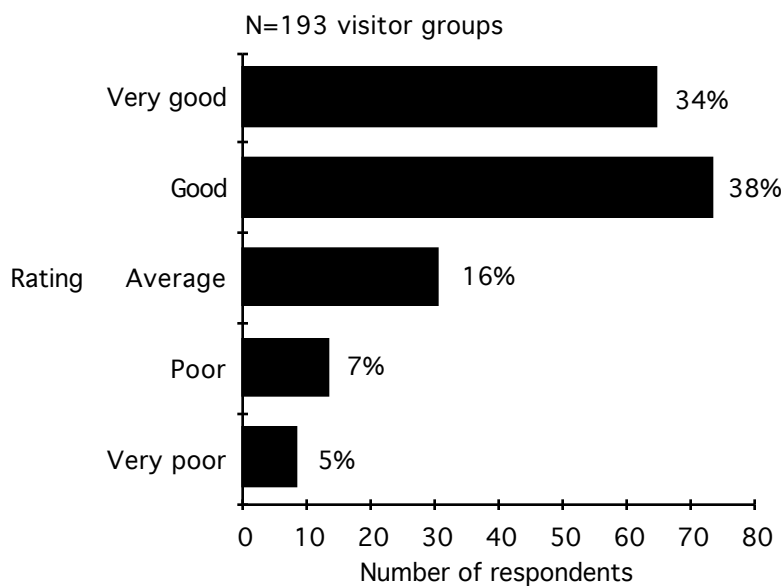


Figure 32: Self-guided nature trail quality

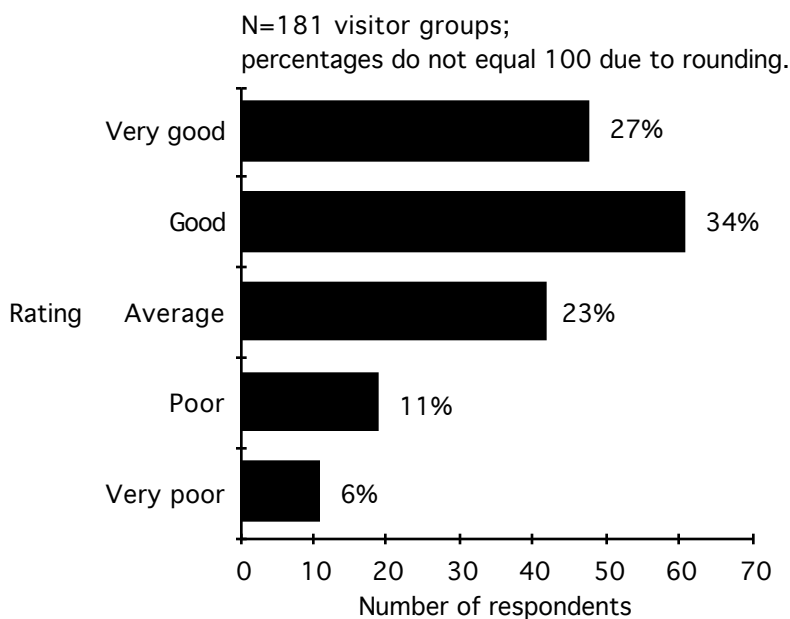


Figure 33: Roadside exhibit quality

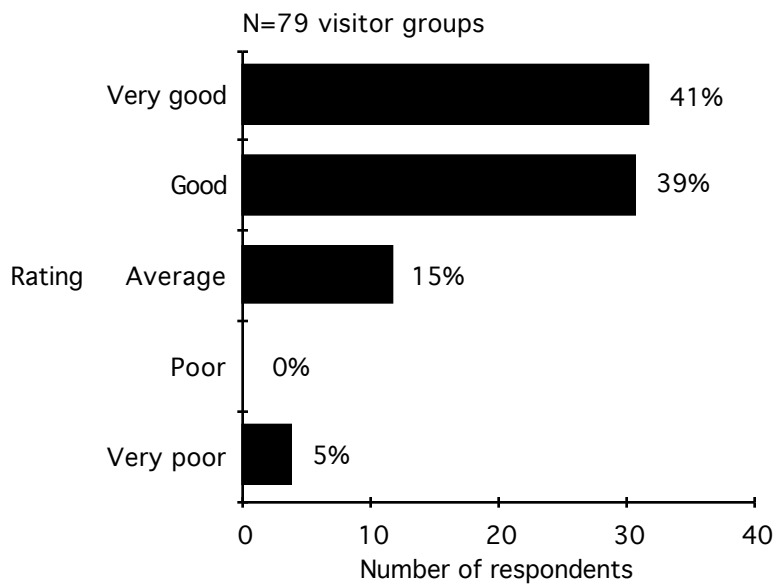


Figure 34: Other informational brochure quality

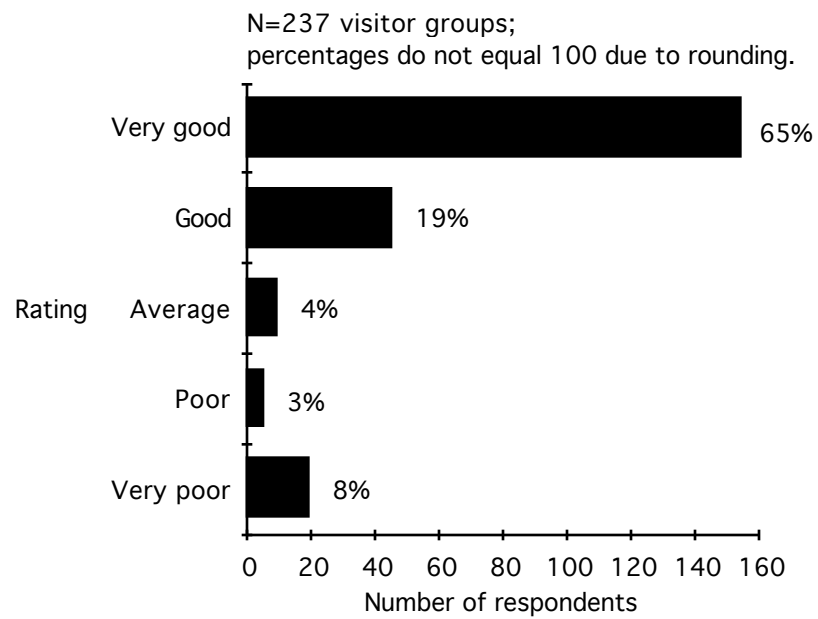


Figure 35: Park entrance station personnel quality

J. Maintenance services and facilities: use, importance and quality evaluations

The most commonly used maintenance services or facilities were the paved roads (87%), restrooms (69%), parking areas (67%), highway directional signs (60%) and trails (52%), as shown in Figure 36. The least used service was handicapped access (5%).

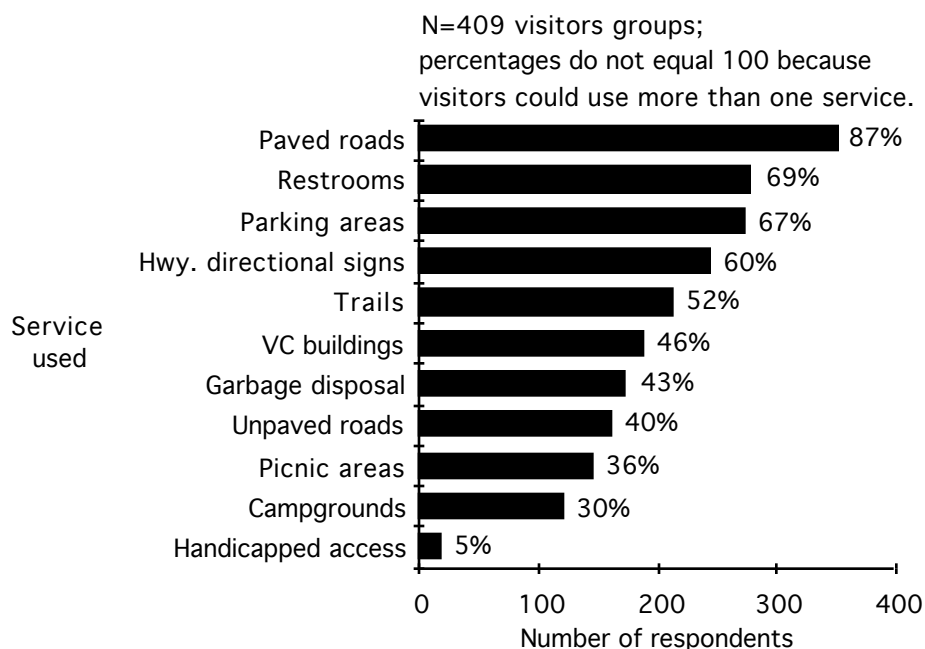


Figure 36: Use of maintenance services or facilities

Visitors rated the importance and quality of maintenance services and facilities they used. Visitors rated the services' importance on a five point scale: 1=extremely important, 2=very important, 3=moderately important, 4=somewhat important, and 5=not important. Visitors also used a five point scale to rate the quality of the services they used: 1=very good, 2=good, 3=average, 4=poor, and 5=very poor.

