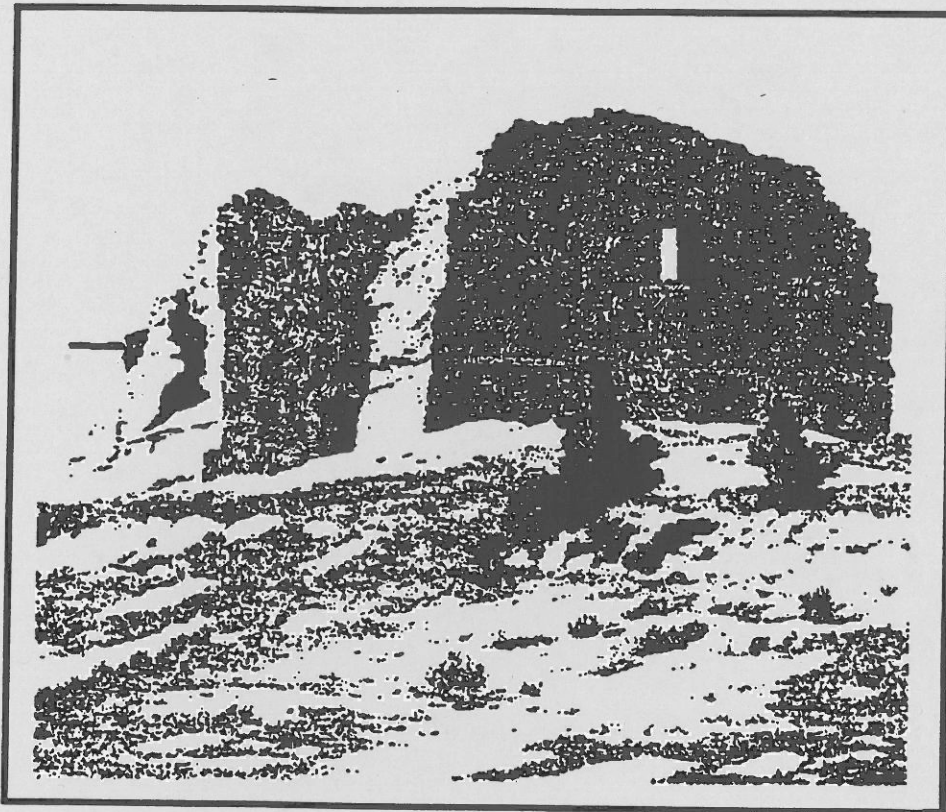

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Visitor Services Project

Pecos National Historical Park



Visitor Services Project Report 61
Cooperative Park Studies Unit



University of Idaho



Visitor Services Project

Pecos National Historical Park

Margaret Littlejohn

Report 61

May 1994

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Jeannie Harvey and the staff at Pecos National Historical Park 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 Pecos National Historical Park

Report Summary

- This report describes the results of a visitor study at Pecos National Historical Park during August 8-14, 1993. A total of 441 questionnaires were distributed and 372 returned, an 84% response rate.
- This report profiles Pecos NHP visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (61%). Groups often consisted of two people (45%) or four people (19%). Thirty-one percent of visitors were 36-50 years old; 21% were 51-65 years old. Most (80%) were first-time visitors to the park. Visitors from foreign countries comprised 7% of all visitors. Twenty-six percent of international visitors came from Germany and 14% from Great Britain. United States visitors came from Texas (19%), New Mexico (19%), California (10%) and many other states.
- Common activities for visitors were walking the trail (93%), viewing exhibits (89%), using the trail guide (77%), seeing the movie (70%), and taking photographs (70%).
- More than 75% of the visitors visited each of the four sites included on the map. The most visited site was the E. E. Fogelson Visitor Center (96%). Most visitors went to the E. E. Fogelson Visitor Center first (92%).
- Prior to visiting, the most often used sources of information about the park were travel guide/tour books (35%) and friends and relatives (32%), although many other sources were identified. Pecos National Historical Park was not the primary destination for most visitors (80%). Learning about history (88%) and viewing scenery (77%) were the most often identified reasons for visiting the park.
- The most used services were the parking lots (92%), visitor center exhibits (91%), the trail (85%), and visitor center restrooms (84%). The least used service was handicapped access (4%). The most important services according to visitors were the trail (85%), visitor center restrooms (82%) and visitor center personnel (80%). The best quality services were visitor center personnel (88%), visitor center exhibits (88%), roving rangers (88%), and the trail (87%). The poorest quality service was cultural demonstrations (15%).
- When asked how they would like to learn about the park on a future visit, 47% of the visitors preferred a self-guided trail.
- Before they arrived, most visitors (89%) had not planned to camp in the Pecos area. Of visitors who planned to camp, most were able to find a campsite (82%). The most common activity in the Pecos area was sightseeing (83%). Most visitors (74%) stayed less than one day in the Pecos area.
- For total expenditures (lodging, travel, food and "other" items) during their visit to the Pecos area, 50% of the visitor groups spent up to \$50. The greatest proportion of their expenditures was spent for lodging (51%), followed by food (20%). The average visitor group expenditure was \$135. The average per capita expenditure was \$45.
- Visitors made many additional comments.

<p>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,</p>
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Moscow, Idaho 83844-1133 or call (208) 885-7129.
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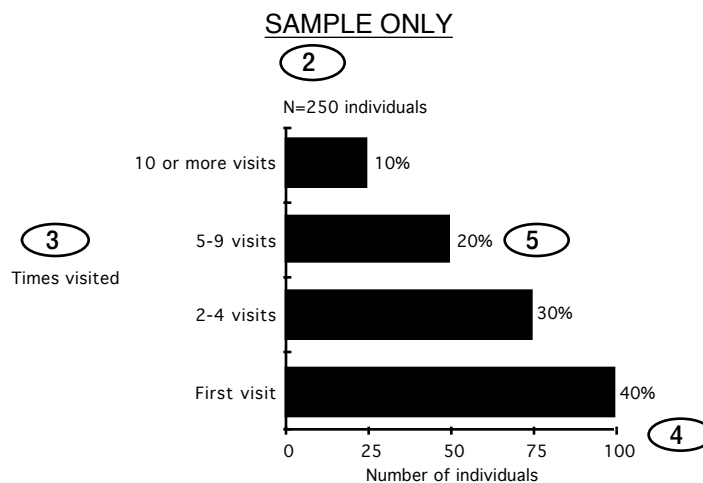
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INTRODUCTION

This report describes the results of a study of visitors to Pecos National Historical Park (referred to as "Pecos NHP"). This visitor study was conducted August 8-14, 1993. The study was conducted 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. A 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 describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Pecos National Historical Park during August 8-14, 1993. Visitors completed the questionnaire during or after their trip and then returned it by mail.

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 as they entered the E. E. Fogelson Visitor Center and the ruins trail near the administration building.

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, group type and the age of the adult who would complete the stamped questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

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.

Data analysis

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 371 groups, Figure 4 presents data for 1101 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 372 questionnaires were returned, Figure 1 shows data for only 371 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.

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

Limitations

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 August 8-14, 1993. 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.

Heavy thunderstorms reduced visitation on two days during the survey period, with flashflooding temporarily closing one road which allows access to the park. The trail was closed during periods of lightning hazard. These conditions are reflected in some of the comments visitors made in the questionnaires, but do not otherwise affect the data.

Special conditions

RESULTS

Visitors contacted

A total of 458 visitor groups were contacted; 96% accepted questionnaires. Three hundred seventy-two visitor groups completed and returned their questionnaires, an 84% 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)	441	44.9	370	46.2
Group size	441	3.1	371	3.2

Demographics

Figure 1 shows group sizes, which varied from one person to 16 people. Forty-four percent of visitors came in groups of two people; 31% came in groups of three or four. Sixty-one percent of visitors came in family groups, as shown in Figure 2. "Other" groups included church and school groups. Most visitors (99%) were not in guided tour groups (see Figure 3).

Figure 4 shows varied age groups; the most common were visitors aged 36-50 (31%) and 15 years or younger (19%). Most visitors (80%) were first-time visitors (see Figure 5).

Visitors from foreign countries comprised 7% of all visitation. Map 1 and Table 2 show that most international visitors came from Germany (26%) and Great Britain (14%). Most United States visitors came from Texas (19%), New Mexico (19%) and California (10%), with smaller proportions from 39 other states (see Map 2 and Table 3).

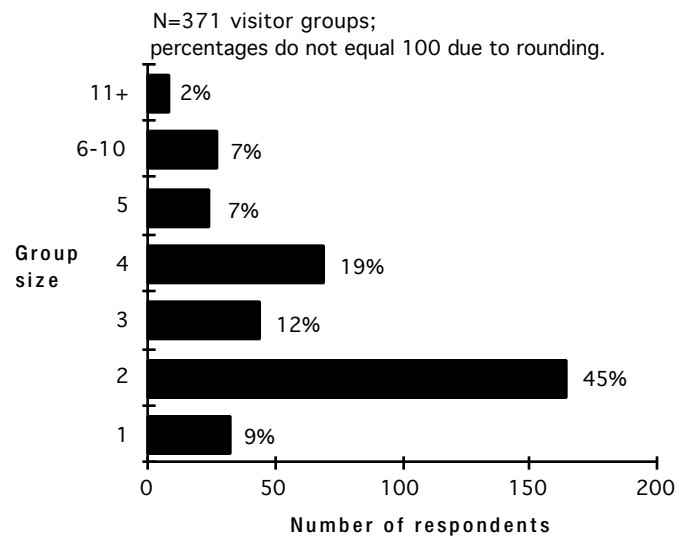


Figure 1: Visitor group sizes

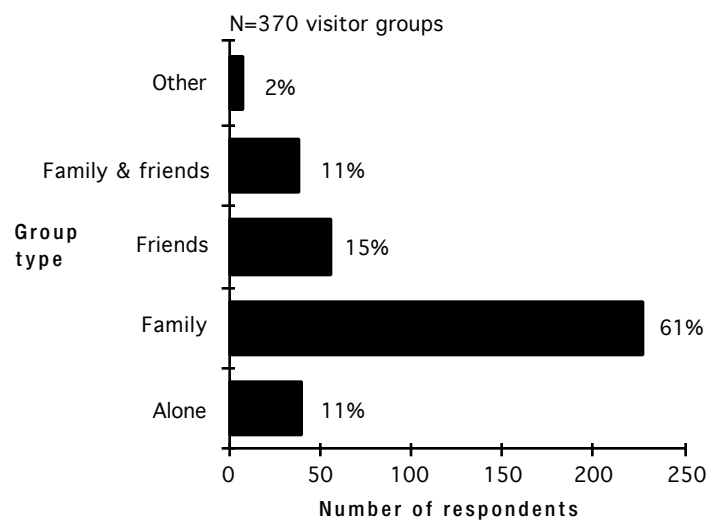


Figure 2: Visitor group types

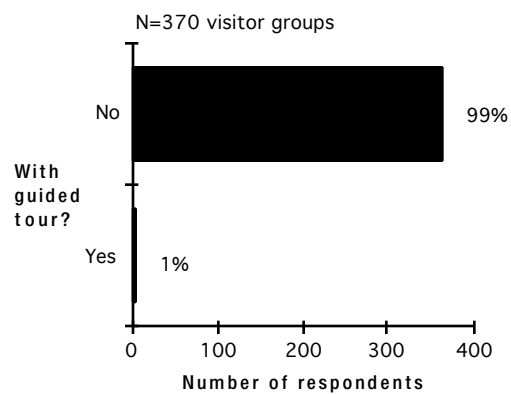


Figure 3: Visitors with guided tour groups

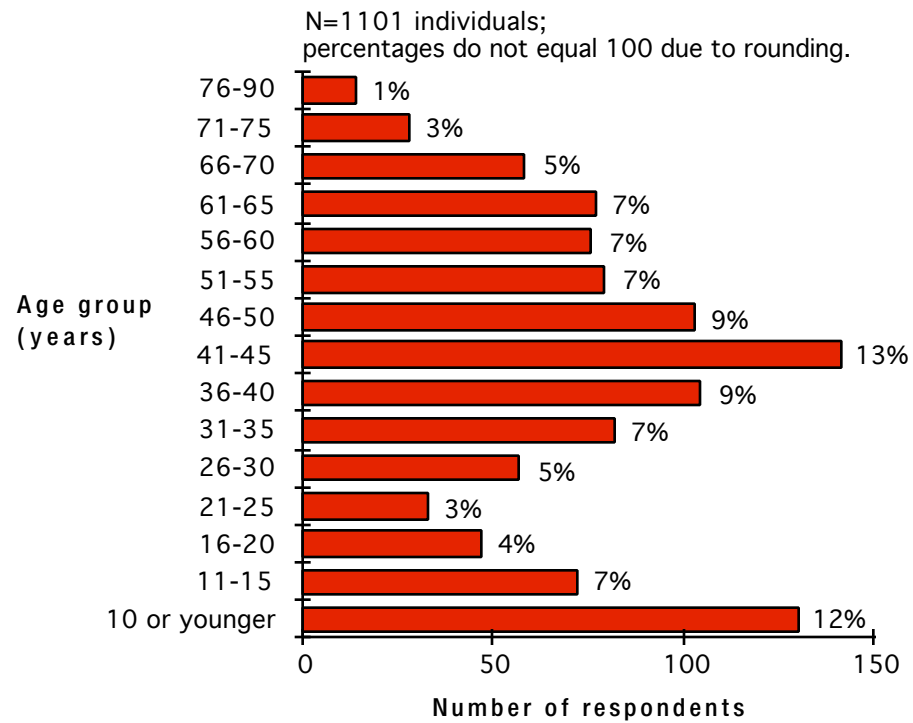


Figure 4: Visitor ages

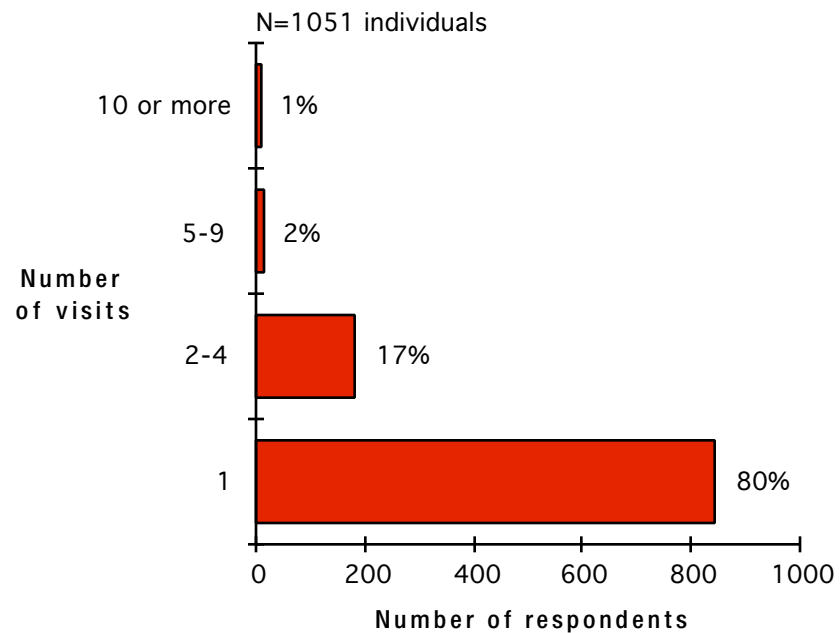
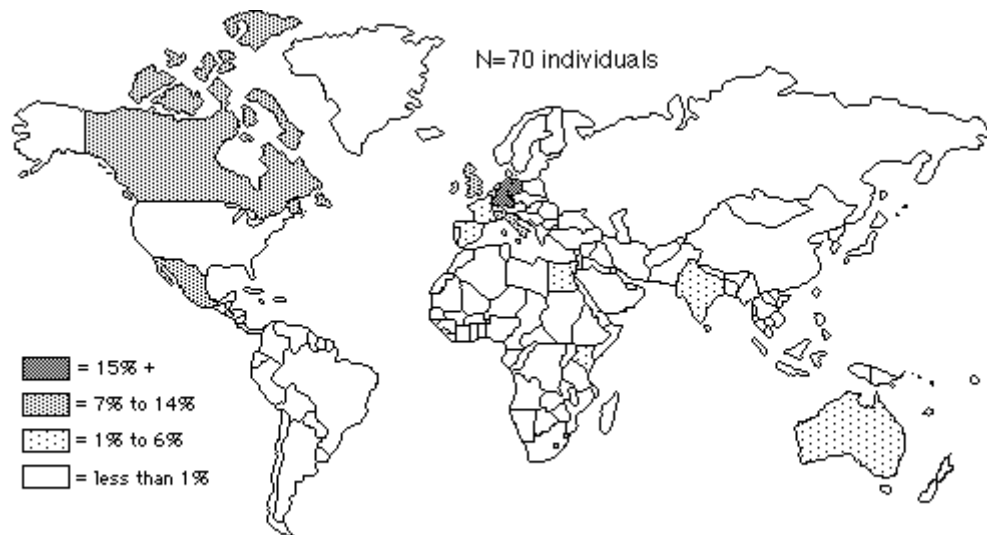