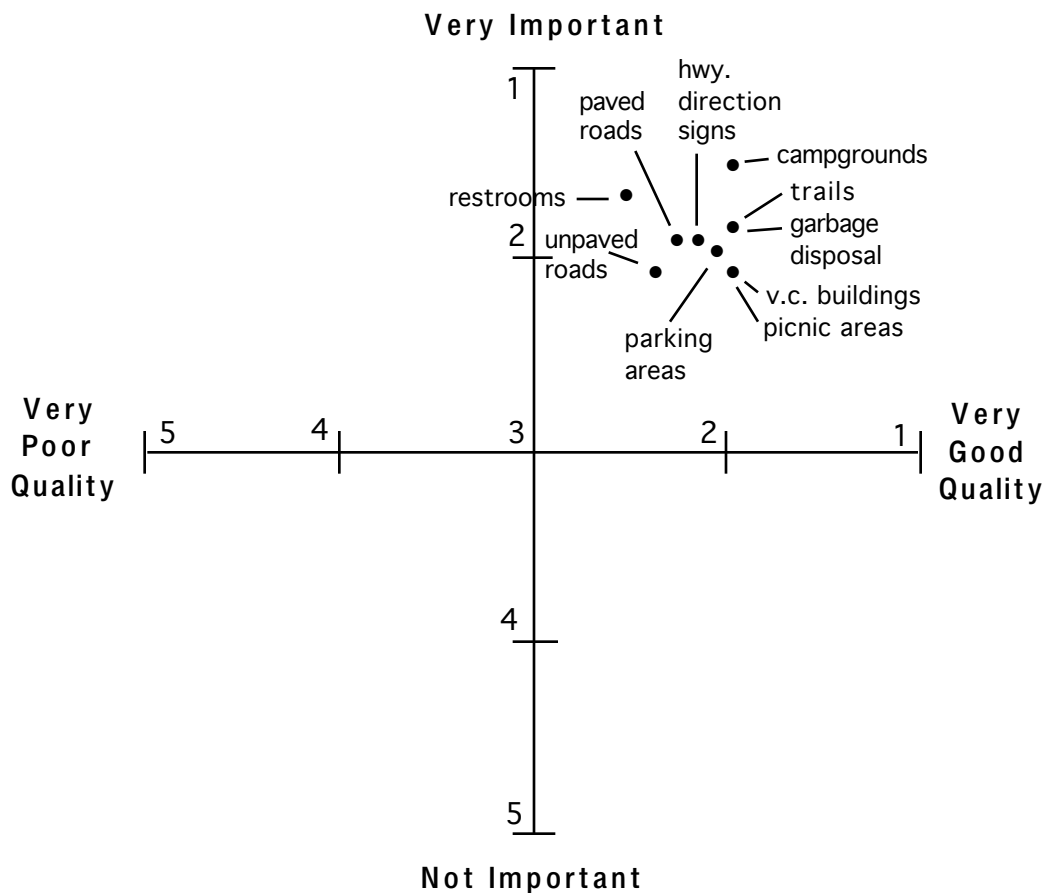
Figure 37 shows the average importance and quality rating for each service. Services were all rated above average in importance and quality. Campgrounds and restrooms were the most important services; campgrounds, trails, garbage disposal, visitor center buildings and picnic areas were the highest quality services.

Figures 38-47 show that several services received the highest "very important" to "extremely important" ratings: campgrounds, restrooms, trails and garbage disposal.

The service receiving the highest "somewhat important" to "not important" ratings was picnic areas.

Figures 48-57 show that several services were given high "good" to "very good" ratings: trails, garbage disposal and visitor center buildings. The service receiving the highest "poor" to "very poor" quality ratings was restrooms.

Too few visitors rated the importance and quality of handicapped accessibility to provide reliable information, so those graphs are not included.



Fig

Figure 37: Average ratings of service/facility importance and quality

CAUTION: The maintenance service not included in the above graph was rated by too few visitors to provide reliable results.

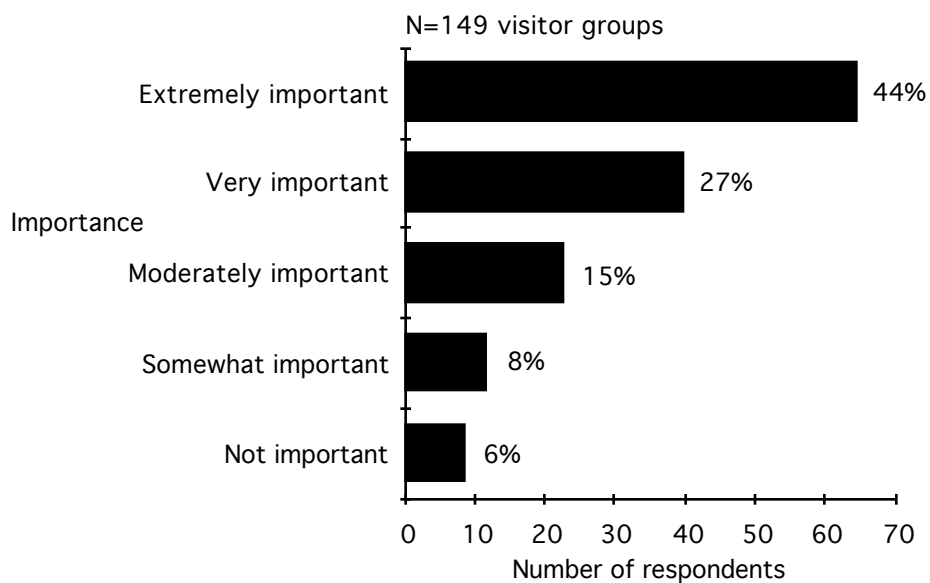


Figure 38: Picnic area importance

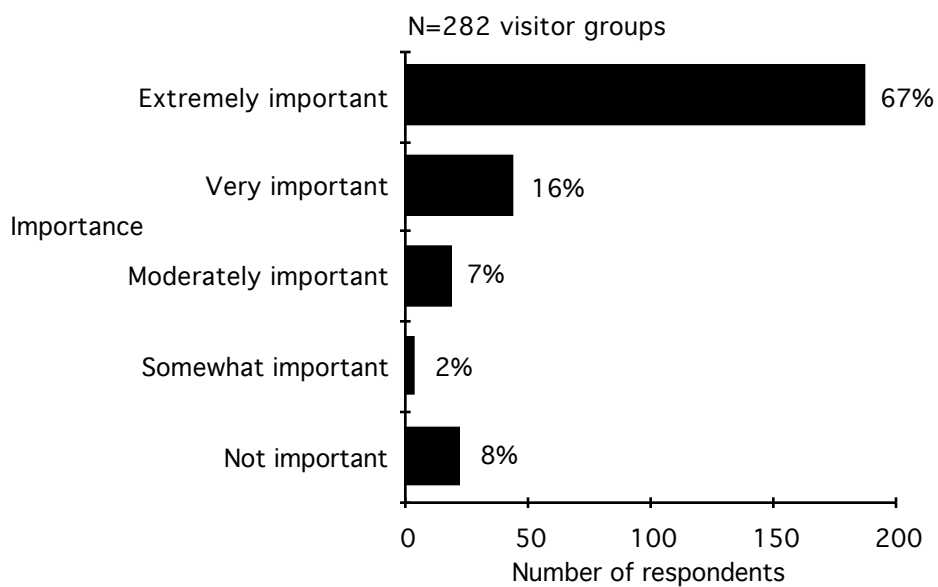


Figure 39: Restroom importance

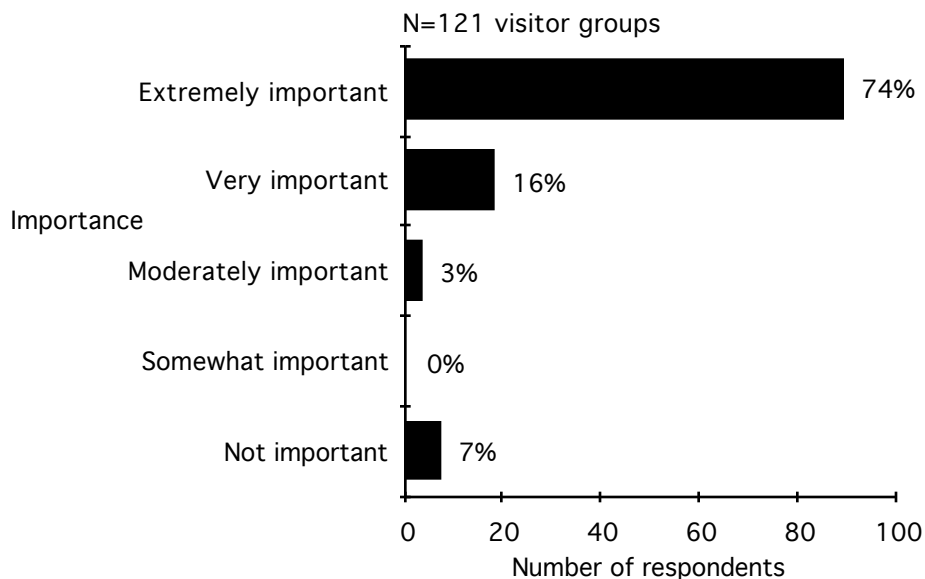


Figure 40: Campground importance

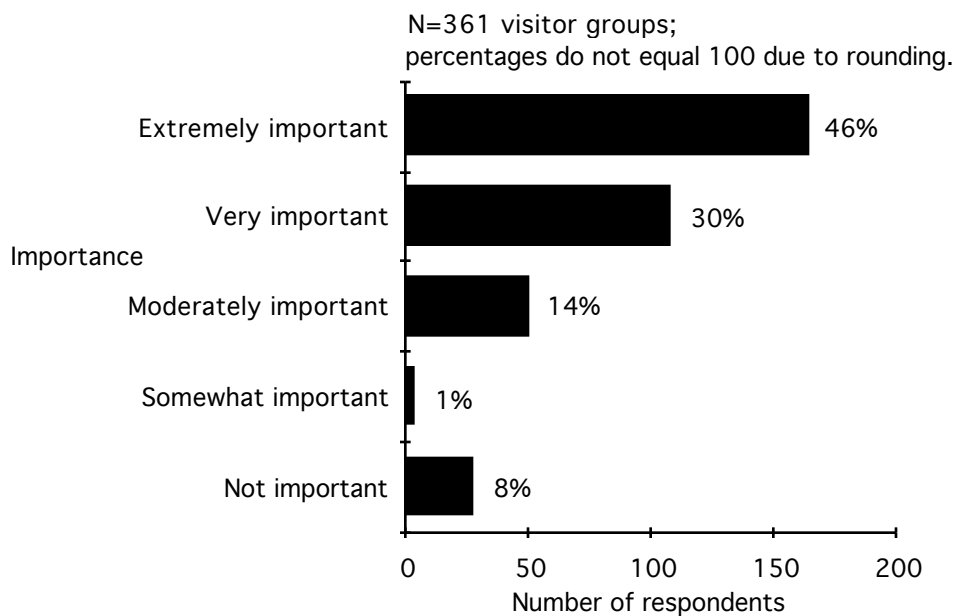


Figure 41: Paved road importance

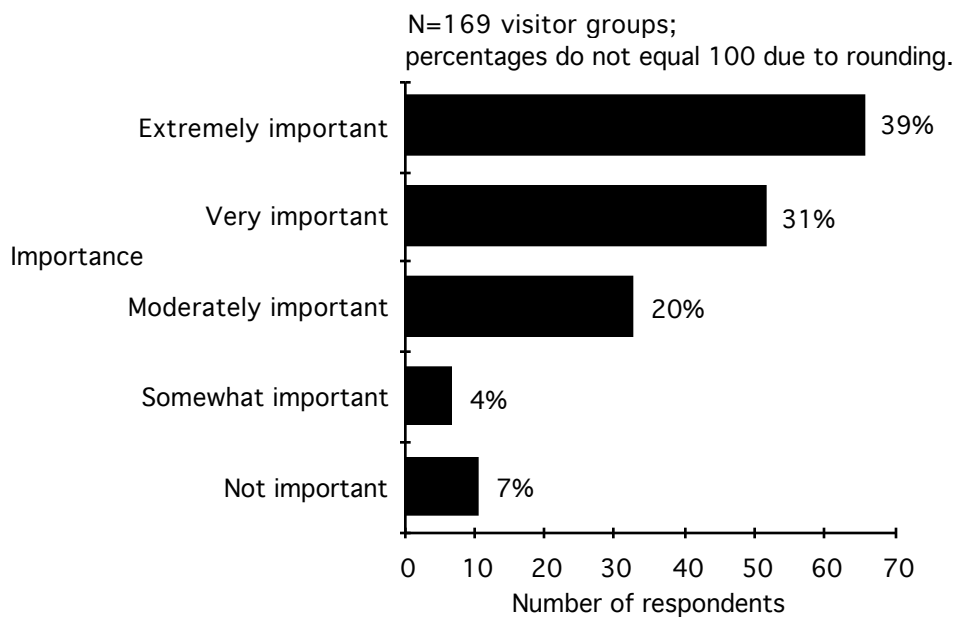


Figure 42: Unpaved road importance

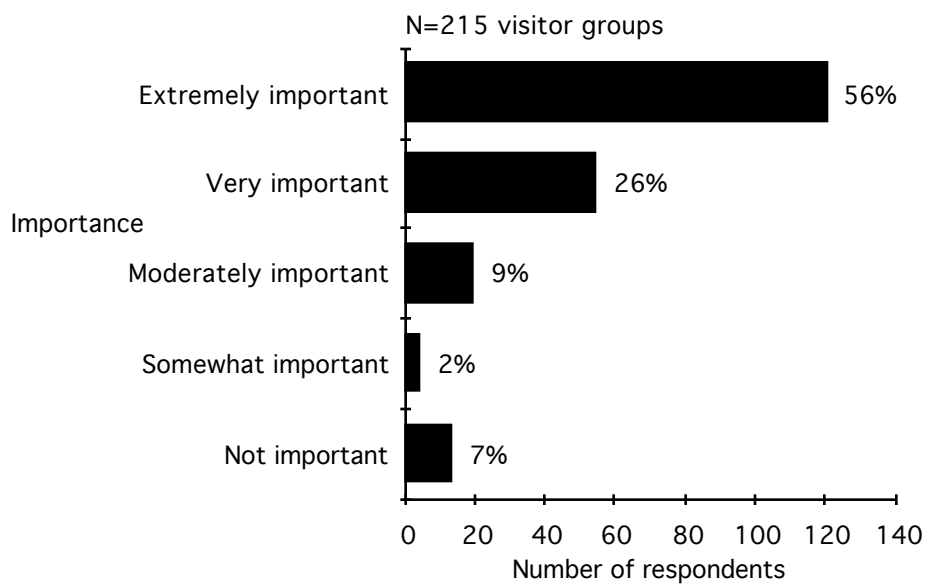


Figure 43: Trail importance

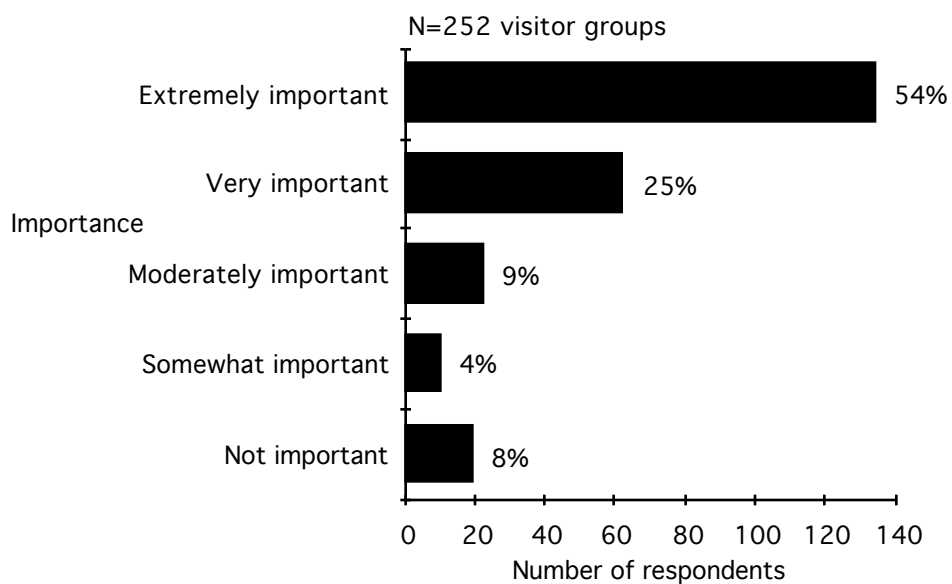


Figure 44: Highway directional sign importance

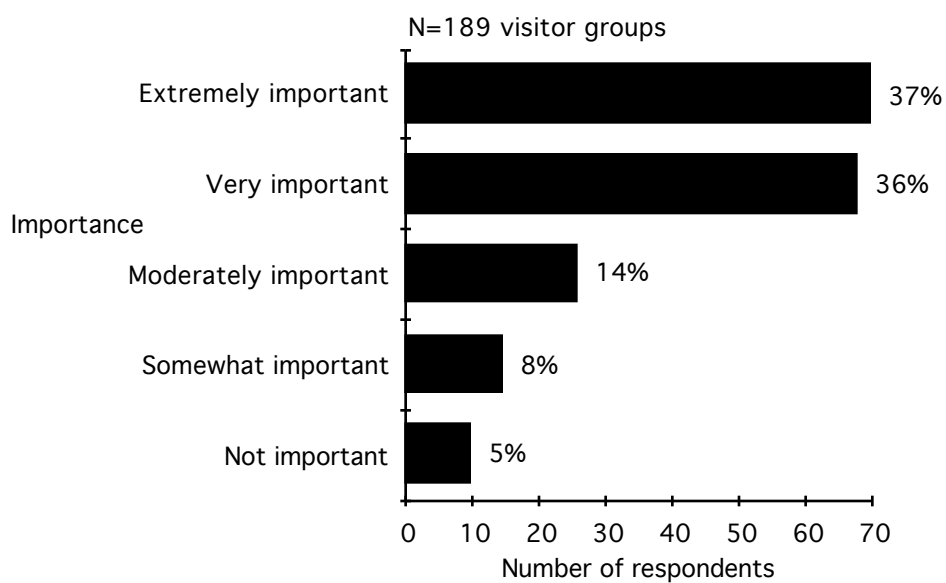


Figure 45: Visitor center building importance

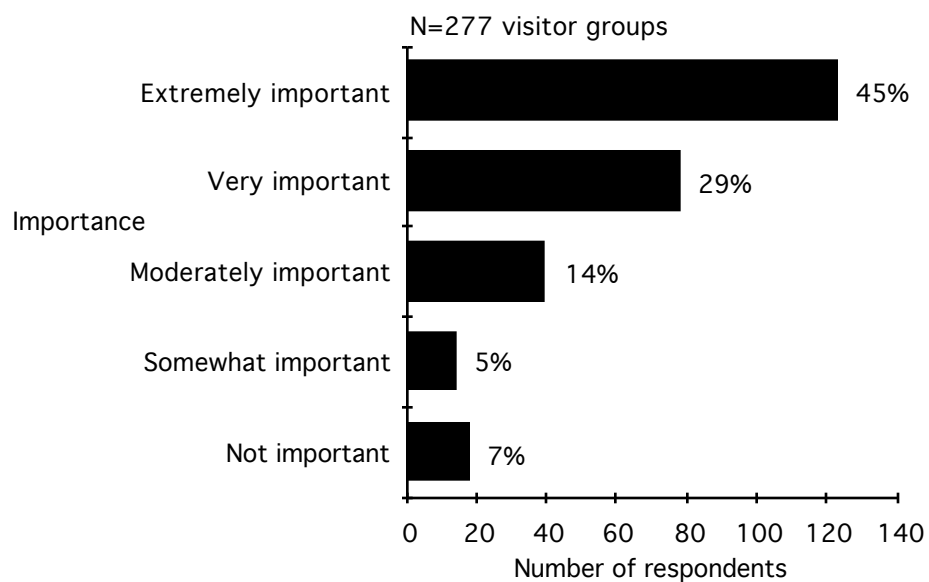


Figure 46: Parking area importance

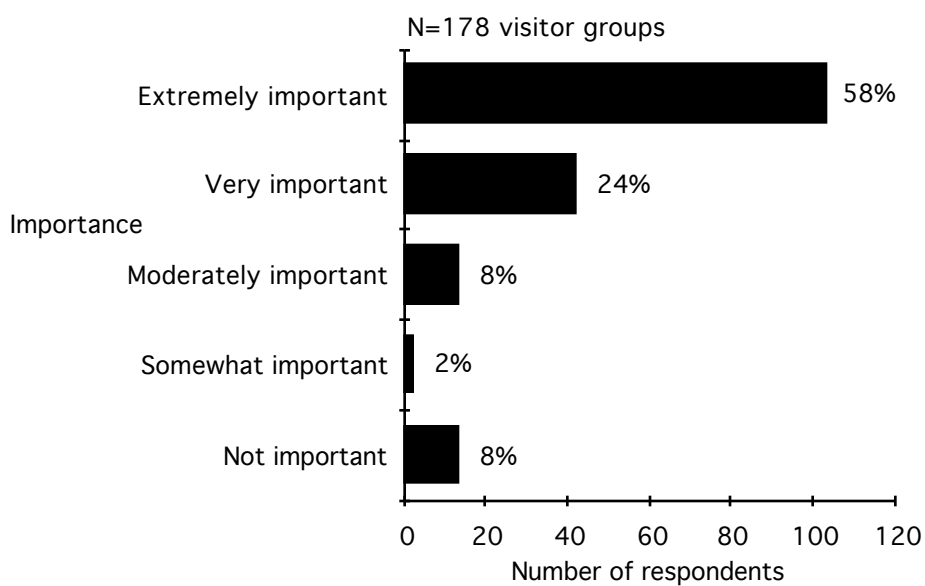


Figure 47: Garbage disposal importance

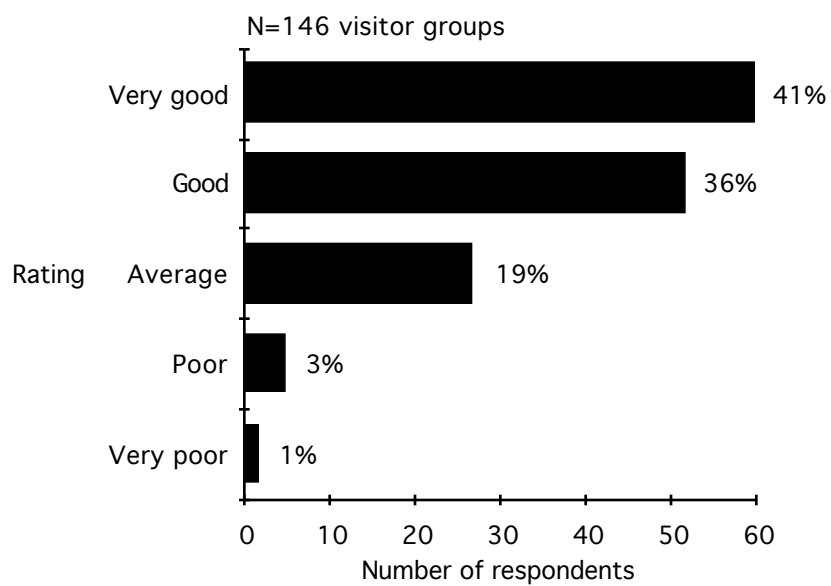


Figure 48: Picnic area quality

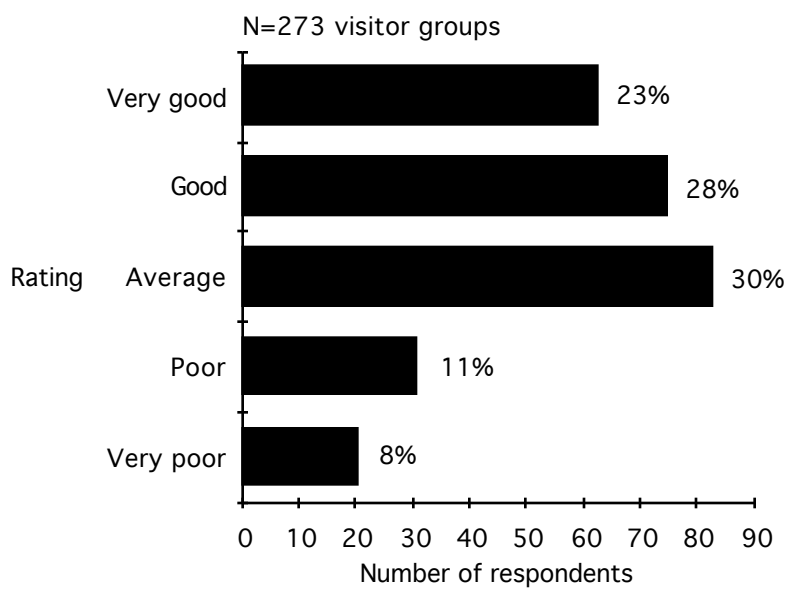


Figure 49: Restroom quality

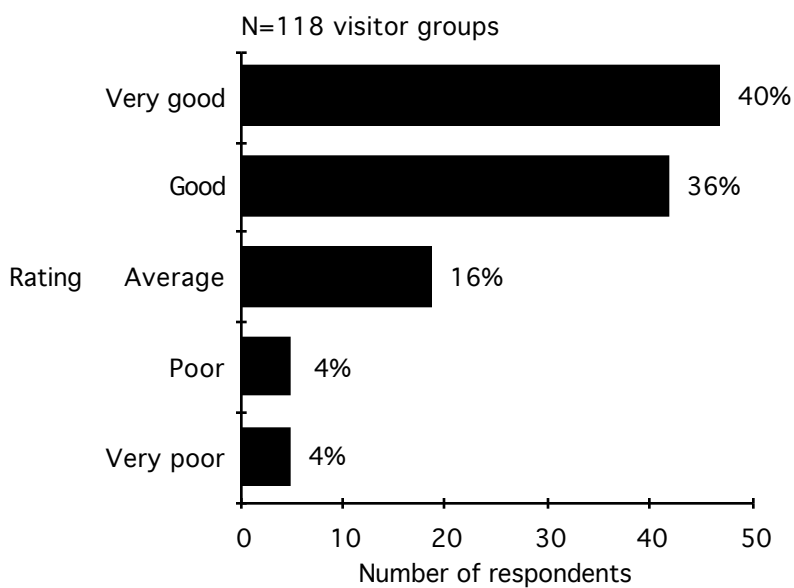