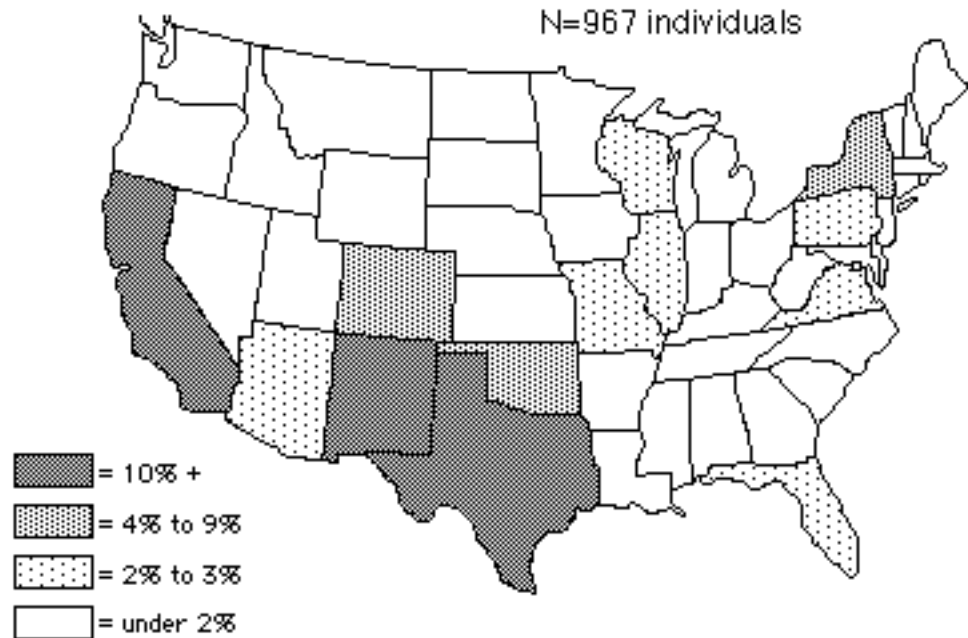
Figure 5: Number of visits



Map 1: Proportion of international visitors by country

Table 2: Visitors by country of residence
N=70 individuals

Country	Number of individuals	% of international visitors
Germany	18	26
Great Britain	10	14
Italy	8	11
Canada	6	9
Mexico	5	7
Belgium	4	6
Spain	4	6
France	3	4
Australia	2	3
Austria	2	3
Egypt	2	3
Switzerland	2	3
Taiwan	2	3
India	1	1
Kenya	1	1



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=967 individuals

State	Number of individuals	% of U.S. visitors
Texas	187	19
New Mexico	179	19
California	96	10
Colorado	62	6
New York	56	6
Oklahoma	43	4
Arizona	26	3
Illinois	24	3
Missouri	22	2
Virginia	22	2
Florida	17	2
Pennsylvania	17	2
Wisconsin	15	2
Massachusetts	13	1
Ohio	13	1
Connecticut	12	1
Maryland	11	1
New Jersey	10	1
Other states (24) + Washington D.C.	121	13
Unidentified states	21	2

Figure 6 shows the proportion of visitor groups who participated in various activities during this visit. Common activities were walking the trail (93%), viewing exhibits (89%), using the trail guide (77%), seeing the visitor center movie (70%) and taking photographs (70%). Nine percent of the visitors described "other" activities they pursued, such as purchasing books, talking with rangers, birdwatching, relaxing, and walking through the garden.

Activities

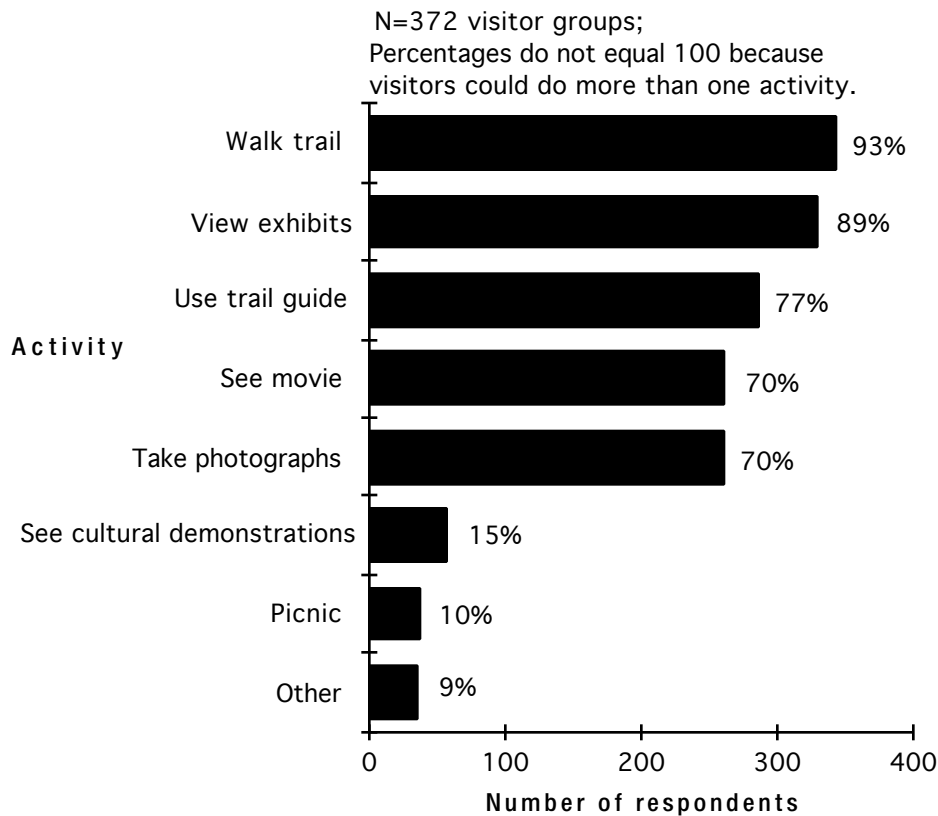
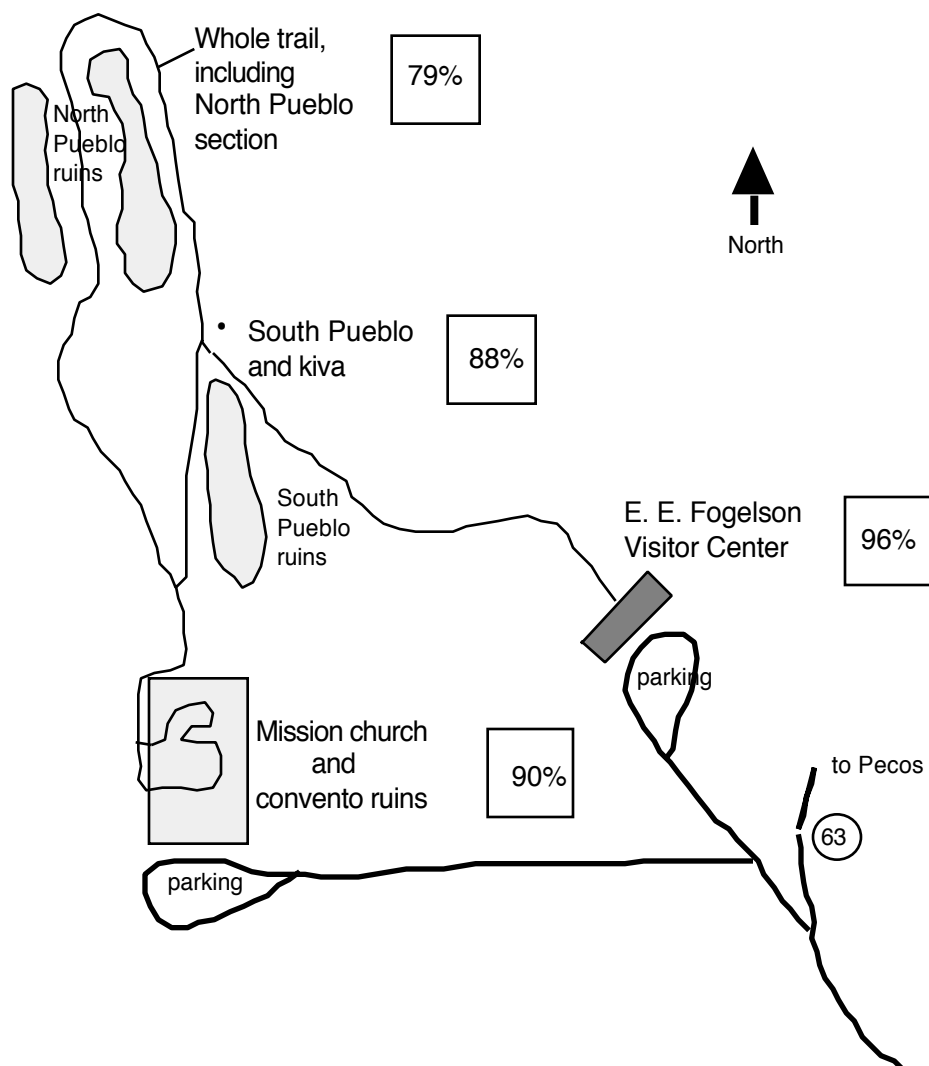


Figure 6: Visitor activities

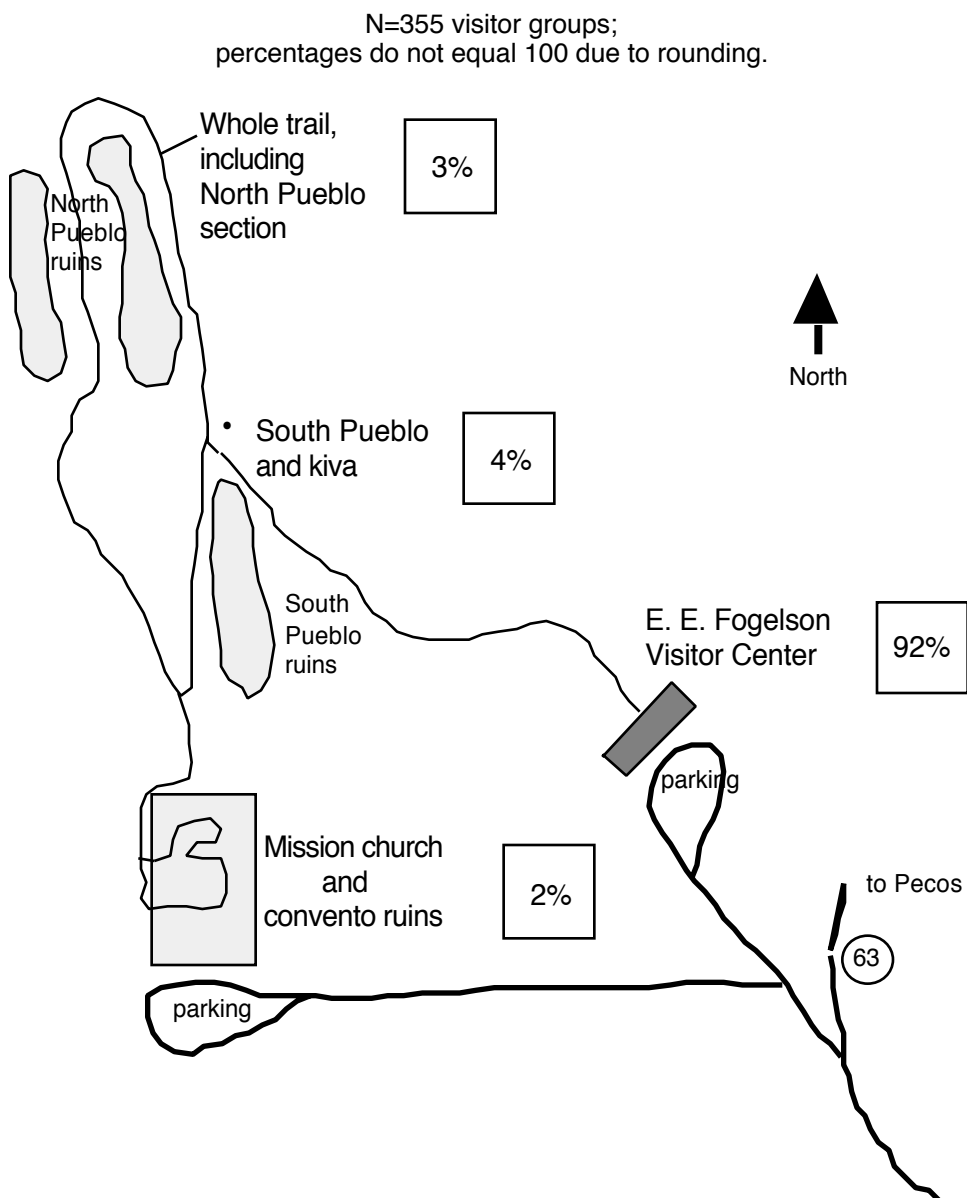
Sites visited

Visitors were asked to identify the sites they visited at Pecos NHP during this visit. More than 75% of the visitors went to all four sites included on the map. Most visitors (96%) went to the E. E. Fogelson Visitor Center, the mission church and convento ruins (90%), the south pueblo and kiva (88%), and the whole trail, including the north pueblo section (79%), as shown in Map 3. Most visitors went to the E. E. Fogelson Visitor Center first (92%), as shown in Map 4.

N=362 visitor groups;
percentages do not equal 100 because visitors could visit more than one site.



Map 3: Sites visited



Map 4: Proportion of visitors who stopped at each site first

**Sources of
park
information**

Prior to visiting, the most often used sources of information about the park were travel guides and tour books (35%), friends and relatives (32%), maps and brochures (25%) and previous visits (23%), as shown in Figure 7. Written and phone inquiries to the park were the least used sources of information. "Other" sources included signs along roads, living in the area, a seminar, fellow travelers, local residents, and a guide to national parks.

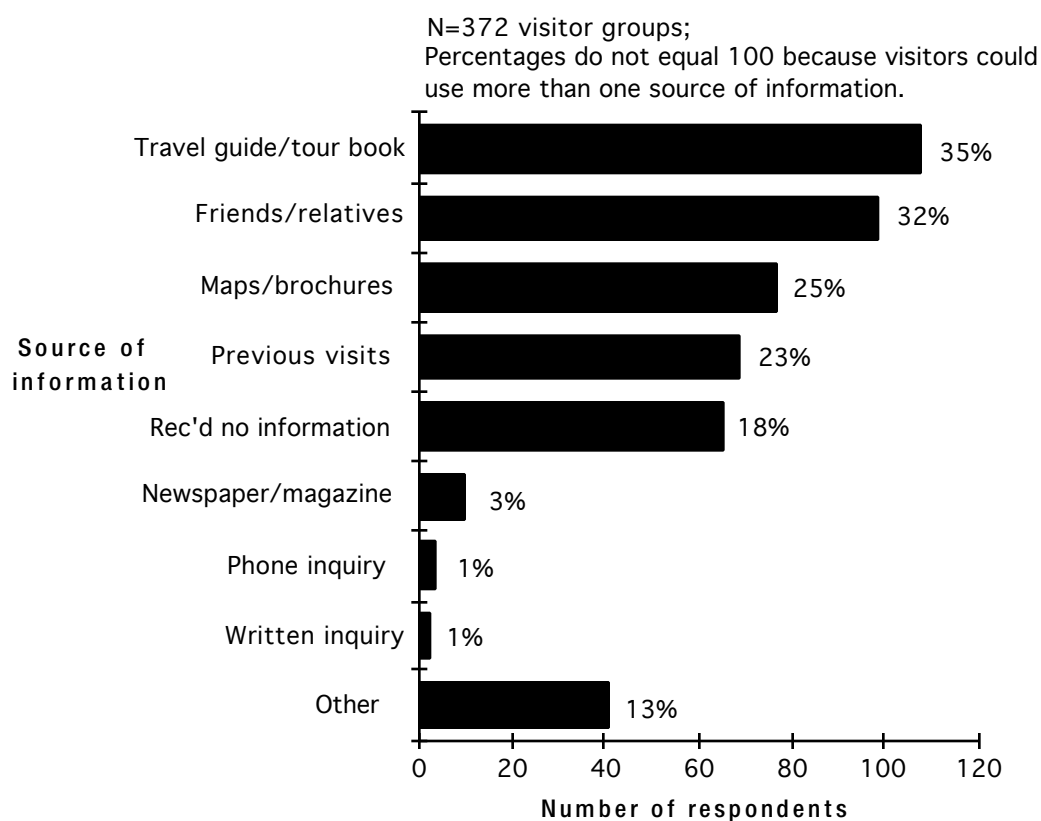


Figure 7 : Sources of park information

Visitors were asked if Pecos NHP was their primary destination on this visit. Most visitors said Pecos NHP was not their primary destination (80%), as shown in Figure 8. Visitors listed primary destinations including Santa Fe, New Mexico, Taos, Albuquerque, Las Vegas and many other sites (see Table 4).