Figure 50: Campground quality

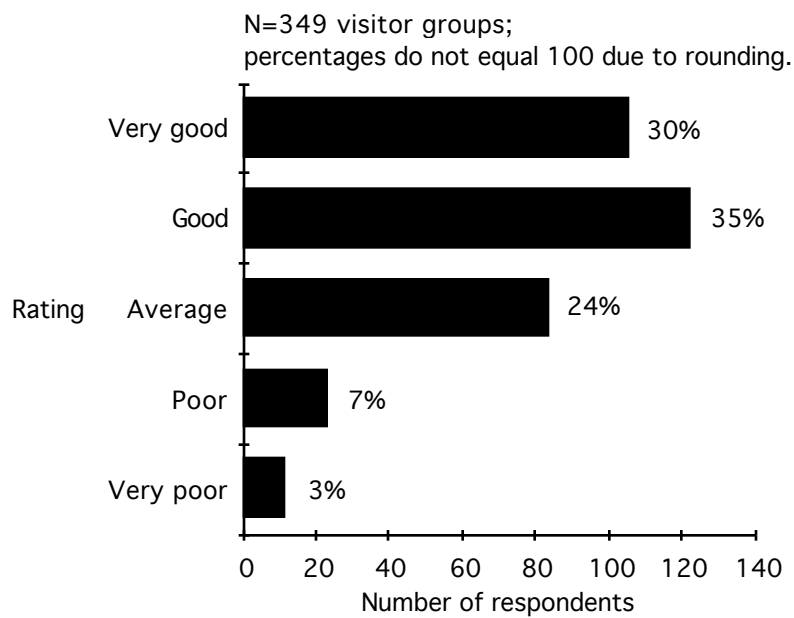


Figure 51: Paved road quality

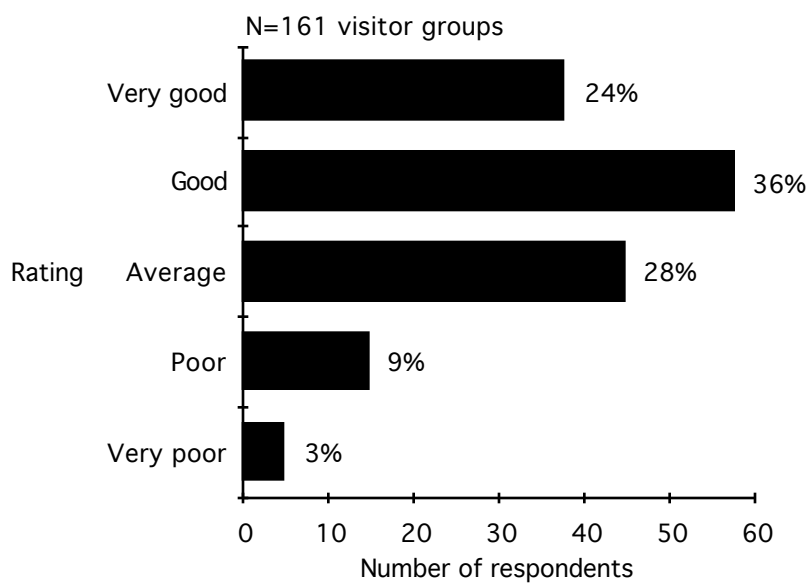


Figure 52: Unpaved road quality

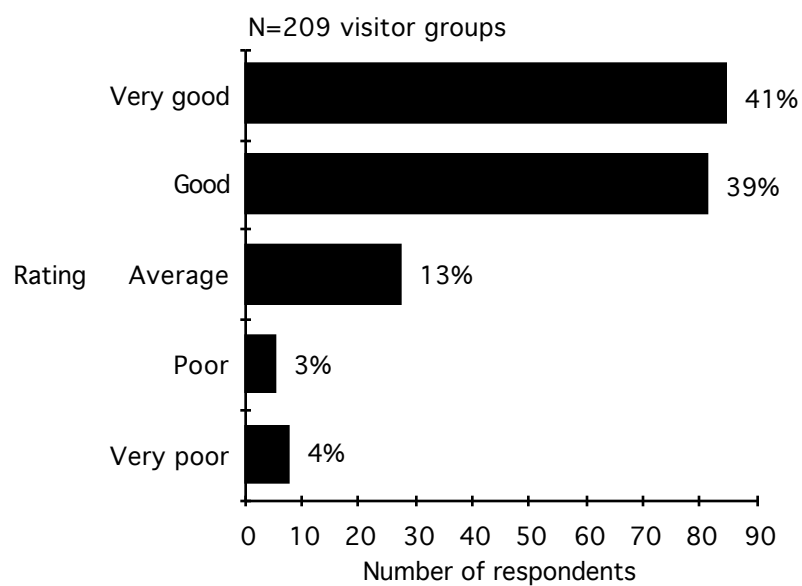


Figure 53: Trail quality

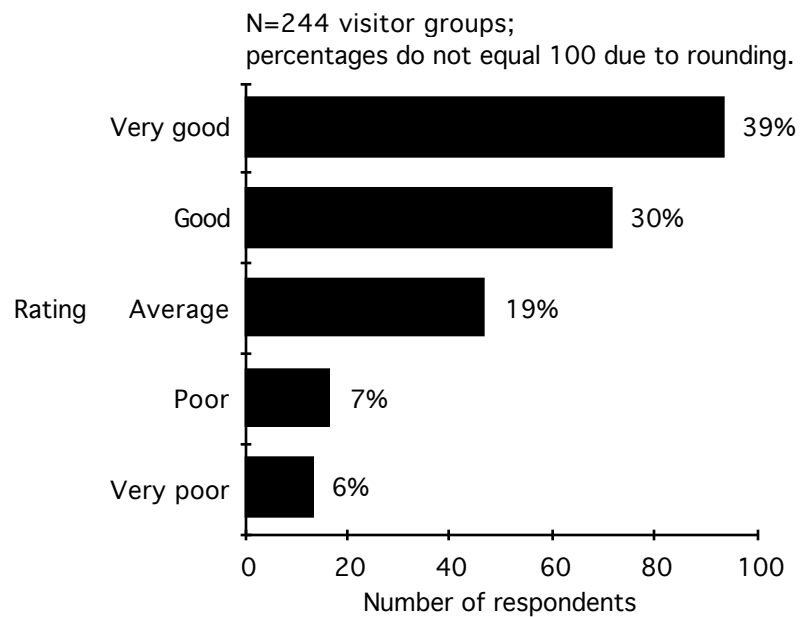


Figure 54: Highway directional sign quality

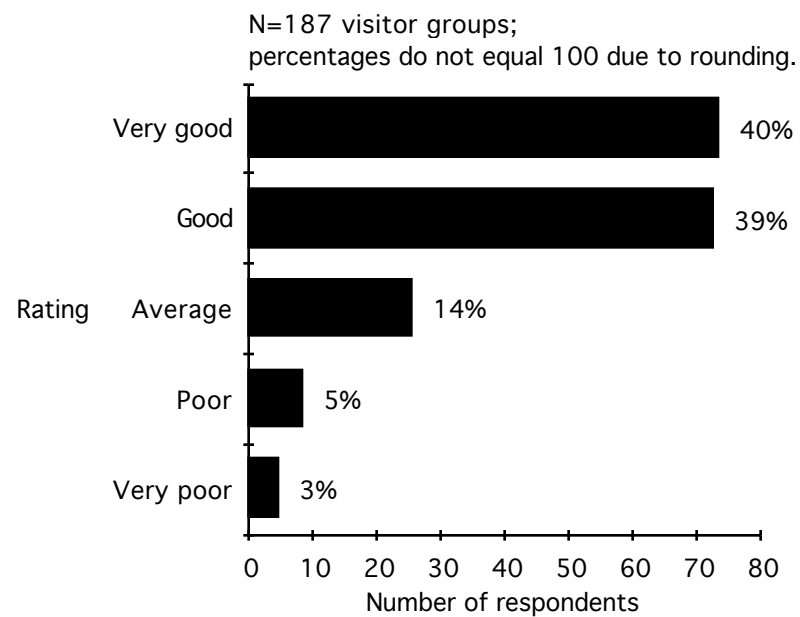


Figure 55: Visitor center building quality

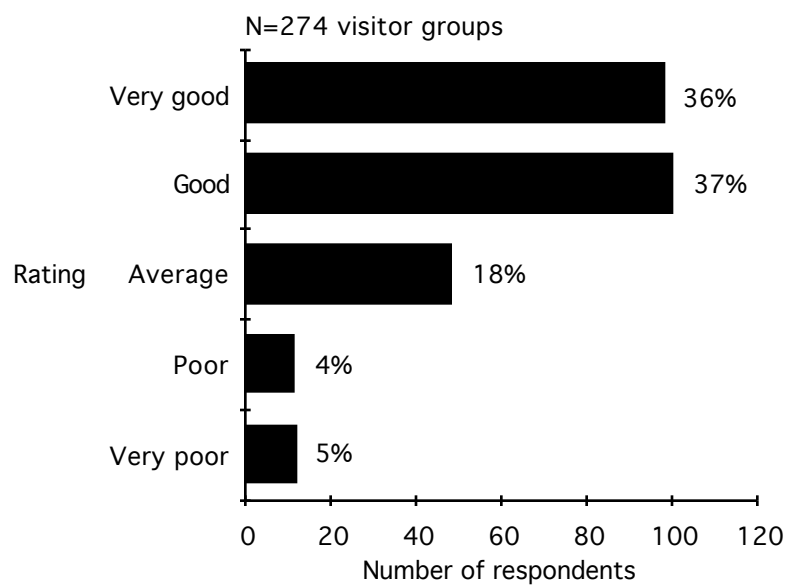


Figure 56: Parking area quality

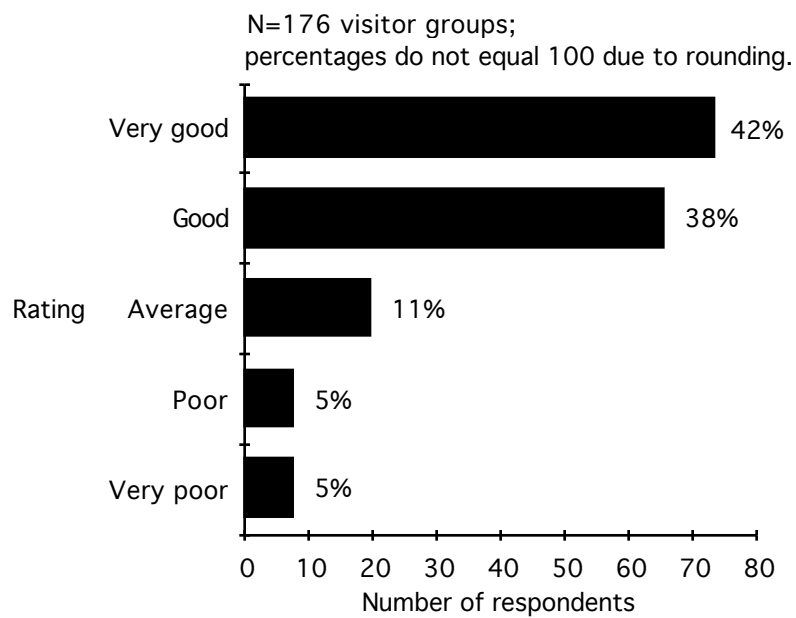


Figure 57: Garbage disposal quality

K. Rock climbing activity evaluation

Visitors were asked if they observed any rock climbing activities during this visit. The 71% of visitors who responded that they had seen rock climbing (Figure 58) were then asked if they enjoyed watching. Eighty percent said they enjoyed watching, 10% said no and 11% had no opinion (see Figure 59). Those who answered no were asked to explain why; their reasons included that this activity was too intrusive, it defaces rocks, appears dangerous, scares wildlife and several other reasons.