Primary destination

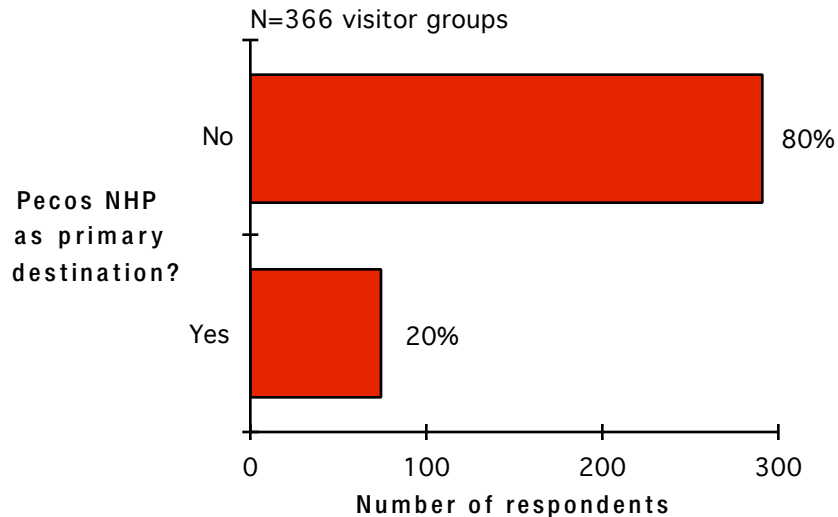


Figure 8: Pecos NHP as primary destination

Table 4: Primary destination on this trip
N=299 destinations

Primary destination	Number of times mentioned
Santa Fe, NM	89
Exploring New Mexico	18
Taos, NM	14
Albuquerque, NM	13
Las Vegas, NM	13
Glorieta Baptist Conference Center	12
Denver, CO	8
Camping	8
Glorieta, NM	7
Pecos Wilderness	7
Trip around USA	7
Grand Canyon NP, AZ	6
Visit family	5
Stay in cabin	5
Bandelier NM, NM	4
Carlsbad Caverns NP, NM	4
Chaco Culture NHP, NM	3
Northern New Mexico	3

Table 4: Primary destination on this trip (continued)

<u>Primary destination</u>	<u>Number of times mentioned</u>
Santa Fe opera	3
Attending convention/seminar	3
Visit friends	3
All western national parks	3
Angel Fire	2
Brush Ranch	2
Colorado Springs, CO	2
Eagle Nest, NM	2
Gallup, NM	2
Raton, NM	2
Raciada	2
Mora Valley	2
Pecos Monastery	2
Pecos River	2
Fishing	2
No destination	2
Other places	37

Visitors were asked their reasons for visiting Pecos NHP on this visit. Many visitors came to learn history (88%), view scenery (77%), and view visitor center museum and exhibits (63%), as shown in Figure 9. Visitors listed their "other" reasons for visiting, including learning about Indian culture, studying Civil War history, entertaining friends, viewing ruins, taking photographs, camping, picnicking, family outing, and out of curiosity.

Reasons for visit

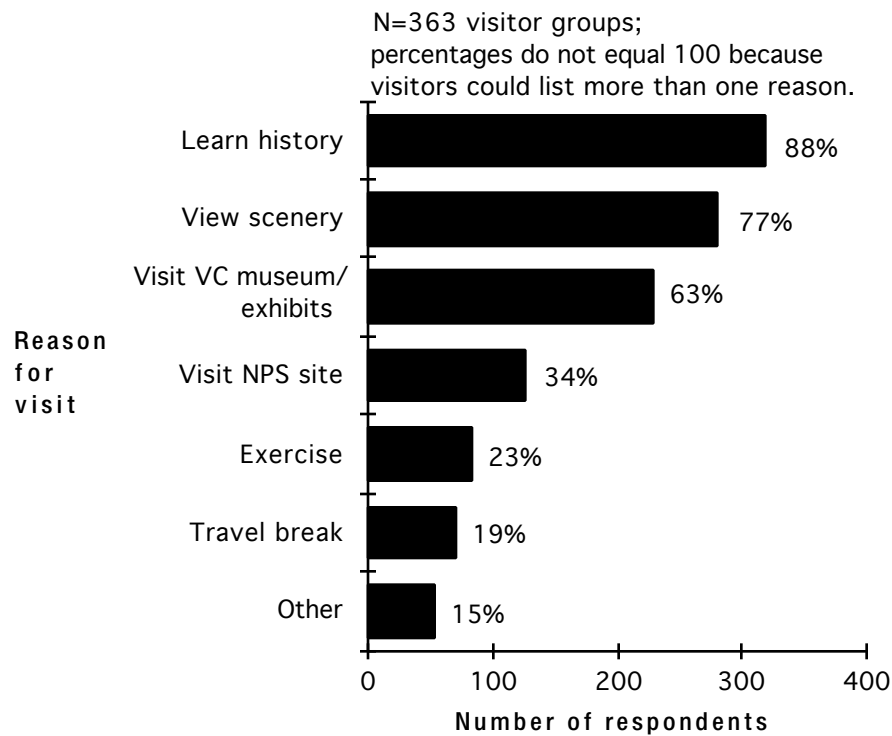


Figure 9: Reasons for visit

**Visitor
services:
use,
importance
and quality**

The visitor services and facilities most used by visitors were parking lots (92%), visitor center exhibits (91%), the trail (85%), visitor center restrooms (84%), park brochure/map (80%), visitor center personnel (78%), trail guide booklet (73%), visitor center movie (70%) and directional signs (66%), as shown in Figure 10. The least used service was handicapped access (4%).

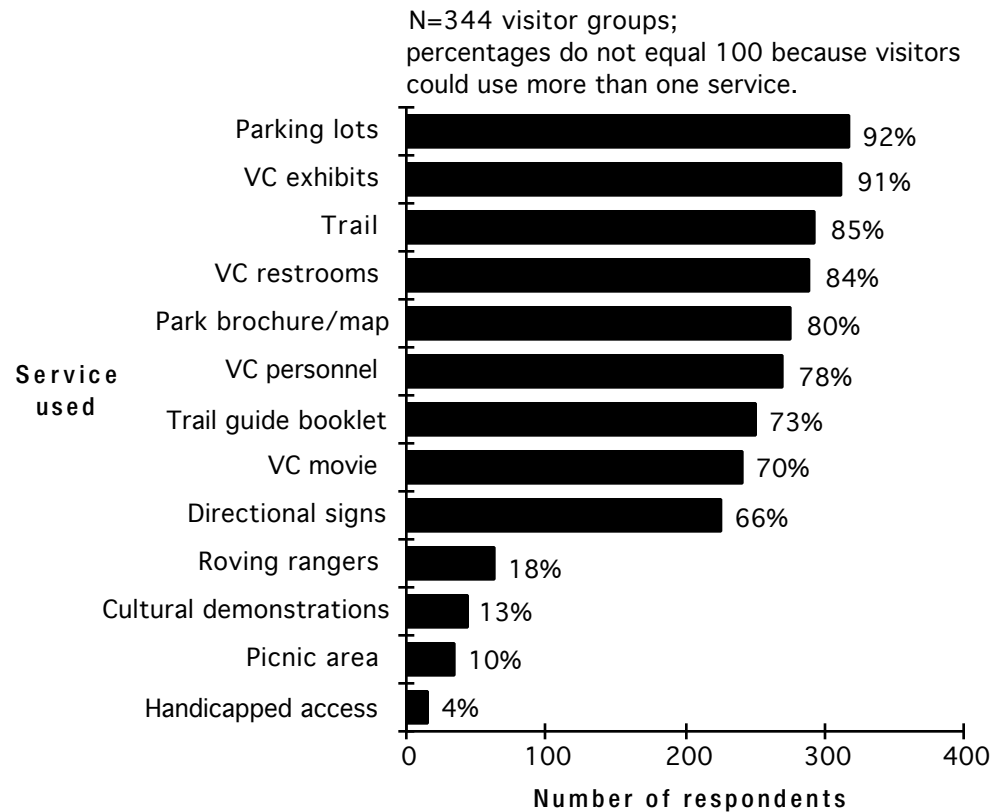


Figure 10: Use of visitor services

Visitors rated the importance and quality of visitor services they used. They used a five point scale (see boxes below).

IMPORTANCE 1=extremely important 2=very important 3=moderately important 4=somewhat important 5=not important	QUALITY 1=very good 2=good 3=average 4=poor 5=very poor
--	--

Figure 11 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 11. Services were all rated above average in importance and quality.

Figures 12-24 show that several services received the highest "very important" to "extremely important" ratings: the trail (85%), visitor center restrooms (82%), and visitor center personnel (80%). The highest "somewhat important" to "not important" ratings were for the picnic area, parking lot and directional signs (each 13%).

Figures 25-37 show that several services were given high "good" to "very good" quality ratings: visitor center personnel (88%), visitor center exhibits (88%), roving rangers (88%), and the trail (87%). The service receiving the highest "poor" to "very poor" quality rating was the cultural demonstrations (15%).

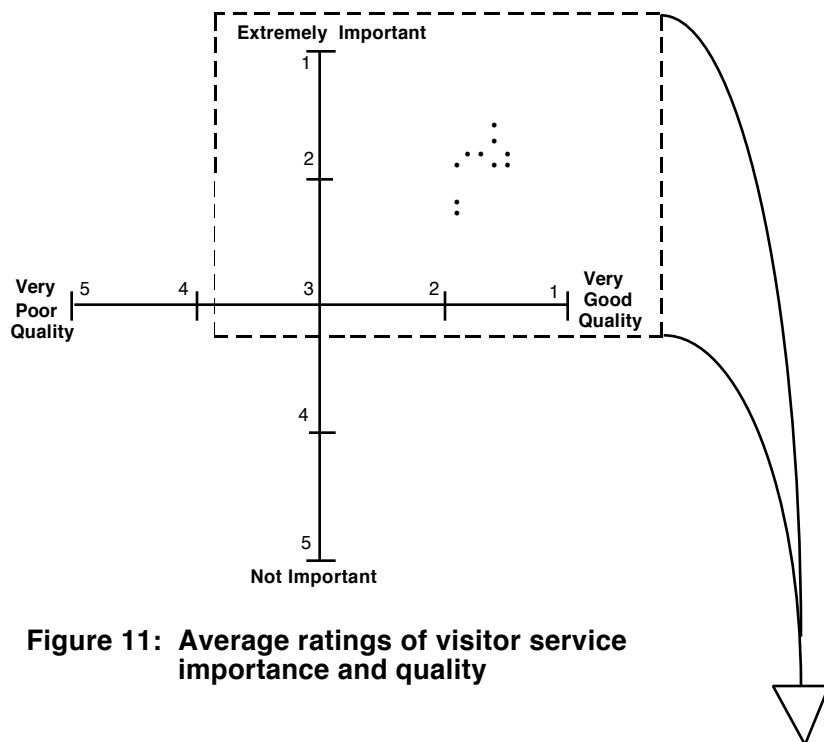


Figure 11: Average ratings of visitor service importance and quality

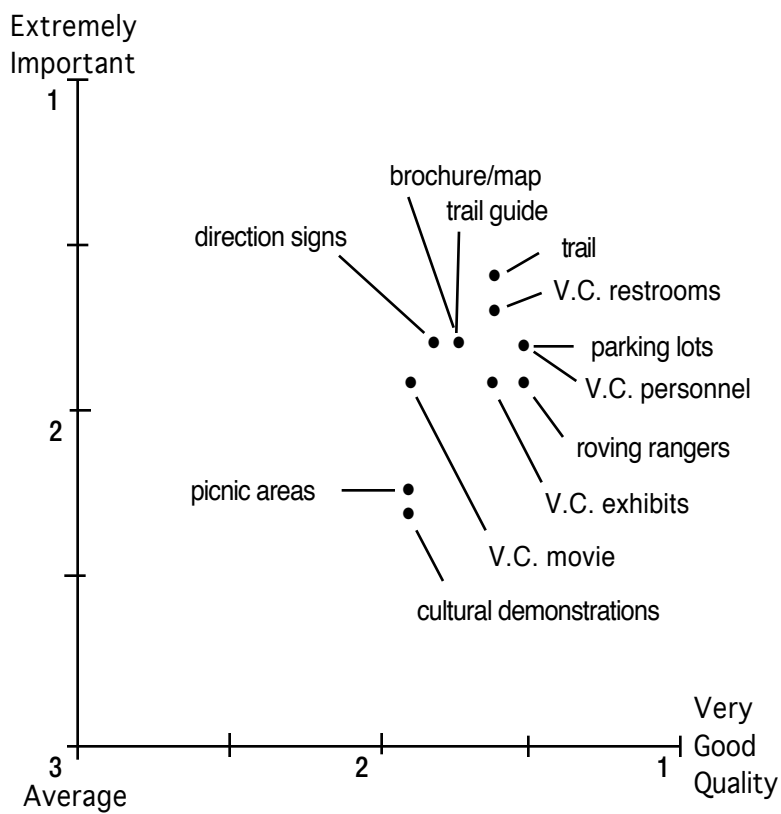


Figure 11: Detail

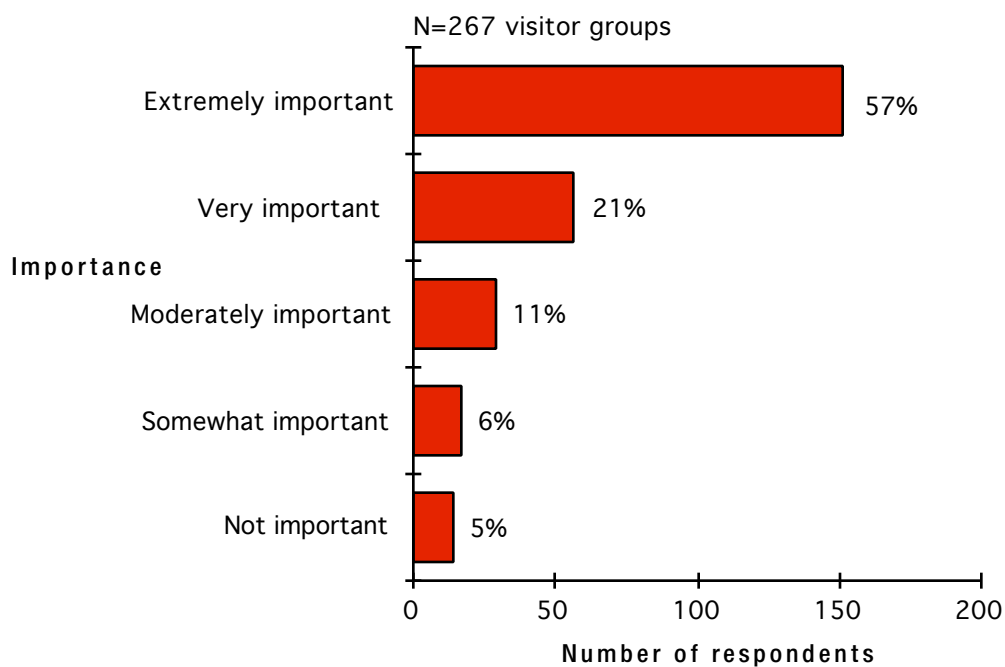


Figure 12: Importance of park brochure/map

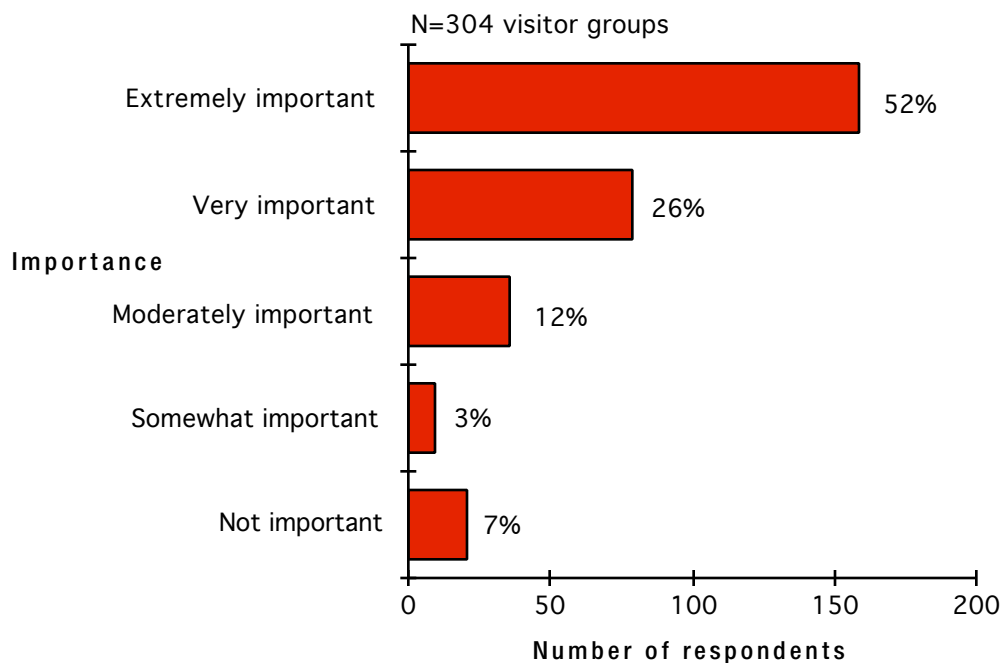


Figure 13: Importance of visitor center exhibits

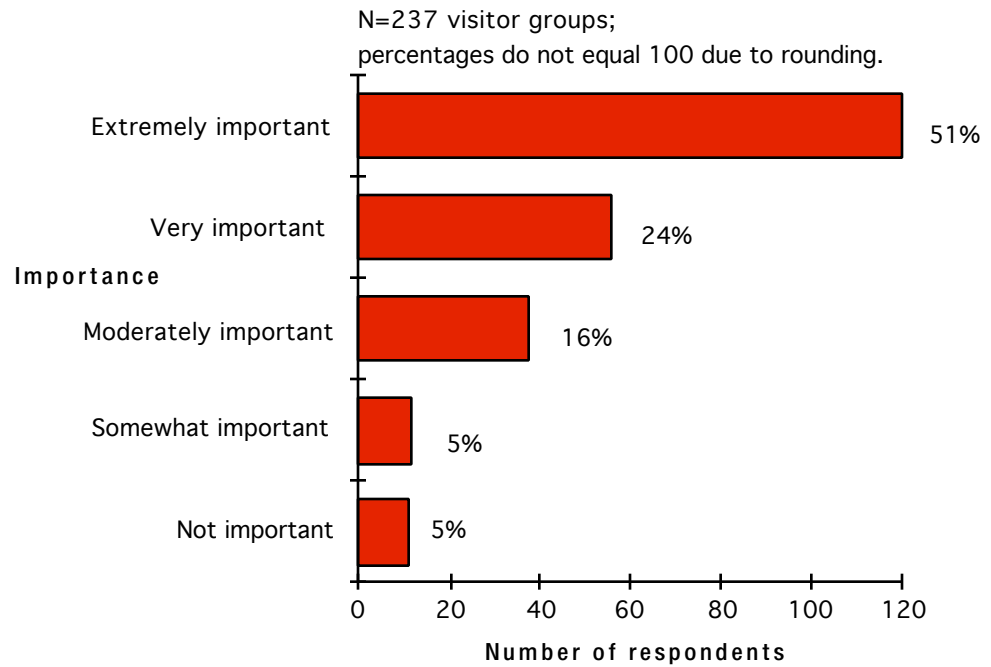


Figure 14: Importance of visitor center movie

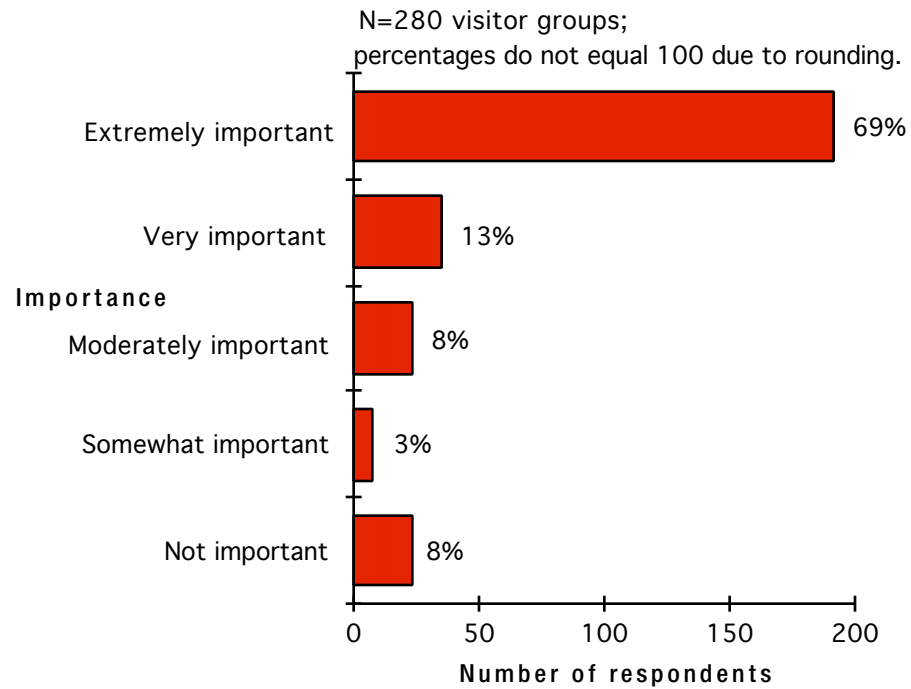


Figure 15: Importance of visitor center restrooms

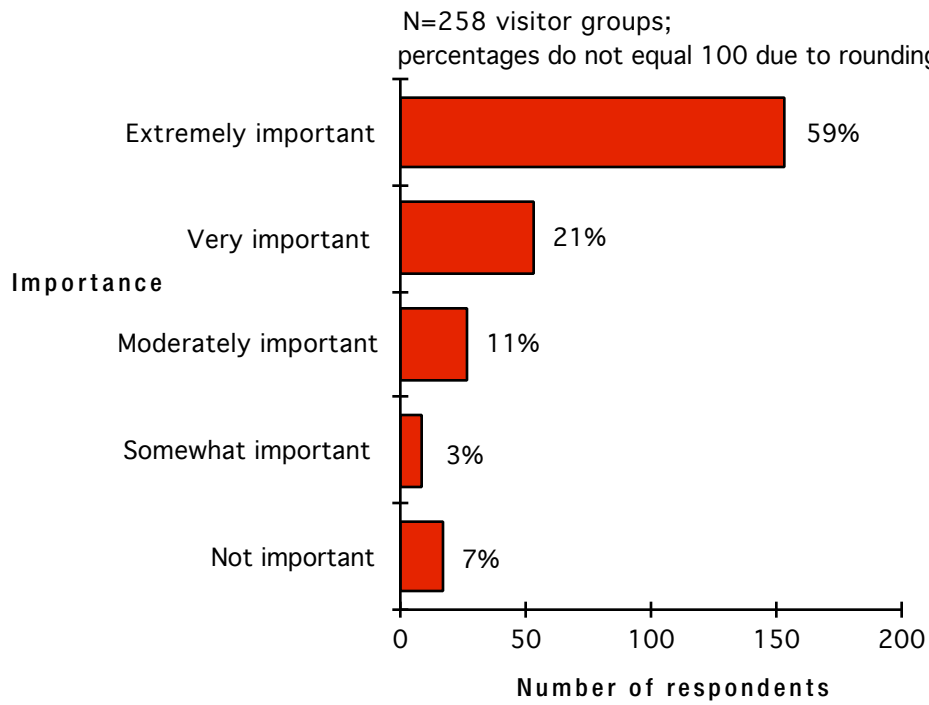


Figure 16: Importance of visitor center personnel

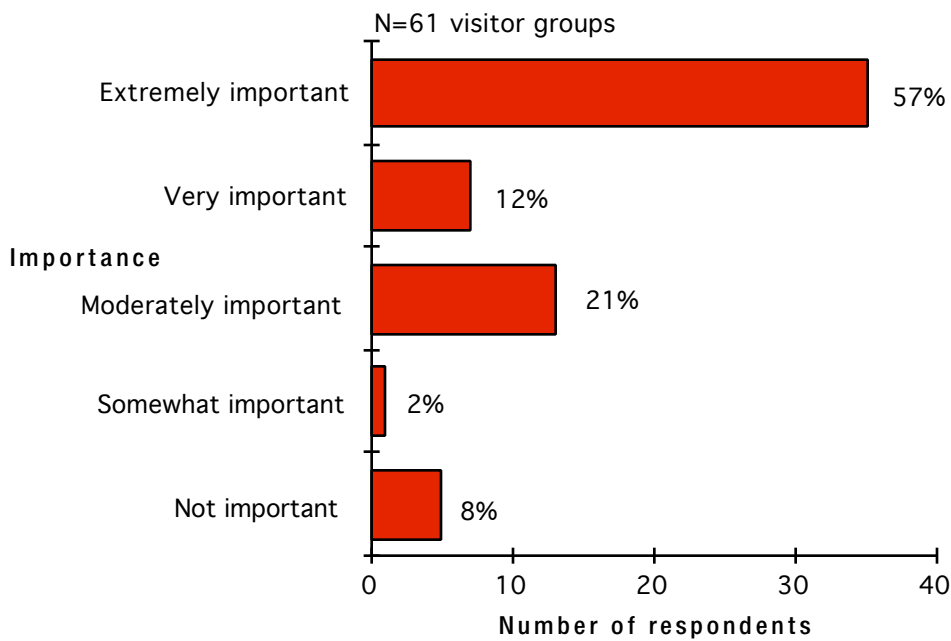


Figure 17: Importance of roving rangers

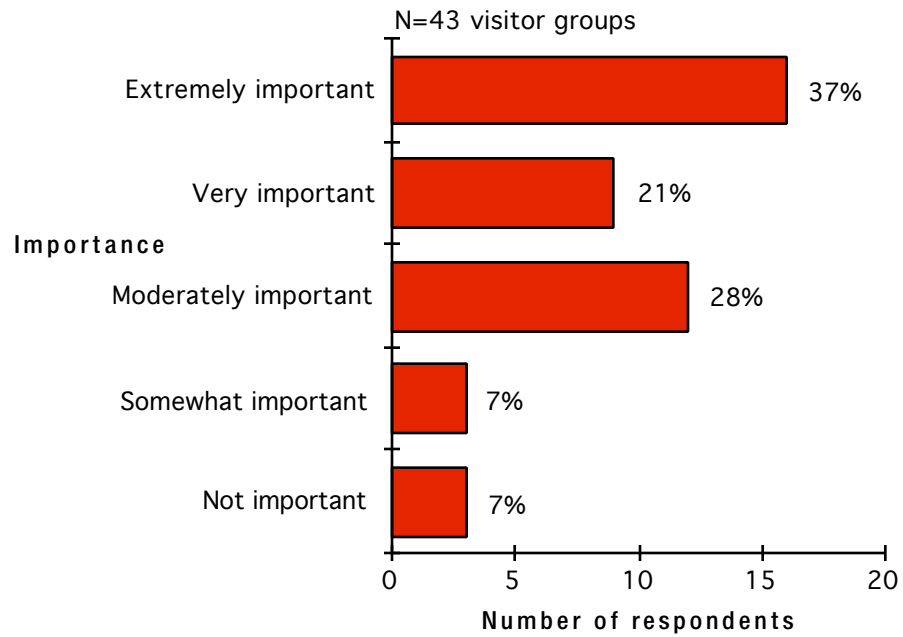


Figure 18: Importance of cultural demonstrations

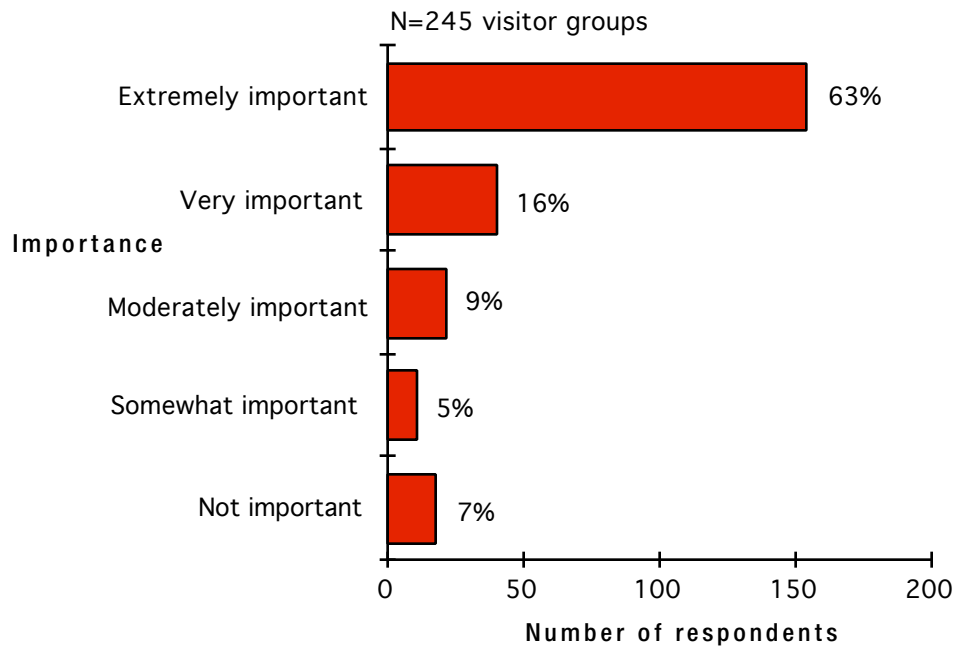


Figure 19: Importance of trail guide booklet

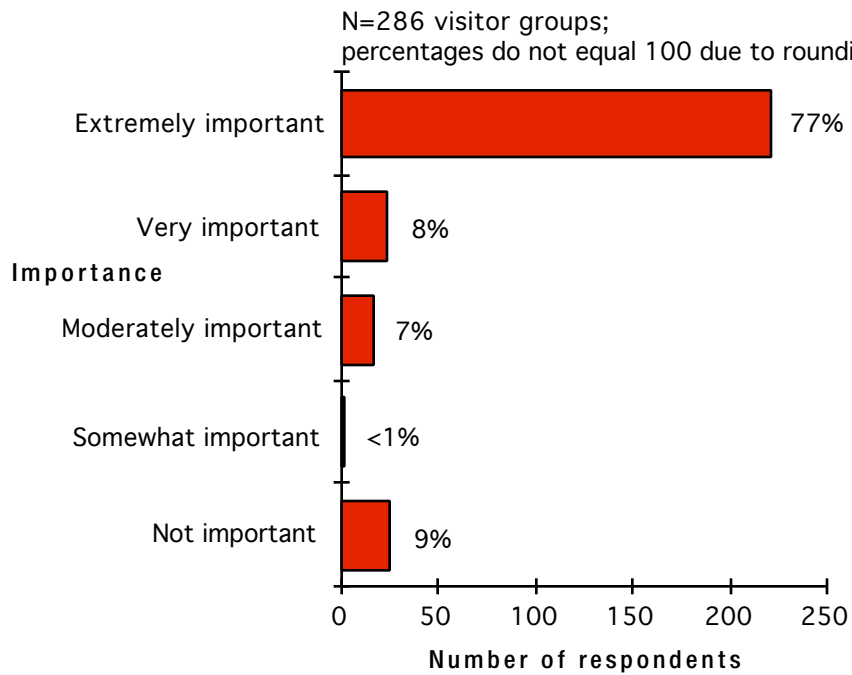


Figure 20: Importance of trail

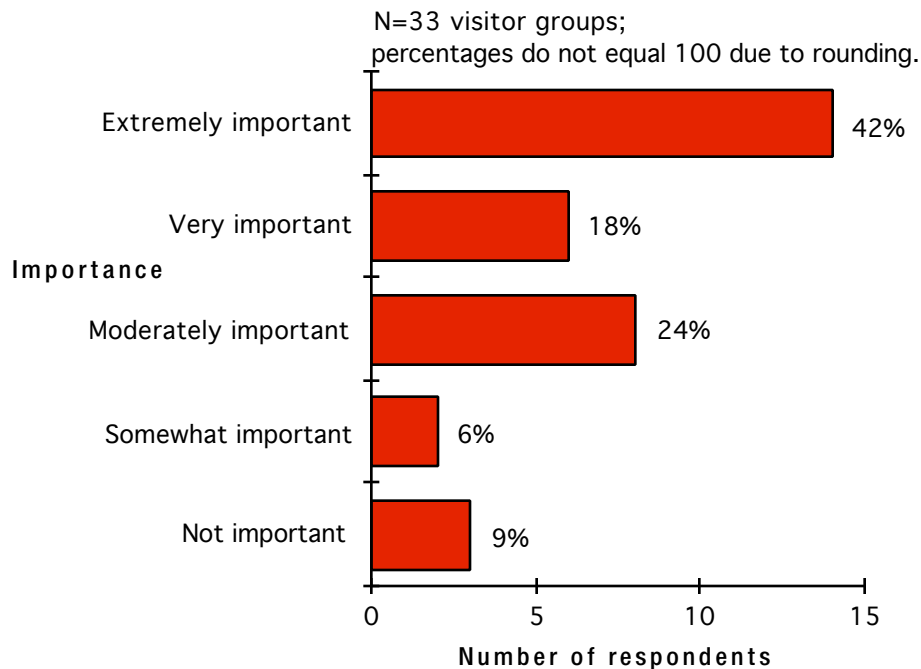


Figure 21: Importance of picnic area

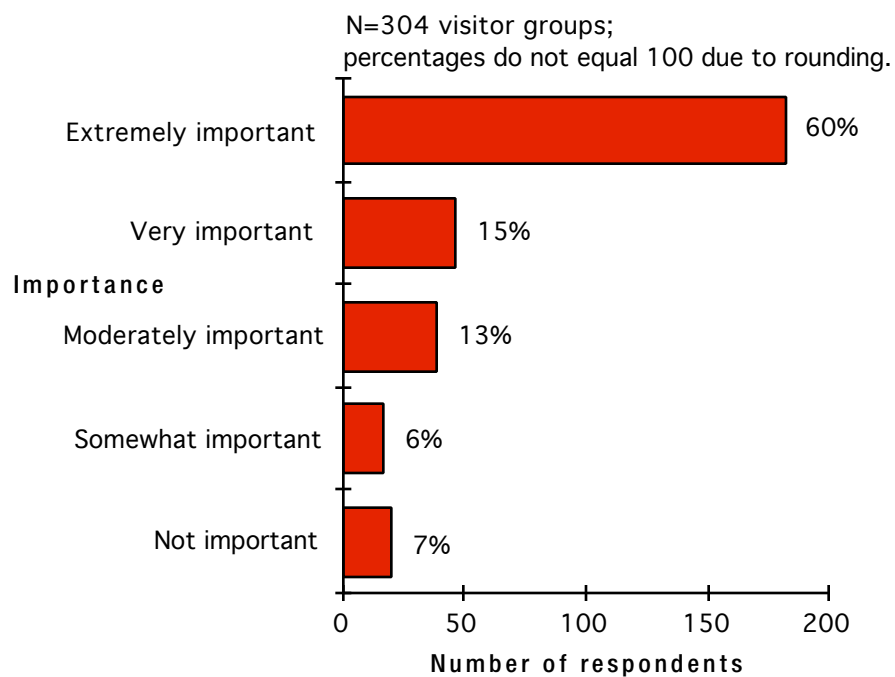


Figure 22: Importance of parking lots

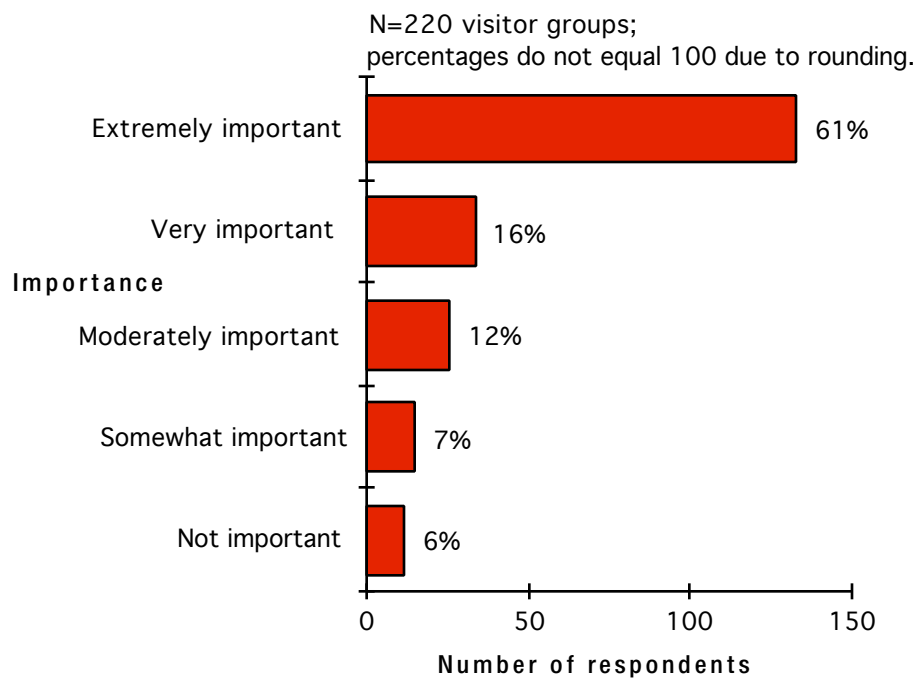