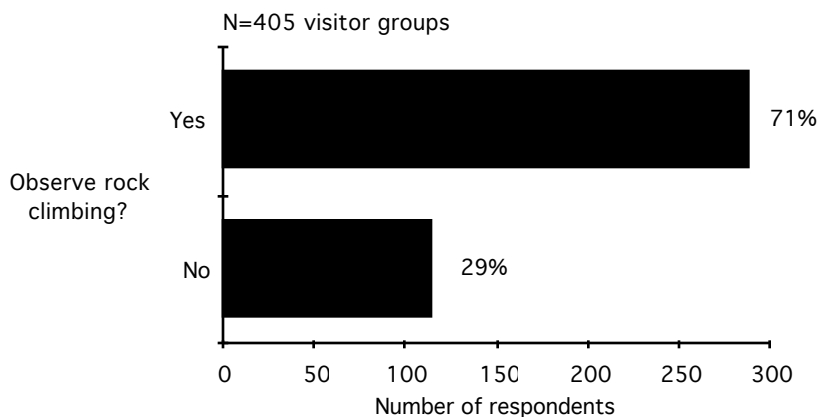


Figure 58: Proportion of visitors who observed rock climbing activities

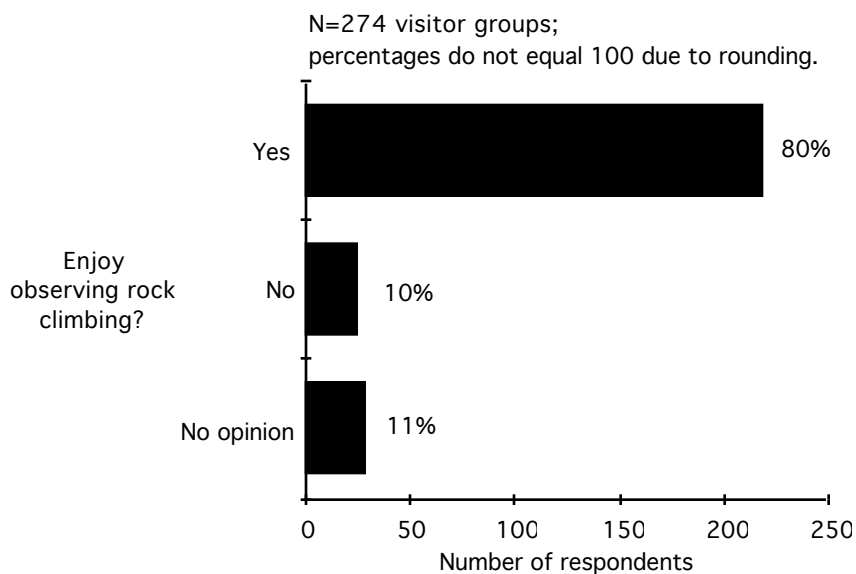


Figure 59: Proportion of visitors who enjoyed observing rock climbing activities

L. Recommendations for campgrounds in the future

Visitors were asked about their recommendations for campgrounds in the future. About the need for more tent campsites, 35% of visitors said yes; 51% had no opinion (see Figure 60). About the need for more RV sites, 41% of visitors said no; 42% had no opinion (Figure 61). Visitors were asked if they would use a walk-in (less than one-fourth mile) campground, and 35% responded that it is likely that they would use it and 35% said it is unlikely that they would use it (Figure 62). When asked if more monument campgrounds should be on a reservation system, 40% said no, 40% had no opinion and 20% said yes (Figure 63).