Figure 23: Importance of directional signs

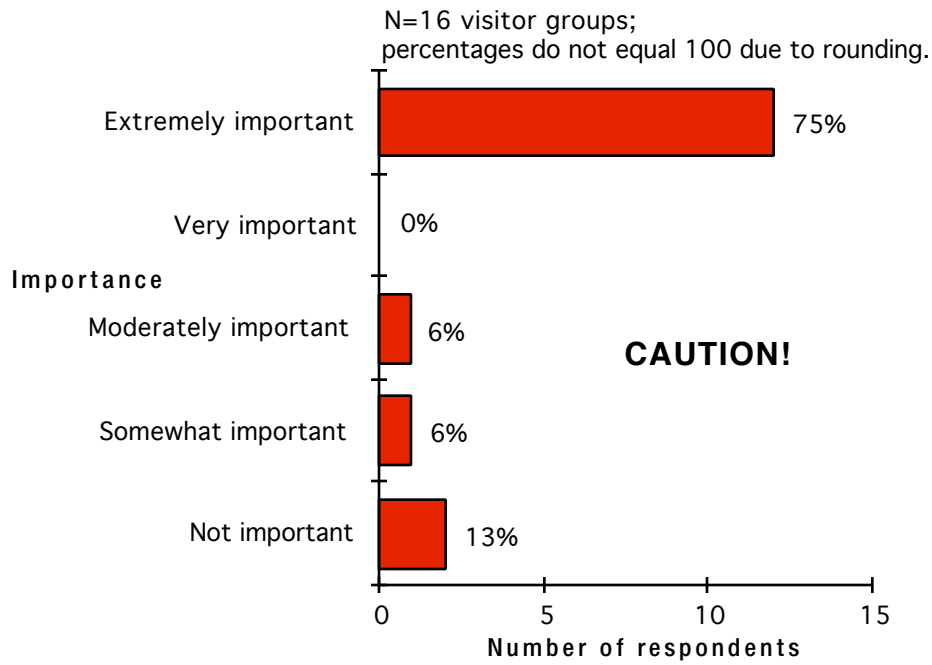


Figure 24: Importance of handicapped accessibility

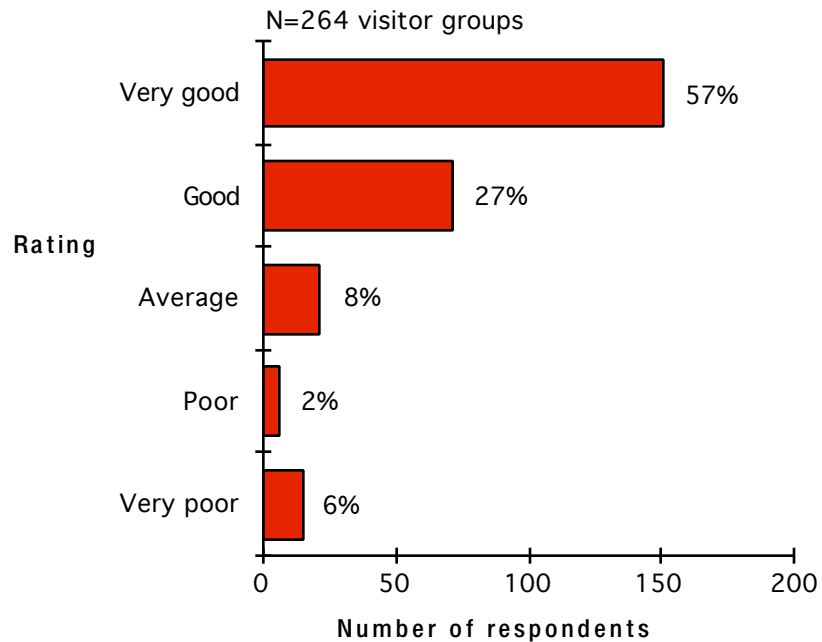


Figure 25: Quality of park brochure/map

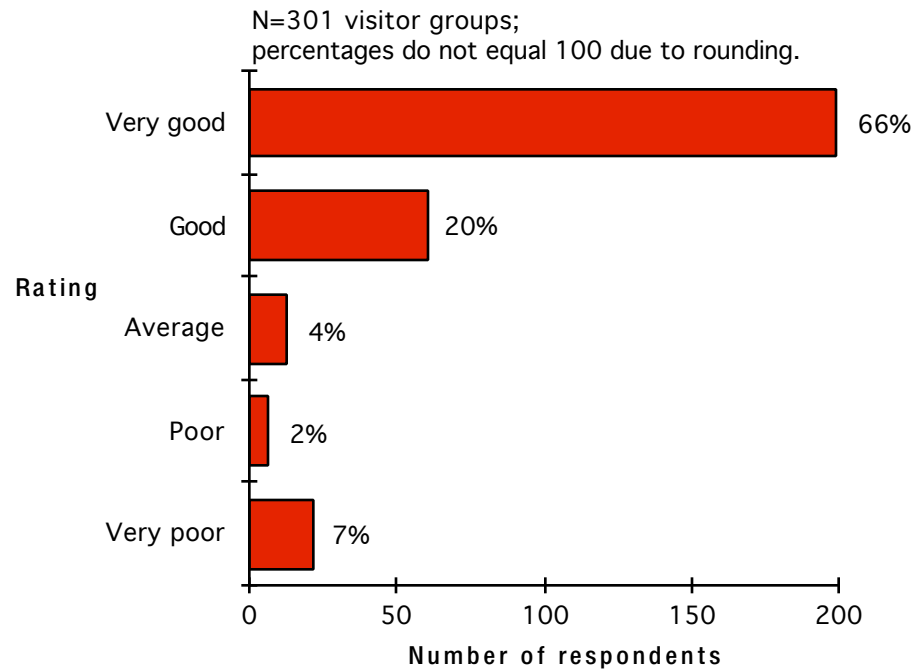


Figure 26: Quality of visitor center exhibits

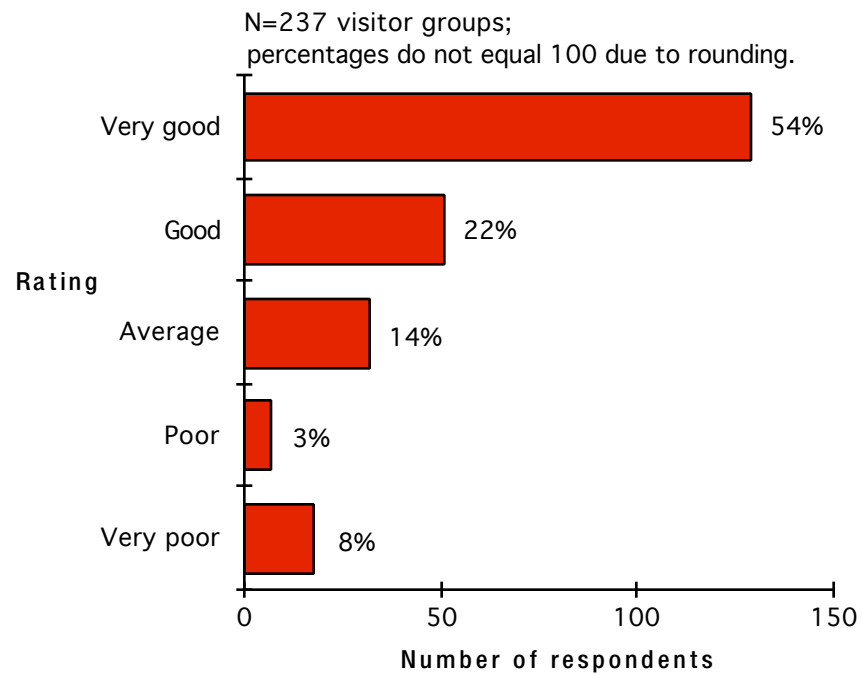


Figure 27: Quality of visitor center movie

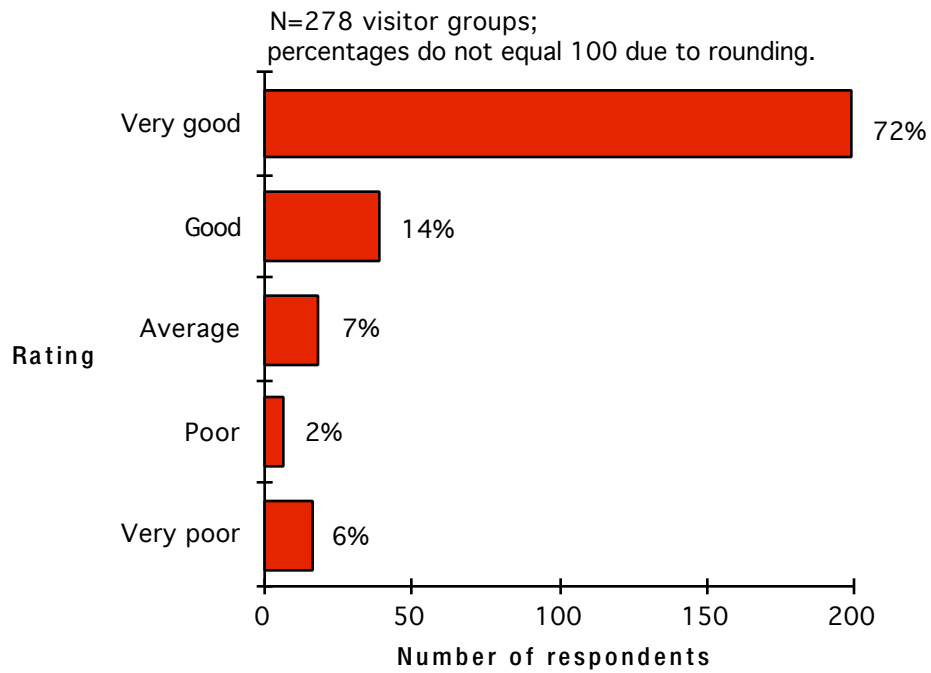


Figure 28: Quality of visitor center restrooms

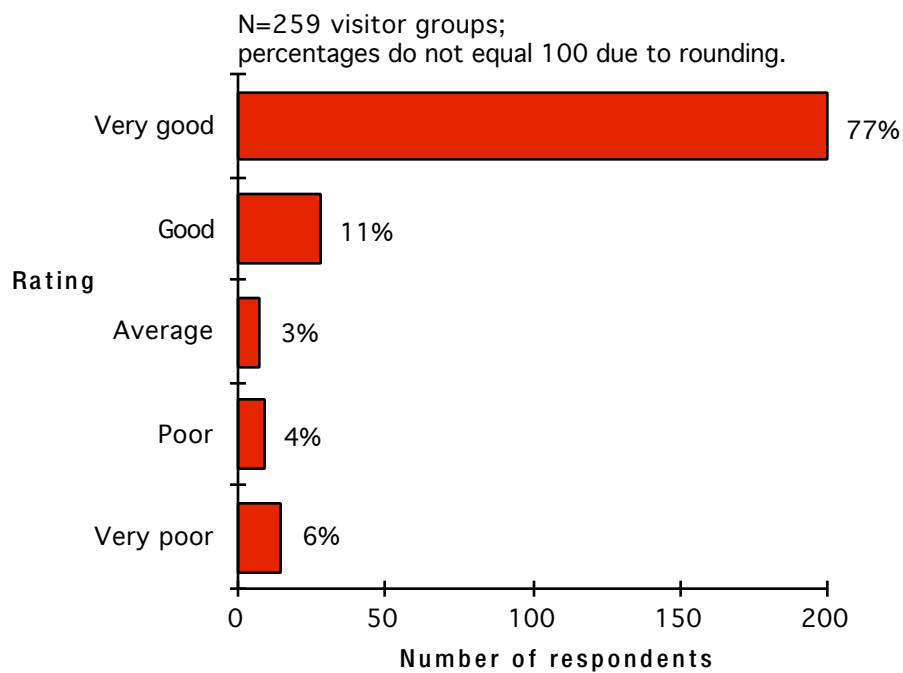


Figure 29: Quality of visitor center personnel

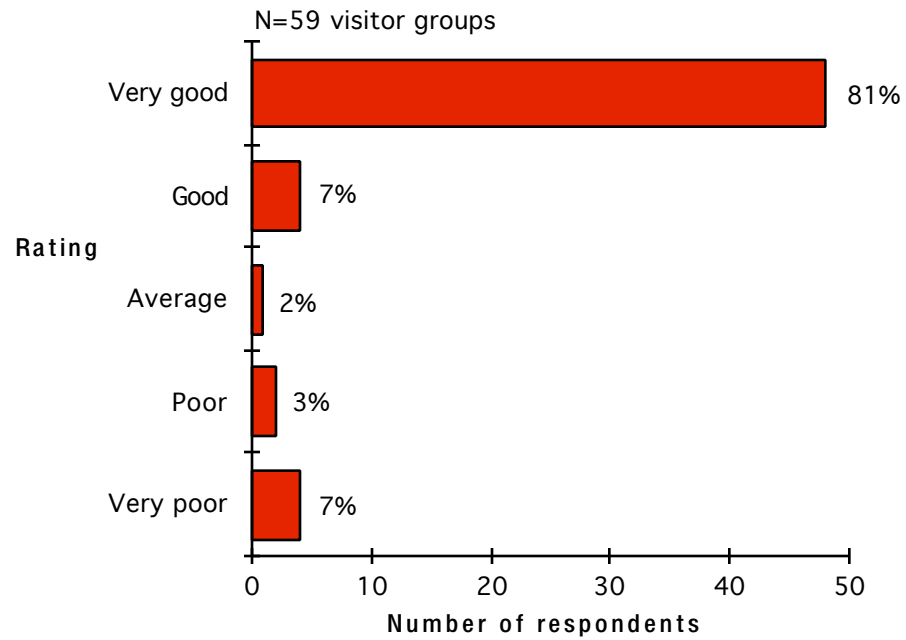


Figure 30: Quality of roving rangers

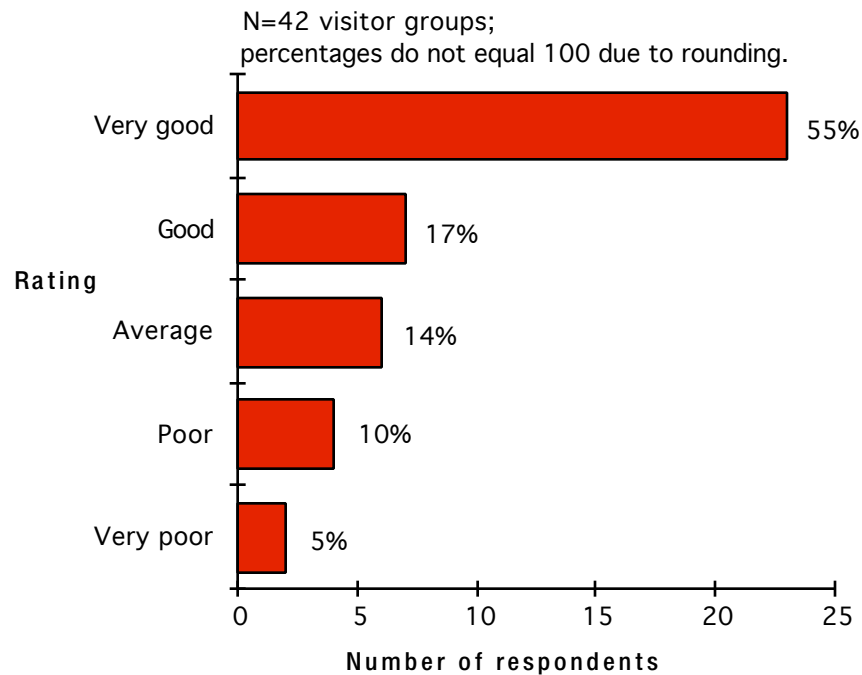


Figure 31: Quality of cultural demonstrations

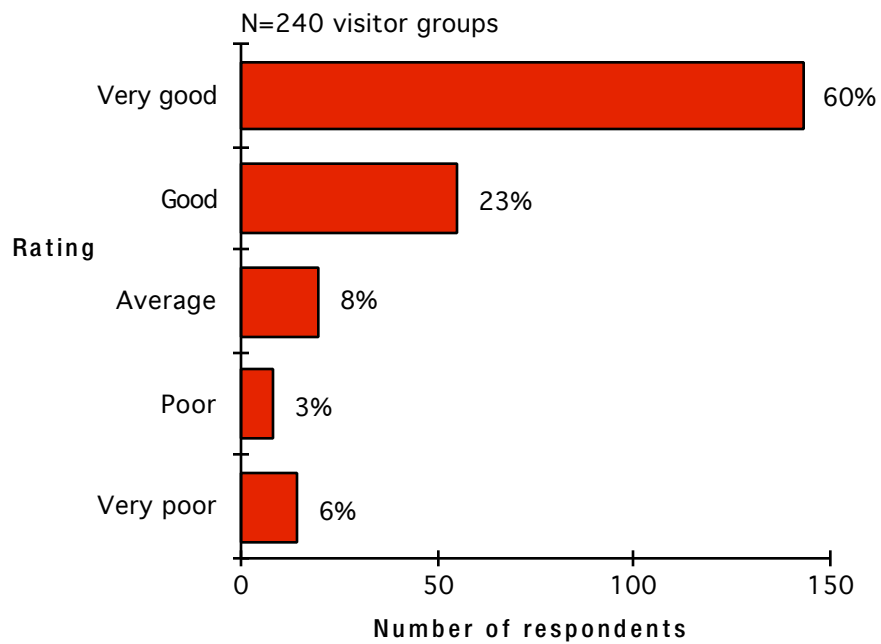


Figure 32: Quality of trail guide booklet

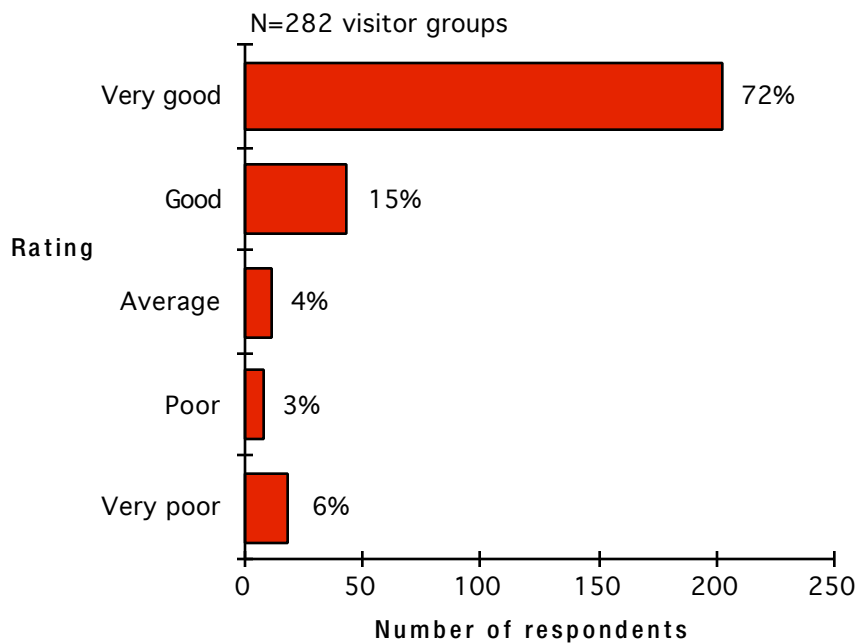


Figure 33: Quality of trail

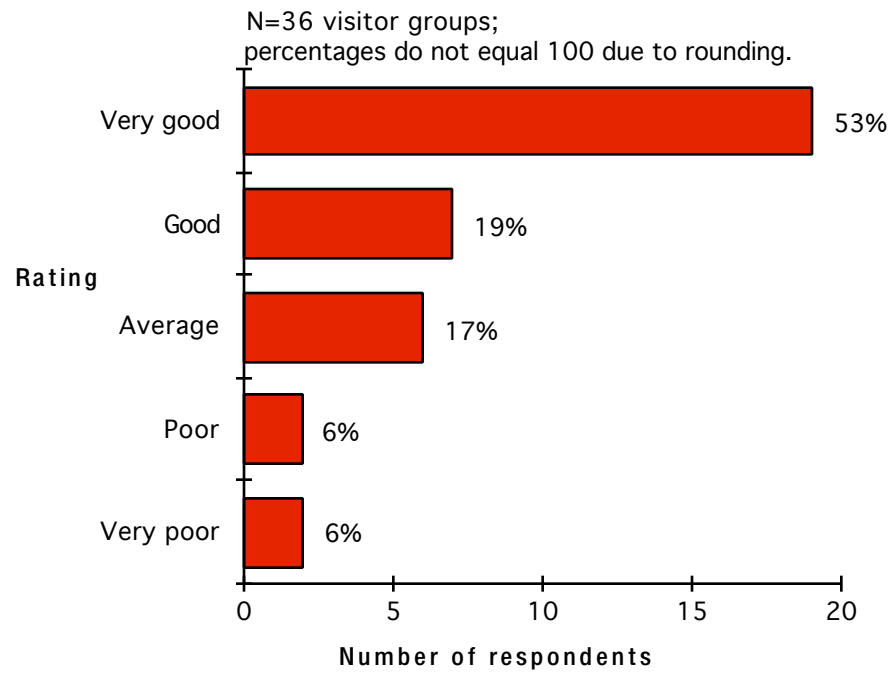


Figure 34: Quality of picnic area

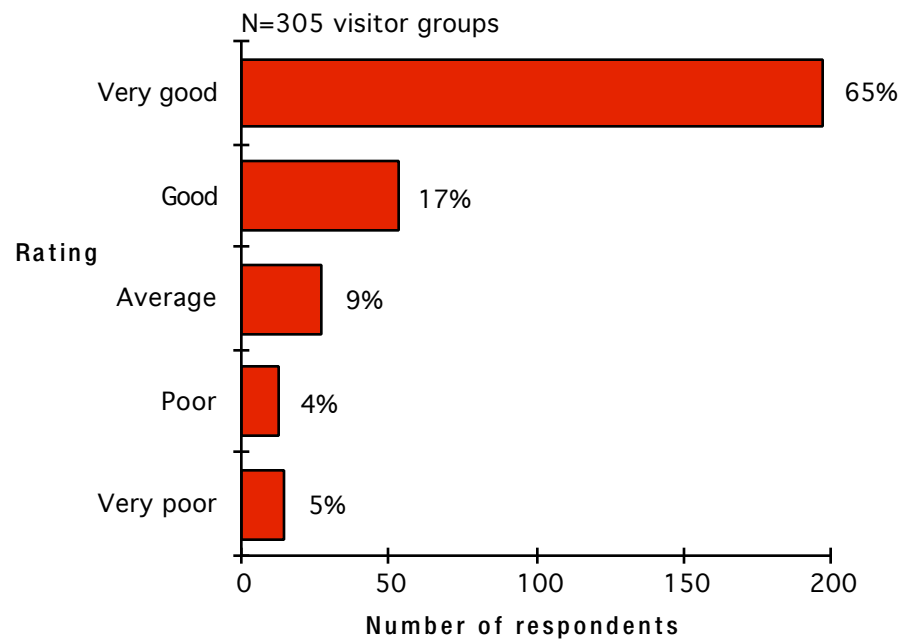


Figure 35: Quality of parking lots

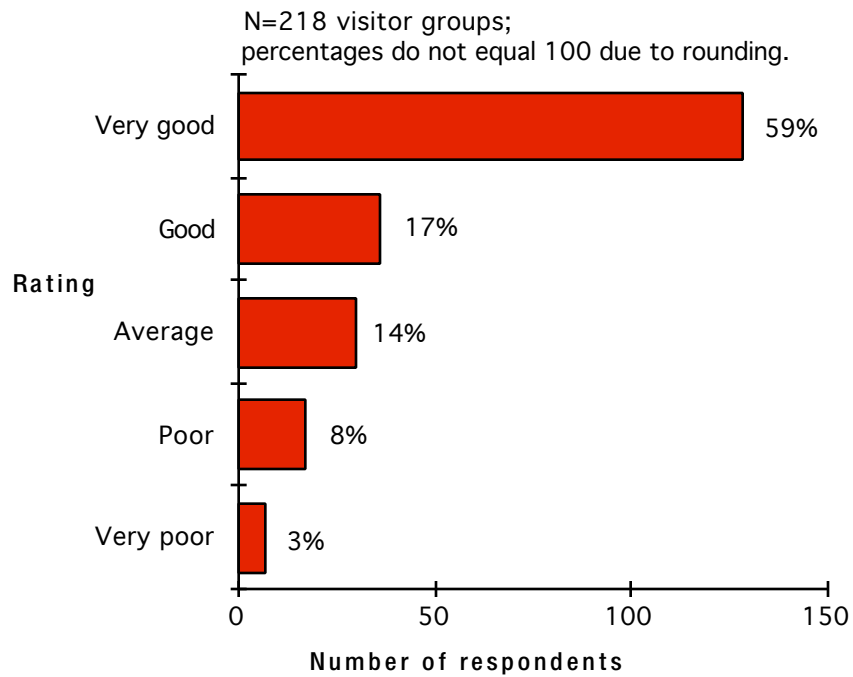


Figure 36: Quality of directional signs