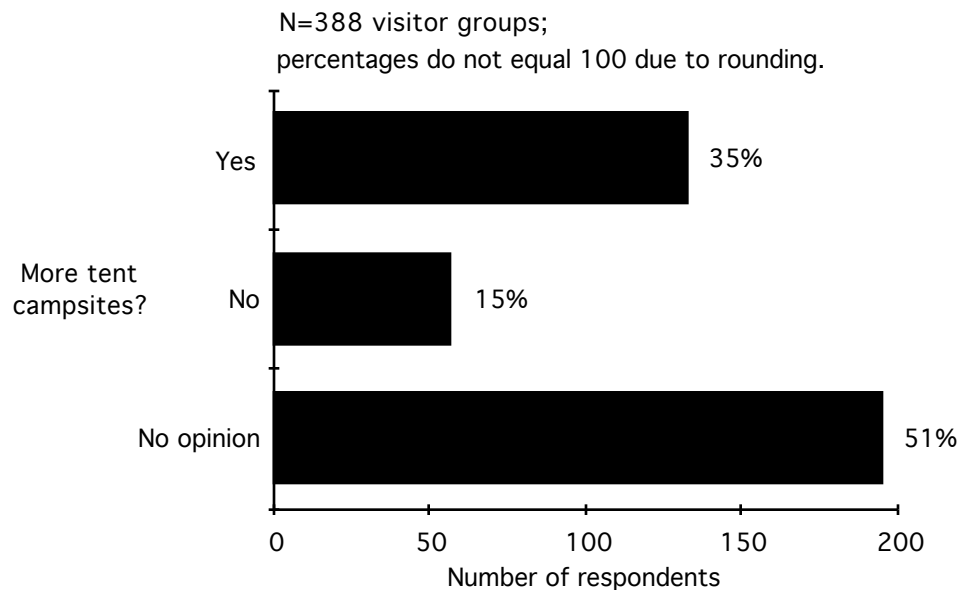


Figure 60: Visitors' opinions about more tent campsites

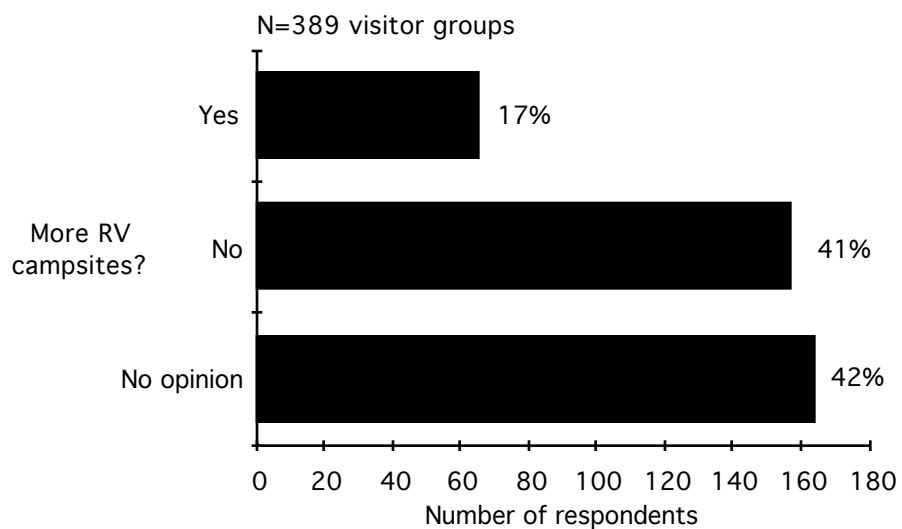


Figure 61: Visitors' opinions about more RV campsites

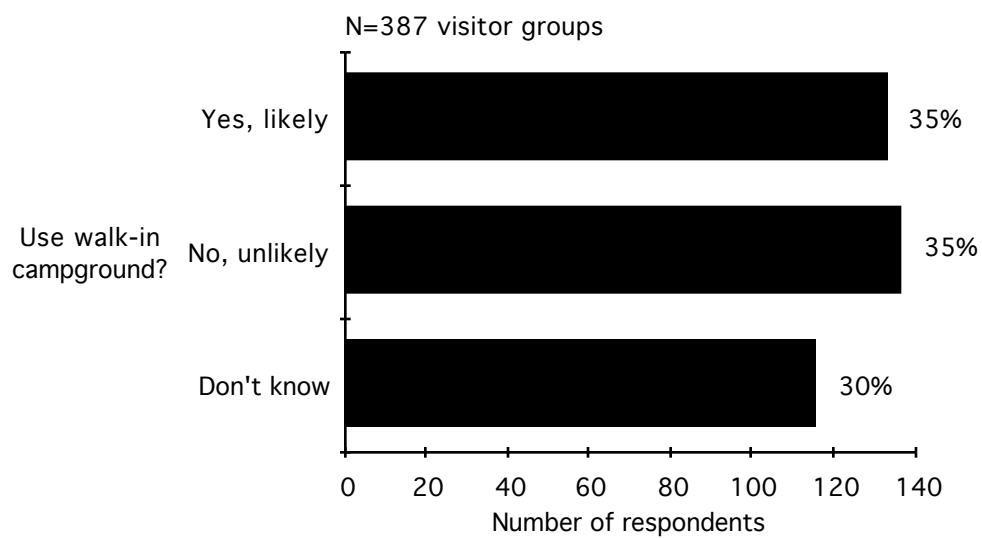


Figure 62: Visitors likely use of walk-in campground

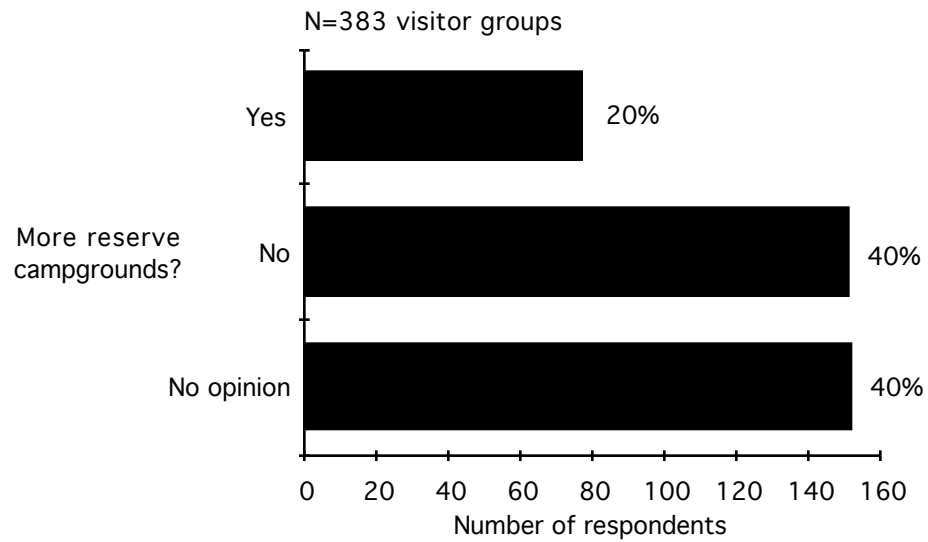


Figure 63: Visitors' preference for additional campgrounds on reservation system

M. Expenditures

Of visitors who spent money during their visit, 62% spent \$100 or less for lodging, food, travel and other expenses in the Joshua Tree area (see Figure 64). As Figure 65 shows, equal proportions of money (34%) were spent for lodging and food.

Including visitors who spent no money, the average visitor group expenditure for the visit was \$72.00; the average per capita amount spent was \$31.00.

When asked to report their expenditures for lodging/camping, 66% said they spent no money and 23% spent \$50.00 or less (see Figure 66).

Figures 67-69 show that visitor groups often spent no money for travel (30%), food (36%), and other items (55%) during their visit to Joshua Tree. Others spent \$25.00 or less for travel (56%), food (36%), and other items (37%).

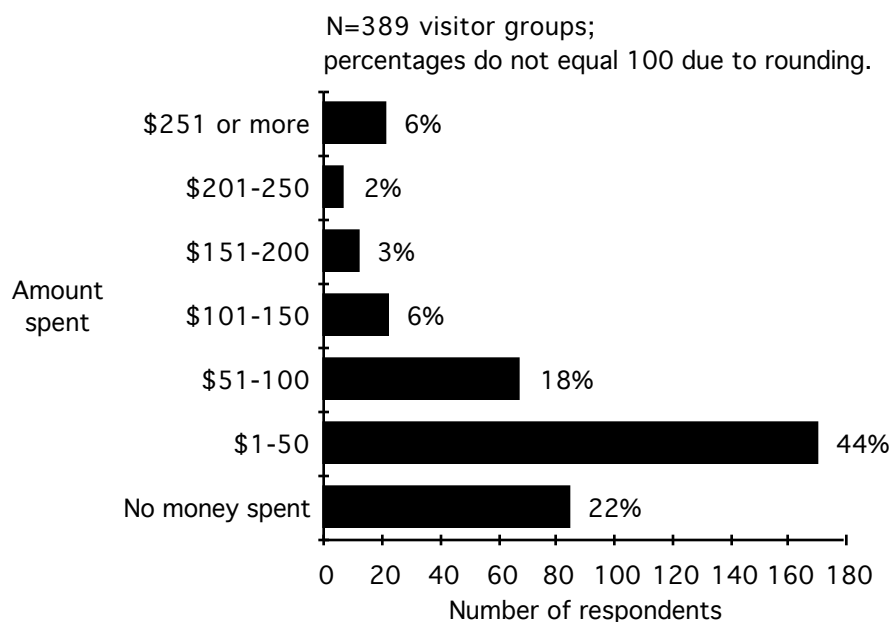


Figure 64: Total visitor expenditures

N=389 visitor groups;
percentages do not equal 100 due to rounding.