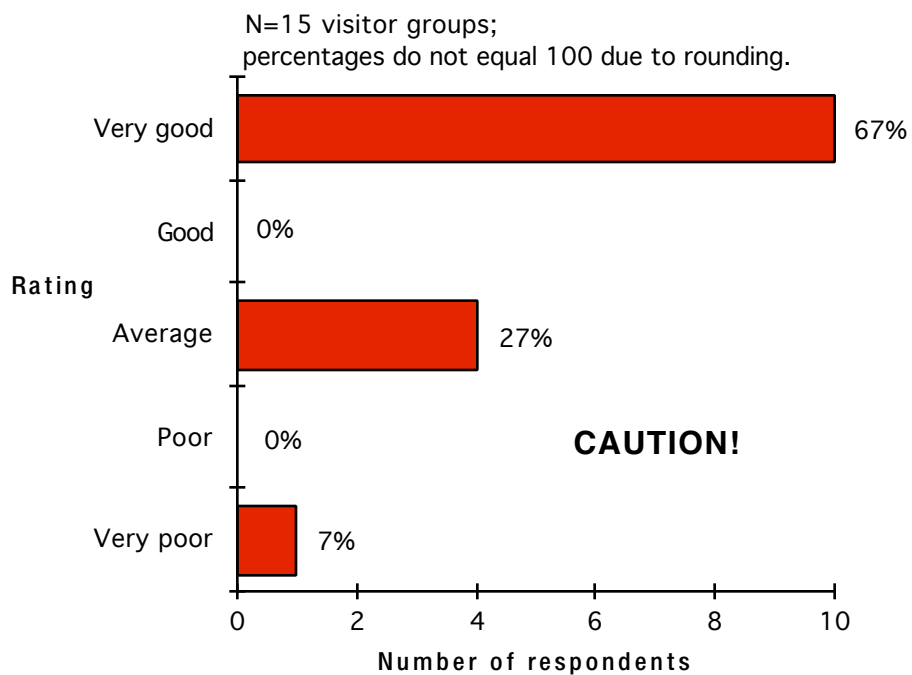


Figure 37: Quality of handicapped accessibility

**Methods to
learn about
park in future**

Visitors were asked "In the future, how would you and your group prefer to learn about the park's cultural and natural history?" They were asked to check one answer from a list. Seventy-nine groups checked more than one answer and are not included in Figure 38. A self-guided trail (47%) was the method by which most visitors would prefer to learn about the park (see Figure 38.) It was followed by guided tours (21%) and roving rangers (13%). The least preferred method was a signed trail (5%). "Other" methods included a movie in the visitor center, cultural demonstrations, a brochure, and signs about plants and animals.

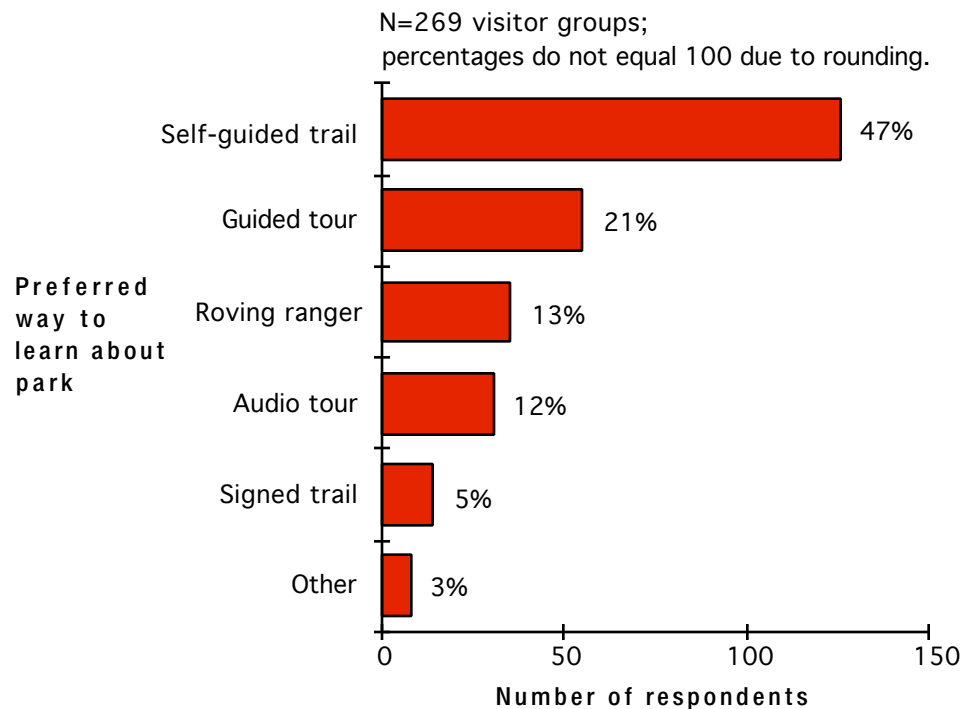


Figure 38: Preferred methods to learn about the park

Visitors were asked if before they arrived, they had planned to camp in the Pecos area. Most visitors (89%) said they had not planned to camp (see Figure 39). Of those visitors planning to camp, most (82%) were able to find a campsite in the Pecos area (see Figure 40). Eighteen percent were not able to find a campsite.

Pecos area campsite availability

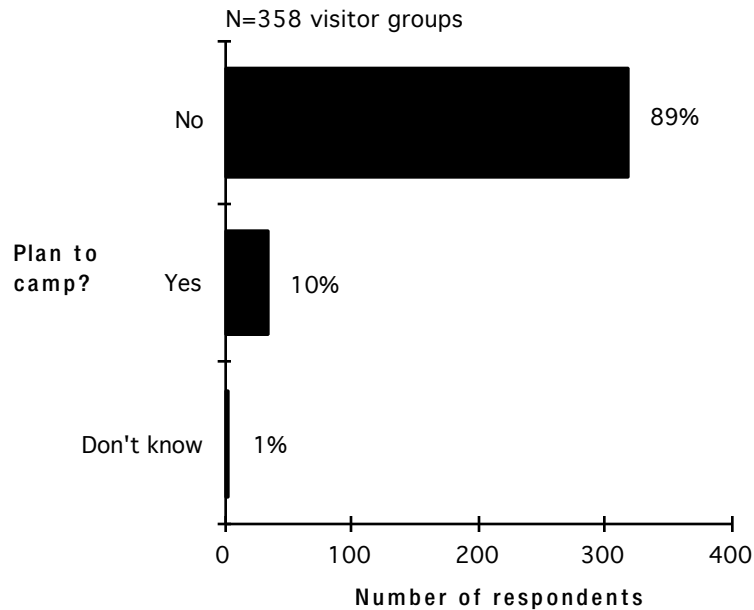


Figure 39: Visitors planning to camp in Pecos area

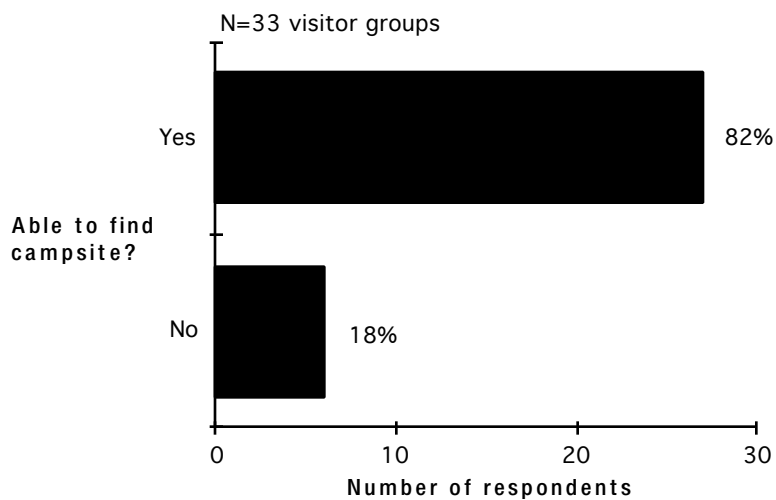


Figure 40: Availability of campsites in Pecos area

Pecos area activities

Visitors were asked what activities they participated in during this visit to the Pecos area (within 20 miles of Pecos, not including Santa Fe). Common activities were sightseeing (83%), eating in a restaurant (32%), hiking (31%), shopping (26%) and picnicking (20%), as shown in Figure 41. "Other" activities included visiting friends or relatives, the fish hatchery, mineral springs, Glorieta Baptist Conference Center, Glorieta Battlefield, Santa Fe opera, birdwatching, and attending a convention or seminar.

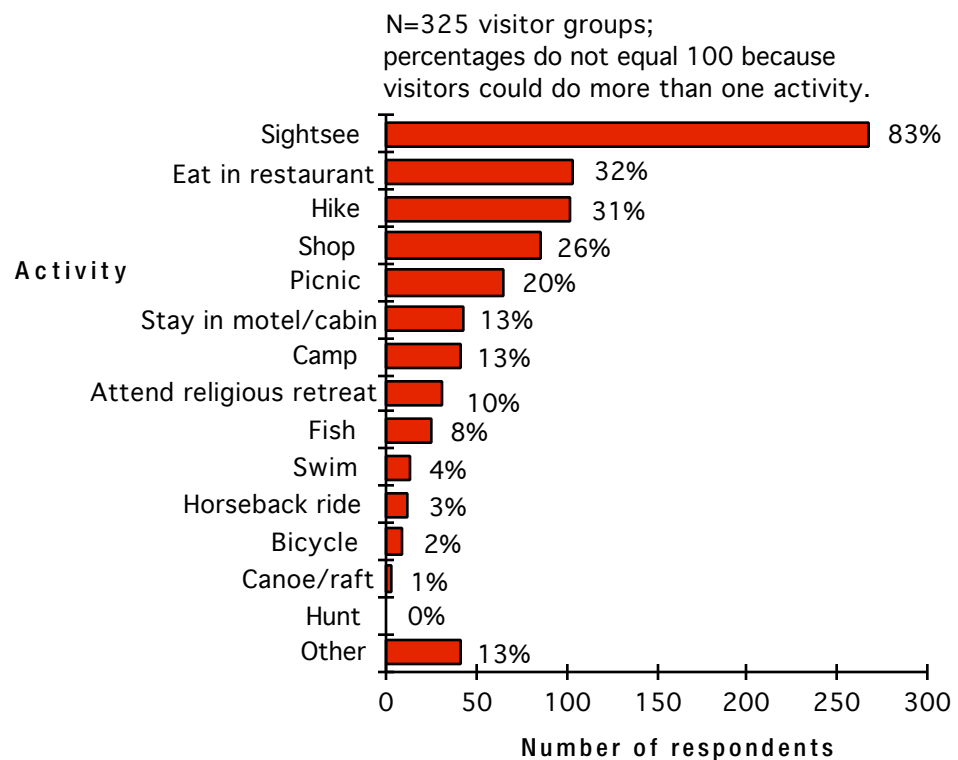


Figure 41: Activities in the Pecos area

Visitors were asked how long they stayed in the Pecos area on this visit. Many visitors (74%) stayed less than one day (see Figure 42). Twelve percent stayed six days or more. Of those visitors staying less than one day, 68% stayed two to four hours (see Figure 43).

Length of stay in Pecos area

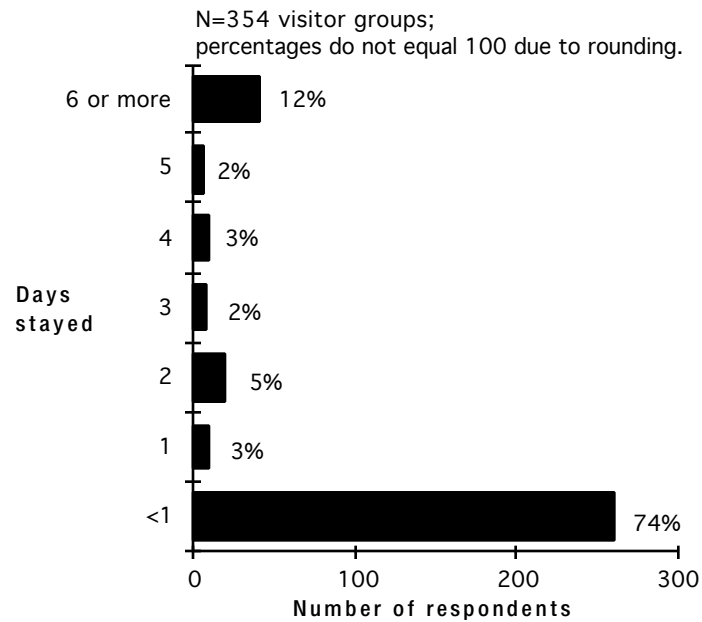


Figure 42: Length of stay (days)

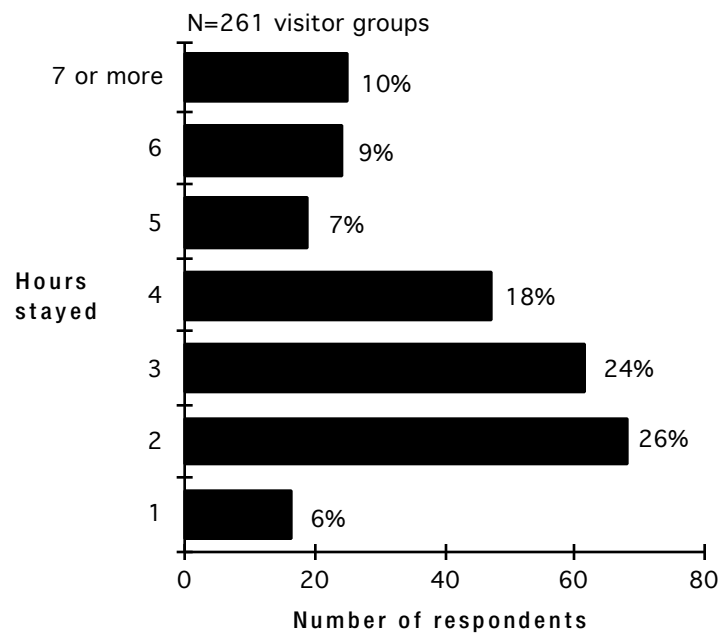


Figure 43: Length of stay (less than one day)

Expenditures in Pecos area

Visitors were asked to estimate their expenditures during this visit to the Pecos area (within 20 miles of Pecos, but not including Santa Fe). They were asked to estimate the amount they spent for lodging (motel, camping, etc.), travel (gas, bus fare, etc.); food (restaurant, groceries, etc.) and "other" items (recreation, film, gifts, etc.).

Fifty percent of the visitor groups spent \$50 or less for lodging, travel, food and "other" items during their visit (see Figure 44). Twenty-three percent spent no money. The largest proportion of their money was spent on lodging (51%), followed by food (20%), as shown in Figure 45.

Seventy-two percent of the visitor groups did not spend any money for lodging in the Pecos area (see Figure 46). Eleven percent of the visitor groups spent up to \$50 for lodging. For travel, food, and "other" items, the largest proportion of visitor groups reported spending no money (see Figures 47-49). Those groups reporting expenditures for travel, food and "other" items often spent \$25 or less.

The average visitor group expenditure during the visit was \$135. The average per capita expenditure during the visit was \$45.