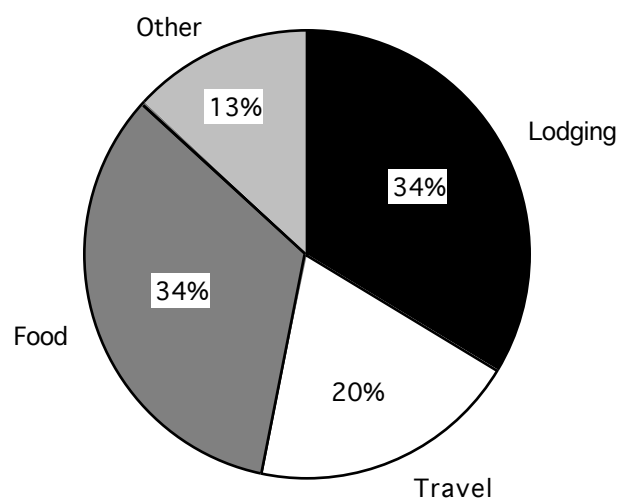


Figure 65: Proportion of visitor expenditures by category

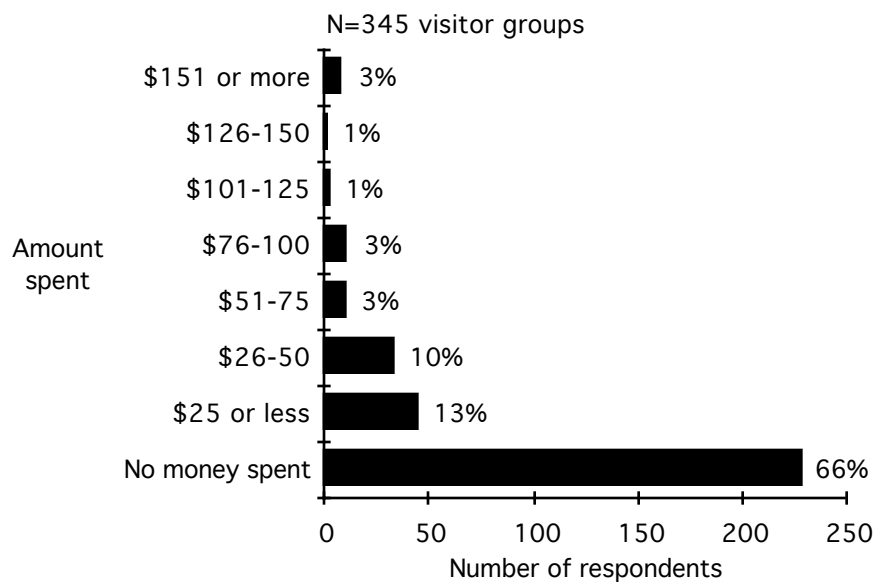


Figure 66: Total visitor expenses for lodging

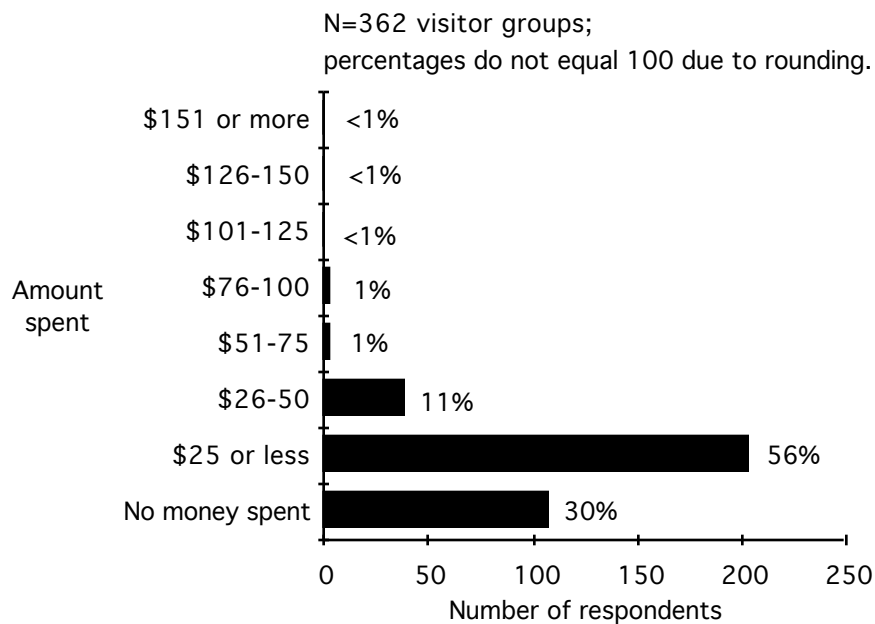


Figure 67: Total visitor expenses for travel

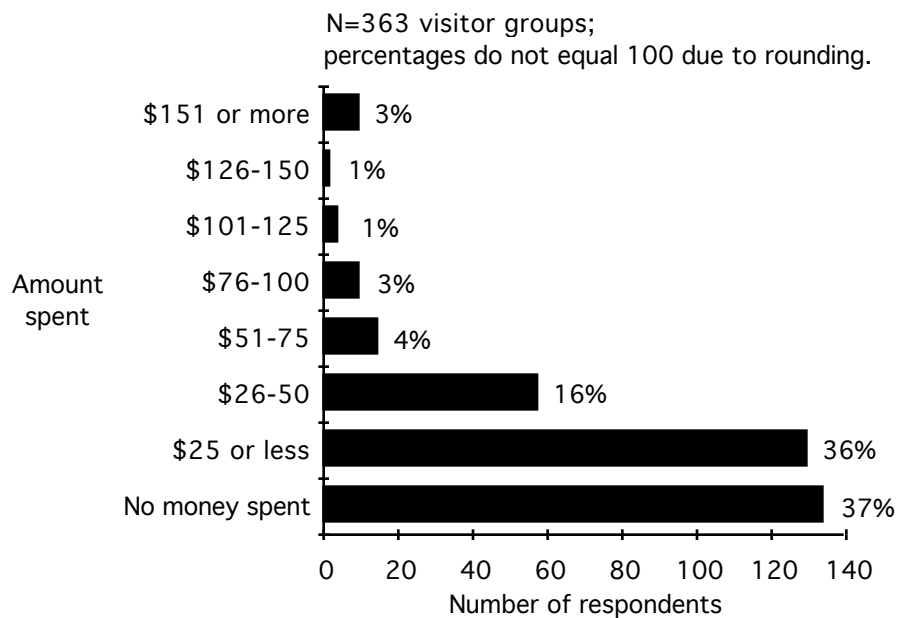


Figure 68: Total visitor expenses for food

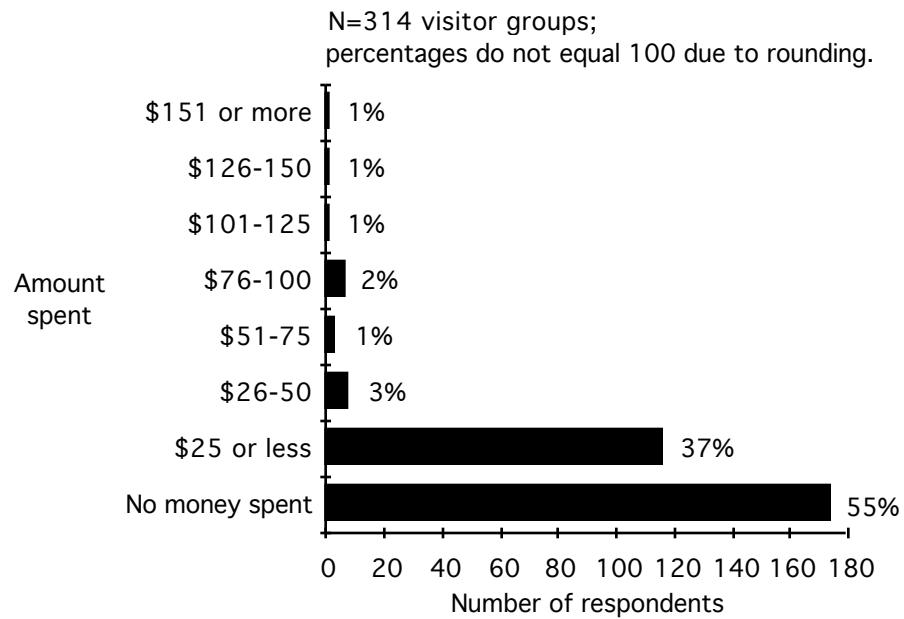


Figure 69: Total visitor expenses for other items

N. Planning for the future

Visitors were asked "If you were a park manager planning for the future of Joshua Tree National Monument, what would you propose? Please be specific." A summary of their responses is listed below.

Planning for the future
N=670 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Increase staff	2
Other comments	4
INTERPRETIVE SERVICES	
Nonpersonal	
Improve maps--need more detail/mileages	11
Improve self-guided trails/sign quality	10
Provide more information on history/mines	9
Provide more plant identification	8
Need more short nature trails	7
Publicize more widely	7
Improve roadside exhibits	7
Improve sales operation/items	6
Improve visitor center operation/information	6
Encourage visitors to get out of vehicles, see & do more	4
Don't publicize park any more	3
Provide more geological information on site	3
Continue to educate about desert preservation/rules	3
Sell desert plant seeds/seedlings	2
Organize "friends" volunteer groups	2
Teach proper backcountry use	2
Produce TV specials/videos on desert environment	2
Other comments	10
Personal	
Need more ranger programs	10
Continue ranger programs	2
Publicize ranger programs better	2
Provide guided auto tour	2
Provide information at entrances	2
Other comments	4

FACILITIES AND MAINTENANCE

General

Improve toilets/restrooms	18
Improve signing	15
Provide water in monument	13
Provide showers	11
Toilets/restrooms should be cleaner/better maintained	7
Provide more picnic tables/areas	6
Need more restrooms/toilets along monument road	6
Maintain current facilities	5
Provide more trash cans	4
Need more parking	3
Improve restrooms for handicapped	2
Improve and maintain picnic areas	2
Provide water stations	2
Provide recycling containers	2
Other comments	6

Campgrounds

Add more campsites	25
Separate tent and RV campsites	14
No more/limit number of campsites	13
Improve campgrounds	11
Need more and larger campsites for RV's	8
Provide walk-in campsites for tent campers	8
Campsites too close together	8
Limit number of RV campsites	6
Provide less RV camping, more tent camping	3
Provide/improve grills/firepits	3
Don't provide hookups	3
Provide hookups	2
Reduce number of campsites	2
Provide more campsites with trees	2
Sell firewood for camping	2

Roads

Improve road maintenance	20
Improve roads/accessibility	8
Need more larger roadside pullouts	7
No new roads	6
No one-way loop road	5
Would like auto access to Geology Tour Road	4
Improve signing identifying roadside pullouts	4
Don't put in one way loop road w/o involving public	3
Need road from Black Rock Canyon to rest of park	2

Trails

Need more hiking trails	9
Need better marked trails	6
Provide unpaved cross-country mt. bike trails	4
Improve trails	2
Provide benches along trails for elderly	2
Other comments	2

POLICIES

Take camping reservations	14
Change current fee systems	8
Need better enforcement of park rules	8
Need better safety warnings/faster first aid availability	6
Continue to allow access for climbers	4
Better enforcement of current camping regulations	4
Impose additional rock climbing restrictions	4
Limit or allow no off road vehicle use/parking	4
Improve entrance/camping registration systems	4
Provide emergency phone system along road	3
Ban music making/RV generators	3
Allow roadside parking	3
Enforce camping length of stay limit	2
Allow use of power drills/bolts on climbing routes	2
Don't take camping reservations	2
Restrict low-flying aircraft	2
Let technical climbing develop with climbers' input	2
Maintain current fee systems	2
Restrict/ban RV's	2
Work with user groups--be flexible	2
Provide additional funding to park	2
Other comments	15

RESOURCE MANAGEMENT

Fine as it is	31
Keep it natural--pristine desert, undeveloped	17
Minimize development/human impact	14
Allow no further development/additional buildings	13
Don't allow overcrowding/limit people/vehicles	11
Allow access to more of park/add roads	6
Provide shuttle bus when traffic warrants	5
Don't change anything--balance beauty/accessibility	4
Protect/preserve natural & historic resources	4
Need store near monument entrance	3
Provide horseback riding	2
Suggest separate climbing area for climbers only	2
Expand park	2
Need restaurant/curio shop/movie theater	2
Increase wildlife visibility	2
Need more revegetation/more publicity on it	2
Provide camping outside monument	2
Other comments	14

GENERAL IMPRESSIONS

Improve local community services/appearance	3
Other comments	7

0. Comment summary - Introduction

Visitors were asked if there was anything else they wanted to tell us about their visit. A summary of their comments appears below, and in a separate appendix which also contains their unedited comments. Some comments offer specific suggestions on how to improve visitors' visits; others describe what visitors enjoyed or did not enjoy.