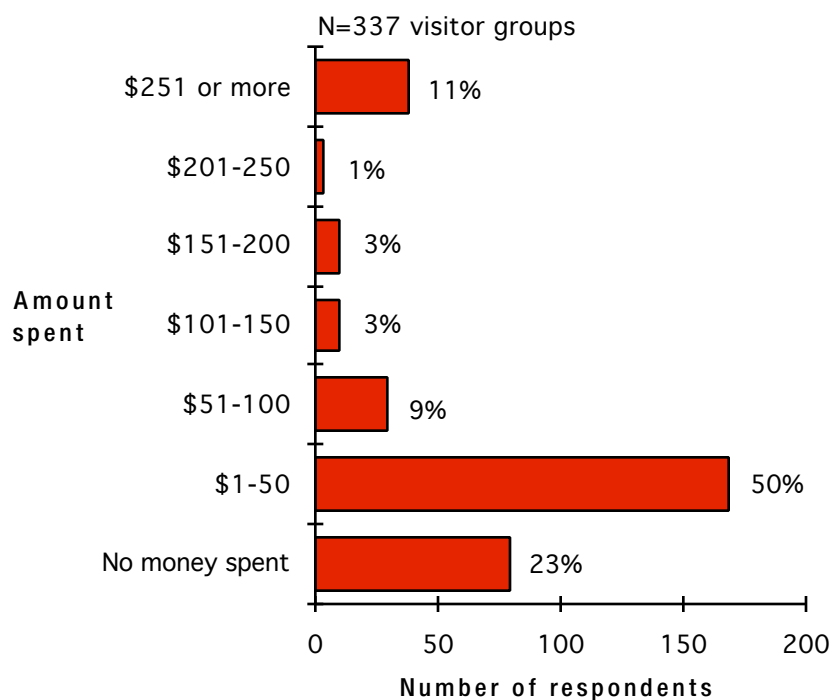


Figure 44: Total visitor expenditures

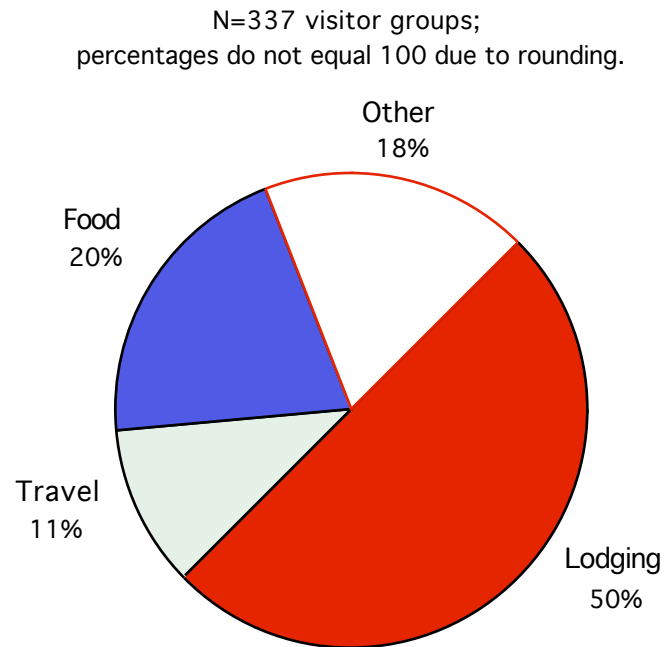


Figure 45: Proportion of visitor group expenditures by category

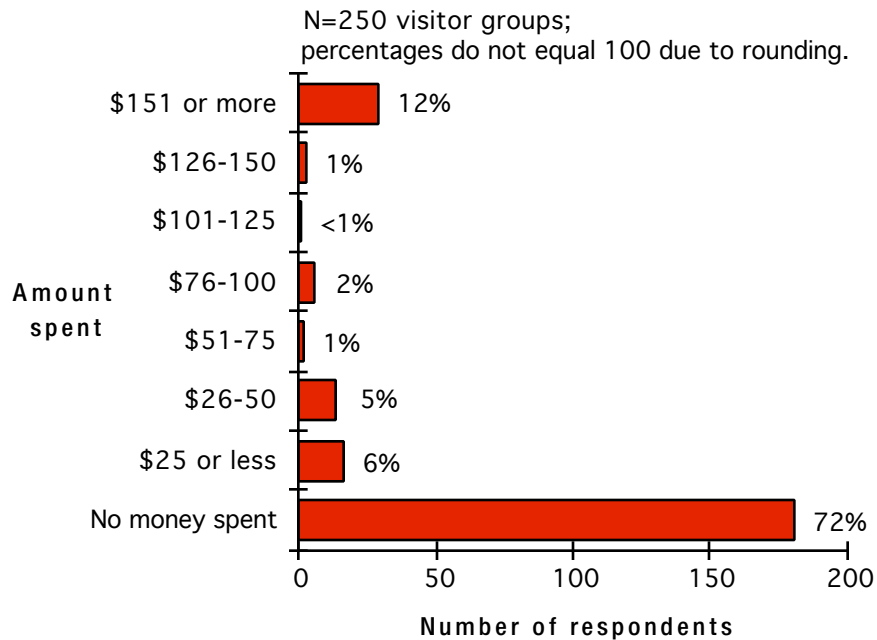


Figure 46: Visitor expenditures for lodging

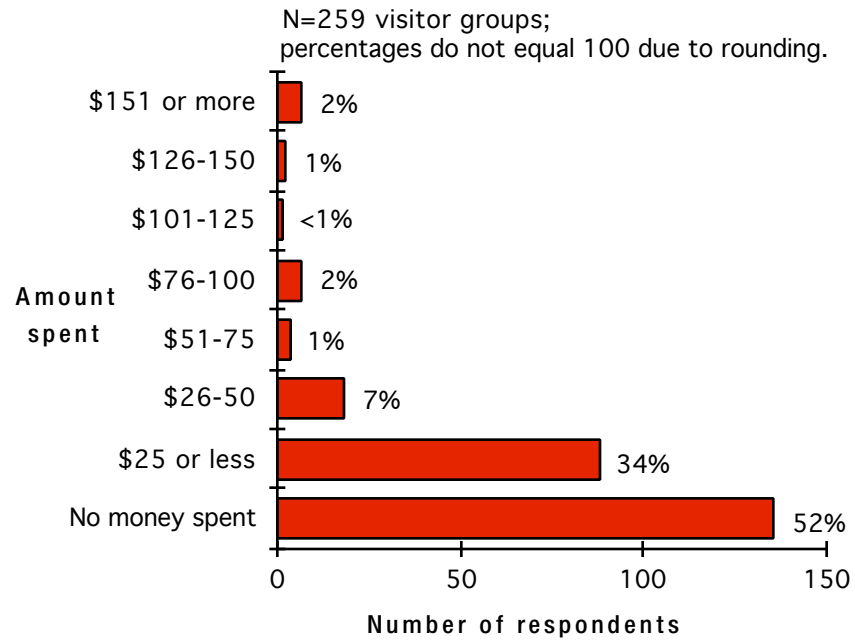


Figure 47: Visitor expenditures for travel

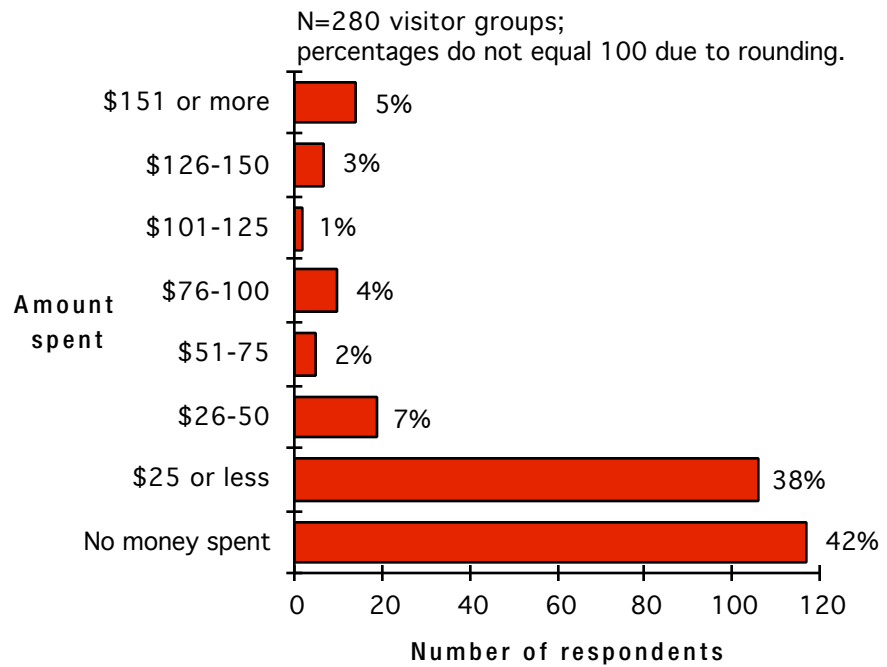


Figure 48: Visitor expenditures for food

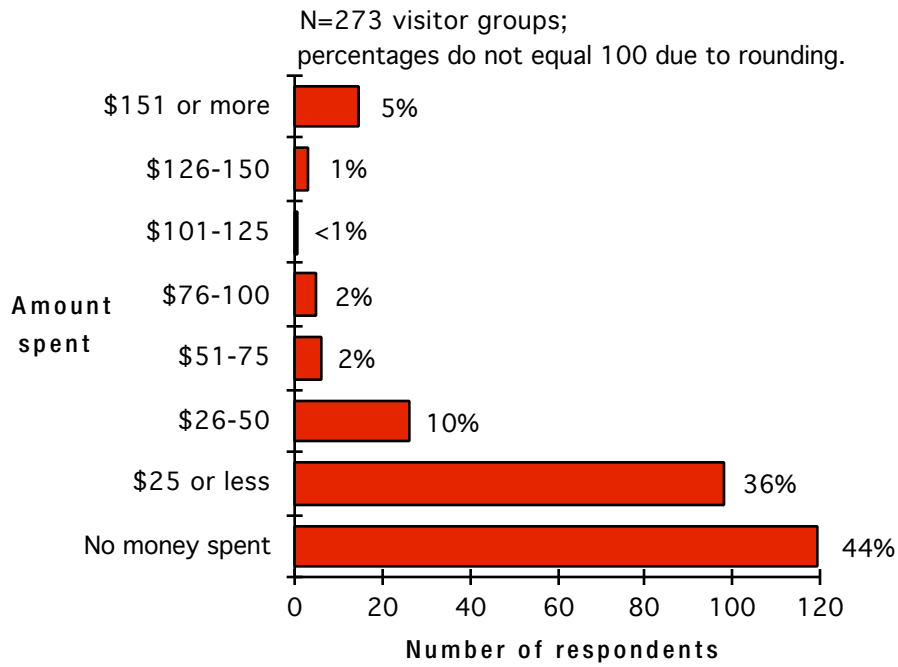


Figure 49: Visitor expenditures for "other" items

What visitors liked most Visitors were asked what they like most about their visit to Pecos NHP. A summary of their comments is listed below and in the appendix.

Visitors' likes

N=741 comments; many visitors made more than one comment.

Comment	Number of times mentioned
---------	---------------------------

PERSONNEL

Friendly staff	34
----------------	----

INTERPRETIVE SERVICES

Nonpersonal

Exhibits	58
Visitor center	46
Movie	46
Self-guided trail guide	26
Museum	15
Visit educational	11
Brochure	2
Bilingual information	2

FACILITIES AND MAINTENANCE

General

Trails	49
Clean facilities	22
Restorations	12
Picnic area	2

RESOURCE MANAGEMENT

Ruins	70
Kivas	40
Old Mission Church	37
Garden	11
Prehistoric sites	4
Not crowded	4
Other comments	4

POLICIES

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

GENERAL IMPRESSIONS

History	87
Scenery	60
Beauty	37
Enjoyed visit	12
Culture	10
Well managed	9
Solitude	9
Wildlife	6
Size of the park	4
Nature	4
Topography	2
Thunderstorms	2
Shops	2

What visitors liked least Visitors were asked what they liked least about the visit to Pecos NHP. A summary of their comments is listed below and in the appendix.

Visitors' dislikes

N=206 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more rangers patrolling	4
Staff poorly informed, slow	3
Other comment	1
INTERPRETIVE SERVICES	
Rattlesnake warnings	11
Lack of trail guide availability	9
Movie	9
Need more information about restorations	4
Park closes too early	3
Audio in kiva not working	3
No signs about flora and fauna	2
No living history reenactments	2
Other comments	5
FACILITIES AND MAINTENANCE	
General	
Parking lot too small	15
Trail too steep	7
Confusing highway signs	6
No weather shelter along trail	6
No drinking fountains along trail	5
Not enough handicapped services	4
Not enough picnic tables	4
Restoration needed	4
Restrooms	2
Trail too short	2
Trail poorly marked	2
Other comment	1
POLICIES	
Comment	1

RESOURCE MANAGEMENT

Forked Lightning Ranch not open	2
Other comments	2

GENERAL IMPRESSIONS

Weather	47
Not enough time to spend	20
No restaurants	5
Leaving park	3
Unclean campsites	3
Lack of good gift shops	3
Highway condition	2
Visitors who disobey rules	2
Other comments	2

**Planning for
the future**

Visitors were asked "Pecos National Historical Park has recently been expanded to 6600 acres including portions of the Pecos River and the Santa Fe Trail, natural areas, a Civil War battlefield and historic and prehistoric sites. If you were planning for the future of the new addition, what would you propose? Please be specific." A summary of their responses is listed below and in the appendix.

Planning for the future

N=368 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more rangers available	3
INTERPRETIVE SERVICES	
Nonpersonal	
Provide living history reenactments	27
Provide more nature trails	22
Improve information on Civil War battlefield history	20
Provide more information on flora and fauna	19
Provide more self-guided trails	18
Combine tour of battlefield and prehistoric sites	13
Provide more information on Native American everyday life	12
Need more descriptive signs explaining history	12
Provide more information about Santa Fe Trail history	11
Provide a Civil War film	8
Reconstruct battlefield	6
Provide more children's exhibits	5
Separate exhibits into smaller sections	4
Would like to see archeological digs in progress	4
Need a larger museum	3
Need more historic movies	3
Expand exhibits	3
Provide movie overviews of park	3
Make a scale model of the sites	3
Provide earth sciences tour	3
Provide tour booklet	2
Improve map accuracy	2
Other comments	3
Personal	
Offer ranger-guided tours	17

FACILITIES AND MAINTENANCE
General

Provide camping areas	26
Provide picnic areas along Pecos River	15
Provide longer trails	9
Provide bike trails	6
Improve access around park	6
Provide more parking	3
Provide weather shelters along trail	2
Provide drinking fountains along trail	2
Provide restrooms along trail	2
Reconstruct ruins	2
Provide a swimming area along river	2
Comment	2

POLICIES

Comment	1
---------	---

RESOURCE MANAGEMENT

Keep area natural/preserved	18
Maintain park as is	6
Provide access to Pecos River and Santa Fe Trail	6
Enlarge the park	4
Continue excavations	4
Provide scenic overlook of Pecos River	2

GENERAL IMPRESSIONS

Need restaurant in area	8
Provide shuttle tours	7
Keep up good work	3
Need more motels	3
Provide a gift shop	2
Other comment	1

Comment Summary Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

Visitor Comment Summary

N=260 comments; many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Staff/rangers helpful, friendly	33
Not enough rangers available	2

INTERPRETIVE SERVICES

Nonpersonal	
Enjoyed visitor center	23
Need more publicity	10
Provide more information on wildlife	3
Other comments	11

FACILITIES AND MAINTENANCE

General	
Facilities excellent	15
Well maintained	5
Improve highway signs	3
Do more restoration	3
Improve trail signs	2
Other comments	4

POLICIES

Other comments	2
----------------	---

RESOURCE MANAGEMENT

Preserve area	7
Other comments	1

GENERAL IMPRESSIONS

Enjoyed visit	104
Good job/thanks	15
Educational visit	5
Improve camping areas	4
Beautiful	2
Visit too short	2
Provide more restaurants	2
Provide more motels	2

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 length of stay by campers, request a comparison of length of stay by campers (Pecos area activities); to learn about the ages of visitors who would prefer a self-guided trail guide in the future, request a comparison of visitor ages by self-guided trail guide (preferred method of learning about park).

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about first time visitors' reasons for visiting and the sites they visited, request a comparison of (reasons for visiting by first time visitors) by sites visited; to learn about ages of visitors who saw the movie and viewed exhibits, request a comparison of age group by see movie (activity) by view exhibits (activity).

Consult the list of characteristics for Pecos visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

Visitor Services Project Analysis Order Form Pecos National Historical Park Report 61

Date of request: ____/____/____

Person requesting analysis/Title: _____

Phone number (commercial): _____

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible—you may select a single program/service/facility instead of all those listed in the questionnaire.

- | | | |
|-------------------------|-----------------------------|--------------------------------------|
| • Information sources | • Guided tour | • Lodging expenditures |
| • Plan camping | • Age | • Travel expenditures |
| • Campsite availability | • State residence | • Food expenditures |
| • Sites visited | • Country residence | • Other expenditures |
| • Activities | • Number times visited | • Visitor service/facility use |
| • Pecos area activities | • Primary destination | • Service/facility importance |
| • Group size | • Reasons for visit | • Service/facility quality |
| • Group type | • Pecos area length of stay | • Future methods to learn about park |

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

length of stay by campers
by _____
by _____

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

reason for visit by 1st time visitors by sites visited
by _____
by _____

Special instructions let us know what format you need, the purpose of the information, etc.

Mail to:

Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

Visitor Services Project Analysis Order Form
Pecos National Historical Park
Report 61

Date of request: ____/____/____

Person requesting analysis/Title: _____

Phone number (commercial): _____

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all those listed in the questionnaire.

- | | | |
|-------------------------|-----------------------------|--------------------------------------|
| • Information sources | • Guided tour | • Lodging expenditures |
| • Plan camping | • Age | • Travel expenditures |
| • Campsite availability | • State residence | • Food expenditures |
| • Sites visited | • Country residence | • Other expenditures |
| • Activities | • Number times visited | • Visitor service/facility use |
| • Pecos area activities | • Primary destination | • Service/facility importance |
| • Group size | • Reasons for visit | • Service/facility quality |
| • Group type | • Pecos area length of stay | • Future methods to learn about park |

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

_____ by _____

_____ by _____

_____ by _____

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

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions _____

Mail to:

Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

QUESTIONNAIRE

NPS D-25

May 1994



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Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

1985

5. North Cascades National Park Service Complex

1986

6. Crater Lake National Park

1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park
29. White Sands National Monument
30. National Monuments
31. Kenai Fjords National Park

1990 (continued)

32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park
39. Joshua Tree National Monument
40. The White House Tours, President's Park
41. Natchez Trace Parkway
42. Stehekin-North Cascades National Park/Lake Chelan National Rec. Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park

1992

45. Big Bend National Park
46. Frederick Douglass National Historic Site
47. Glen Echo Park
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve
55. Santa Monica Mountains National Recreation Area
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park

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 83844-1133 or call (208) 885-7129.

Visitor Services Project Pecos National Historical Park

Appendix

Visitor Services Project Report 61
Cooperative Park Studies Unit



Visitor Services Project Pecos National Historical Park

Appendix

Margaret Littlejohn

Report 61

May 1994

This volume contains a summary of visitors' comments for Questions 14, 16, and 17. The summary is followed by their unedited comments.

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Jeannie Harvey and the staff at Pecos National Historical Park 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.

Visitors' likes

N=741 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly staff	34
INTERPRETIVE SERVICES	
Nonpersonal	
Exhibits	58
Visitor center	46
Movie	46
Self-guided trail guide	26
Museum	15
Visit educational	11
Brochure	2
Bilingual information	2
FACILITIES AND MAINTENANCE	
General	
Trails	49
Clean facilities	22
Restorations	12
Picnic area	2
RESOURCE MANAGEMENT	
Ruins	70
Kivas	40
Old Mission Church	37
Garden	11
Prehistoric sites	4
Not crowded	4
Other comments	4
POLICIES	
Comments	2
GENERAL IMPRESSIONS	
History	87
Scenery	60
Beauty	37
Enjoyed visit	12
Culture	10
Well managed	9

Solitude	9
Wildlife	6
Size of the park	4
Nature	4
Topography	2
Thunderstorms	2
Shops	2

Visitors' dislikes

N=206 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more rangers patrolling	4
Staff poorly informed, slow	3
Other comment	1
INTERPRETIVE SERVICES	
Rattlesnake warnings	11
Lack of trail guide availability	9
Movie	9
Need more information about restorations	4
Park closes too early	3
Audio in kiva not working	3
No signs about flora and fauna	2
No living history reenactments	2
Other comments	5
FACILITIES AND MAINTENANCE	
General	
Parking lot too small	15
Trail too steep	7
Confusing highway signs	6
No weather shelter along trail	6
No drinking fountains along trail	5
Not enough handicapped services	4
Not enough picnic tables	4
Restoration needed	4
Restrooms	2
Trail too short	2
Trail poorly marked	2
Other comment	1
POLICIES	
Comment	1
RESOURCE MANAGEMENT	
Forked Lightning Ranch not open	2
Other comments	2

GENERAL IMPRESSIONS

Weather	47
Not enough time to spend	20
No restaurants	5
Leaving park	3
Unclean campsites	3
Lack of good gift shops	3
Highway condition	2
Visitors who disobey rules	2
Other comments	2

Planning for the future

N=368 comments; many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Need more rangers available	3
-----------------------------	---

INTERPRETIVE SERVICES

Nonpersonal

Provide living history reenactments	27
Provide more nature trails	22
Improve information on Civil War battlefield history	20
Provide more information on flora and fauna	19
Provide more self-guided trails	18
Combine tour of battlefield and prehistoric sites	13
Provide more information on Native American everyday life	12
Need more descriptive signs explaining history	12
Provide more information about Santa Fe Trail history	11
Provide a Civil War film	8
Reconstruct battlefield	6
Provide more children's exhibits	5
Separate exhibits into smaller sections	4
Would like to see archeological digs in progress	4
Need a larger museum	3
Need more historic movies	3
Expand exhibits	3
Provide movie overviews of park	3
Make a scale model of the sites	3
Provide earth sciences tour	3
Provide tour booklet	2
Improve map accuracy	2
Other comments	3

Personal

Offer ranger-guided tours	17
---------------------------	----

FACILITIES AND MAINTENANCE

General

Provide camping areas	26
Provide picnic areas along Pecos River	15
Provide longer trails	9
Provide bike trails	6
Improve access around park	6
Provide more parking	3
Provide weather shelters along trail	2
Provide drinking fountains along trail	2
Provide restrooms along trail	2
Reconstruct ruins	2
Provide a swimming area along river	2
Comment	2

POLICIES

Comment	1
---------	---

RESOURCE MANAGEMENT

Keep area natural/preserved	18
Maintain park as is	6
Provide access to Pecos River and Santa Fe Trail	6
Enlarge the park	4
Continue excavations	4
Provide scenic overlook of Pecos River	2

GENERAL IMPRESSIONS

Need restaurant in area	8
Provide shuttle tours	7
Keep up good work	3
Need more motels	3
Provide a gift shop	2
Other comment	1

Visitor Comment Summary

N=260 comments; many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Staff/rangers helpful, friendly	33
Not enough rangers available	2

INTERPRETIVE SERVICES

Nonpersonal

Enjoyed visitor center	23
Need more publicity	10
Provide more information on wildlife	3
Other comments	11

FACILITIES AND MAINTENANCE

General

Facilities excellent	15
Well maintained	5
Improve highway signs	3
Do more restoration	3
Improve trail signs	2
Other comments	4

POLICIES

Other comments	2
----------------	---

RESOURCE MANAGEMENT

Preserve area	7
Other comments	1

GENERAL IMPRESSIONS

Enjoyed visit	104
Good job/thanks	15
Educational visit	5
Improve camping areas	4
Beautiful	2
Visit too short	2
Provide more restaurants	2
Provide more motels	2