Visitor Comment Summary

N=607 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers friendly, helpful, knowledgeable	16
Need more rangers	2
One ranger unfriendly	2
Other comments	7
INTERPRETIVE SERVICES	
Nonpersonal	
Improve roadside exhibits	6
Provide more information on park resources	4
Provide information on park-specific plants/animals	3
Improve visitor center exhibits	2
More to learn about than we thought	2
Exhibits well done	2
Provide highlights/safety information for each season	2
Enjoyed interpretive brochures	2
Map needs improved	2
Add Indian/archeological artifacts to visitor center exhibits	2
Explain Lost Horse Mine mining operation	2
Provide more info/tours on revegetation	2
Publicize more widely	2
Other comments	10
Personal	
Offer more ranger programs on weekdays	5
Would like tours on geology	2
FACILITIES AND MAINTENANCE	
General	
Clean, well-maintained	16
Improve signing	9
Add campgrounds	9
Improve campground operations	7

Nice/clean facilities	7
Improve outhouses/maintenance	5
Improve camping registration system	5
Do not make park road one way	4
Improve trail marking	4
Repair roads	4
Need more outhouses	3
Don't increase number of paved roads	3
Need more parking/pullouts	3
Separate RV from tent campsites	3
Campgrounds well designed	2
Add picnic areas/tables	2
Other comments	7

POLICIES

Enforce campground noise rules better, esp. weekends	5
Need more enforcement of rule infractions	4
Take camping reservations	3
There should be no entrance fee	2
Rock climbing should not be allowed in campgrounds	2
Limit climbers to one area	2
Other comments	8

RESOURCE MANAGEMENT

Enjoyed wildflowers	25
Keep it as natural/undeveloped as possible	22
Keep it the way it is	11
Appreciate your efforts to balance preservation/use	7
Climbers would like their views understood	5
Enjoyed clean air	3
Saw a tortoise	3
Don't allow overcrowding to ruin park	2
Allow no motels/hotels/stores/concessions in park	2
Sorry to see smog at park	2
Other comments	13

VISITOR SERVICES PROJECT

This is second questionnaire returned	2
Other comments	4

NATIONAL PARK SERVICE

Comments	2
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GENERAL IMPRESSIONS

Enjoyed visit	77
Beautiful/great place	72
Hope/plan to return	30
Have visited many times	20
Quiet/peaceful/relaxing	18
Good job	9
Would have liked to stay longer	7
Always bring friend/relatives to see monument	7
Enjoyed climbing	7
Enjoyed hiking	6
One of favorite places	5
Enjoyed camping	4
Enjoyed learning about desert, plants, Indians	3
Nice escape from city	3
Enjoyed scenic views	3
Lucky to live near monument	3
Will tell others about monument	2
Hold special events to bring more people to monument	2
Hope it will become national park	2
Enjoy weekdays most	2
Enjoyed watching climbing	2
Climbers care more/impact monument less than others	2
Didn't appreciate noise	2
Other comments	20

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the primary reasons foreign visitors visited, request a comparison of country of residence by visit reason; to help learn about rock climbers' opinions about campgrounds' future needs, request a comparison of rock climbing (activity) by campground plans for future.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the site activities of visitor group types, request a comparison of (activity by site visited) by group type; to learn about age group participation in a site activity, request a comparison of (age group by activity) by site visited.

Consult the complete list of characteristics from Joshua Tree visitors; then write those desired in the appropriate blanks on the order form. Two order forms follow the example below.

SAMPLE

Analysis Order Form
Visitor Services Project
Report 39 (Joshua Tree)

Date of request: _____
Person requesting analysis: _____
Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons.

• Group size	• Activity	• Interp. service use
• Group type	• Order sites visited	• Interp. service importance
• Age	• Entrance used	• Interp. service quality
• State residence	• Exit used	• Maint. service use
• Country residence	• Source of park info	• Maint. service importance
• Number of visits	• Number of V.C. visits	• Maint. service quality
• Length of stay	• Reasons for park visit	• Rock climbing observed
• Rock climbing enjoyed	• Future tent camping	• Future RV camping
• Future walk-in camp	• Future camp reservations	• Total expenses
• Lodging expenses	• Travel expenses	• Food expenses
• Other expenses		

Two-way comparisons (please write in the appropriate variables from the above list)
Country - residence by visit reason
by _____
by _____

Three-way comparisons (please write in the appropriate variables from the above list)
activity by site visited by group type
by _____ by _____
by _____ by _____

Special instructions: (It may be helpful to know what format you need the purpose of the information, and so forth)

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

Analysis Order Form
Visitor Services Project
Report 39 (Joshua Tree)

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons.

- | | | |
|-------------------------|----------------------------|------------------------------|
| • Group size | • Activity | • Interp. service use |
| • Group type | • Order sites visited | • Interp. service importance |
| • Age | • Entrance used | • Interp. service quality |
| • State residence | • Exit used | • Maint. service use |
| • Country residence | • Source of park info | • Maint. service importance |
| • Number of visits | • Number of V.C. visits | • Maint. service quality |
| • Length of stay | • Reasons for park visit | • Rock climbing observed |
| • Rock climbing enjoyed | • Future tent camping | • Future RV camping |
| • Future walk-in camp | • Future camp reservations | • Total expenses |
| • Lodging expenses | • Travel expenses | • Food expenses |
| • Other expenses | | |

Two-way comparisons (please write in the appropriate variables from the above list)

_____ by _____
 _____ by _____
 _____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)

_____ by _____ by _____
 _____ by _____ by _____
 _____ by _____ by _____

Special instructions _____

Mail to:
 Cooperative Park Studies Unit
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Moscow, Idaho 83843

QUESTIONNAIRE

NPS D-52

November 1991

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

- | | |
|--|--|
| 1. Mapping interpretive services: A pilot study at Grand Teton National Park, 1983. | 21. Everglades National Park, 1989. |
| 2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984. | 22. Statue of Liberty National Monument, 1990. |
| 3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984. | 23. The White House Tours, President's Park, 1990. |
| 4. Mapping visitor populations: A pilot study at Yellowstone National Park, 1984. | 24. Lincoln Home National Historic Site, 1990. |
| 5. North Cascades National Park Service Complex, 1985. | 25. Yellowstone National Park, 1990. |
| 6. Crater Lake National Park, 1986. | 26. Delaware Water Gap National Recreation Area, 1990. |
| 7. Gettysburg National Military Park, 1987. | 27. Muir Woods National Monument, 1990. |
| 8. Independence National Historical Park, 1987. | 28. Canyonlands National Park, 1990. |
| 9. Valley Forge National Historical Park, 1987. | 29. White Sands National Monument, 1990. |
| 10. Colonial National Historical Park, 1988. | 30. National Monuments, 1991. |
| 11. Grand Teton National Park, 1988. | 31. Kenai Fjords National Park, 1991. |
| 12. Harpers Ferry National Historical Park, 1988. | 32. Gateway National Recreation Area, 1991. |
| 13. Mesa Verde National Park, 1988. | 33. Petersburg National Battlefield, 1991. |
| 14. Shenandoah National Park, 1988. | 34. Death Valley National Monument, 1991. |
| 15. Yellowstone National Park, 1988. | 35. Glacier National Park, 1991. |
| 16. Independence National Historical Park: Four Seasons Study, 1988. | 36. Scott's Bluff National Monument, 1991. |
| 17. Glen Canyon National Recreation Area, 1989. | 37. John Day Fossil Beds National Monument, 1991. |
| 18. Denali National Park and Preserve, 1989. | 38. Jean Lafitte National Historical Park, 1991. |
| 19. Bryce Canyon National Park, 1989. | 39. Joshua Tree National Monument, 1991. |
| 20. Craters of the Moon National Monument, 1989. | |

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

Visitor Services Project

Joshua Tree National Monument

Appendix

Visitor Services Project

Joshua Tree National Monument

Appendix

Margaret Littlejohn

Report 39

November 1991

This volume contains a summary of comments to Question 17 made by visitors who participated in the study. The summary is followed by their unedited comments.

Ms. Margaret Littlejohn is VSP Western Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank Sarah Murphy-Scher, Harriet Darley, Rick McIntyre and staff at Joshua Tree National Monument for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

Visitor Comment Summary

N=607 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers friendly, helpful, knowledgeable	16
Need more rangers	2
One ranger unfriendly	2
Other comments	7
INTERPRETIVE SERVICES	
Nonpersonal	
Improve roadside exhibits	6
Provide more information on park resources	4
Provide information on park-specific plants/animals	3
Improve visitor center exhibits	2
More to learn about than we thought	2
Exhibits well done	2
Provide highlights/safety information for each season	2
Enjoyed interpretive brochures	2
Map needs improved	2
Add Indian/archeological artifacts to visitor center exhibits	2
Explain Lost Horse Mine mining operation	2
Provide more info/tours on revegetation	2
Publicize more widely	2
Other comments	10
Personal	
Offer more ranger programs on weekdays	5
Would like tours on geology	2
FACILITIES AND MAINTENANCE	
General	
Clean, well-maintained	16
Improve signing	9
Add campgrounds	9
Improve campground operations	7
Nice/clean facilities	7
Improve outhouses/maintenance	5
Improve camping registration system	5
Do not make park road one way	4
Improve trail marking	4
Repair roads	4
Need more outhouses	3
Don't increase number of paved roads	3

Need more parking/pullouts	3
Separate RV from tent campsites	3
Campgrounds well designed	2
Add picnic areas/tables	2
Other comments	7

POLICIES

Enforce campground noise rules better, esp. weekends	5
Need more enforcement of rule infractions	4
Take camping reservations	3
There should be no entrance fee	2
Rock climbing should not be allowed in campgrounds	2
Limit climbers to one area	2
Other comments	8

RESOURCE MANAGEMENT

Enjoyed wildflowers	25
Keep it as natural/undeveloped as possible	22
Keep it the way it is	11
Appreciate your efforts to balance preservation/use	7
Climbers would like their views understood	5
Enjoyed clean air	3
Saw a tortoise	3
Don't allow overcrowding to ruin park	2
Allow no motels/hotels/stores/concessions in park	2
Sorry to see smog at park	2
Other comments	13

VISITOR SERVICES PROJECT

This is second questionnaire returned	2
Other comments	4

NATIONAL PARK SERVICE

Comments	2
----------	---

GENERAL IMPRESSIONS

Enjoyed visit	77
Beautiful/great place	72
Hope/plan to return	30
Have visited many times	20
Quiet/peaceful/relaxing	18
Good job	9
Would have liked to stay longer	7
Always bring friend/relatives to see monument	7
Enjoyed climbing	7
Enjoyed hiking	6
One of favorite places	5
Enjoyed camping	4
Enjoyed learning about desert, plants, Indians	3
Nice escape from city	3
Enjoyed scenic views	3
Lucky to live near monument	3
Will tell others about monument	2
Hold special events to bring more people to monument	2
Hope it will become national park	2
Enjoy weekdays most	2
Enjoyed watching climbing	2
Climbers care more/impact monument less than others	2
Didn't appreciate noise	2
Other comments	20