
Visitor Services Project Canyon de Chelly National Monument



Visitor Services Project Report 62
Cooperative Park Studies Unit



Visitor Services Project

Canyon de Chelly National Park

Margaret Littlejohn

Report 62

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Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Joe Chino, Brian Francis and the staff at Canyon de Chelly 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 Canyon de Chelly National Monument

Report Summary

- This report describes the results of a visitor study at Canyon de Chelly National Monument during August 17-23, 1993. A total of 525 questionnaires were distributed and 428 returned, an 82% response rate.
- This report profiles Canyon de Chelly 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 (57%). Groups often consisted of two people (49%). Visitor ages were varied: 41% of visitors were 36-55 years old; 17% were 21-30 years old; 16% were 15 years or younger. Most (86%) were first-time visitors to the park. International visitors comprised 32% of all visitors. Twenty-seven percent of international visitors came from France and 23% from Germany. United States visitors came from California (23%) and Arizona (19%) and many other states.
- Common activities for visitors were stopping at scenic overlooks (95%), photography (81%), viewing archeological sites (67%), shopping for Navajo arts and crafts (51%), hiking the White House Trail (46%) and experiencing Navajo culture (33%).
- The most visited sites were the White House Overlook (91%), Tsegi Overlook (77%), Sliding House Overlook (64%) and Spider Rock Overlook (51%). Most visitors also went first to Tsegi Overlook (37%) or to Cottonwood Campground (25%). Most visitors stayed less than one day in the Canyon de Chelly area (62%); 23% stayed 2 days.
- Prior to visiting, the most often used sources of information about the park were travel guide/tour books (59%). Visitors identified their reasons for visiting the park as enjoying the scenic beauty, viewing archeological/cultural site and learning about Indian culture.
- The most used interpretive services were visitor center exhibits and park brochure/map. The least used service was private guides. The most important services were the self-guided trails/rim drives (92%), private guides (89%) and park brochure/map (88%). The best quality services were visitor center sales publications (87%) and visitor center personnel (85%). The poorest quality service was bulletin boards (12%).
 - The most used visitor service/facility was restrooms. The least used service was emergency services. The most important services/facilities were the campground/picnic areas (93%), backcountry trails (92%) and Thunderbird truck tours (92%). The best quality services/facilities were backcountry trails (87%), Thunderbird Lodge (86%) and Thunderbird truck tours (85%). The poorest quality service was restrooms (21%).
- Visitors reported their expenditures in and outside the park during their park visit. In the park, the average visitor group expenditure was \$92. The average per capita expenditure was \$36. Outside the park (within a one hour drive of Chinle), the average visitor group expenditure was \$88. The average per capita expenditure was \$30.
- Most visitors think access to the canyon which is owned by the Navajo tribe, should be limited (86%). Indian culture is the topic visitors would most like to learn about on a future visit (84%).
- 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, Moscow, Idaho 83844-1133 or call (208) 885-7129.</p>

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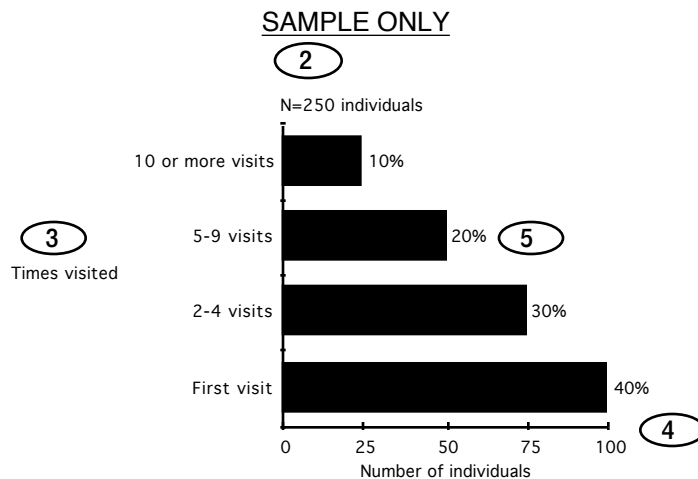
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INTRODUCTION

This report describes the results of a study of visitors to Canyon de Chelly National Monument (referred to as "Canyon de Chelly"). This visitor study was conducted August 17-23, 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 Canyon de Chelly National Monument during August 17-23, 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 park visitor center, Thunderbird Lodge, Thunderbird Cafeteria, as they visited White House Ruins Overlook, Antelope House Overlook, or as they set up camp in Cottonwood Campground.

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, including international visitors, who had not returned their questionnaires four weeks after the survey. International postal coupons were included with the international mailing to cover the cost of returning the questionnaire.

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.

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 420 groups, Figure 4 presents data for 1167 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 428 questionnaires were returned, Figure 1 shows data for only 420 respondents.

**Sample size,
missing data
and reporting
errors**

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 17-23 , 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.

RESULTS

Visitors contacted

A total of 588 visitor groups were contacted; 89% accepted questionnaires. Four hundred twenty-eight visitor groups completed and returned their questionnaires, an 82% 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)	525	41.8	422	42.5
Group size	525	3.2	420	3.4

Demographics

Figure 1 shows group sizes, which varied from one person to 42 people. Forty-nine percent of visitors came in groups of two people; 31% came in groups of three or four. Fifty-seven percent of visitors came in family groups, as shown in Figure 2. Twenty-two percent were in groups of friends. "Other" groups included tour groups, boyfriend/girlfriend and business associate. Most visitors (94%) were not in guided tour groups (see Figure 3).

Figure 4 shows varied age groups; the most common was visitors aged 36-55 (41%). There were almost equal proportions in each of the following age groups: 31-40, 21-30, and 15 or younger. Most visitors (86%) were first-time visitors (see Figure 5).

Visitors from foreign countries comprised 32% of all visitation. Map 1 and Table 2 show that most international visitors came from France (27%) and Germany (23%). Most United States visitors came from California (23%) and Arizona (19%), with smaller proportions from 33 other states and the District of Columbia (see Map 2 and Table 3).

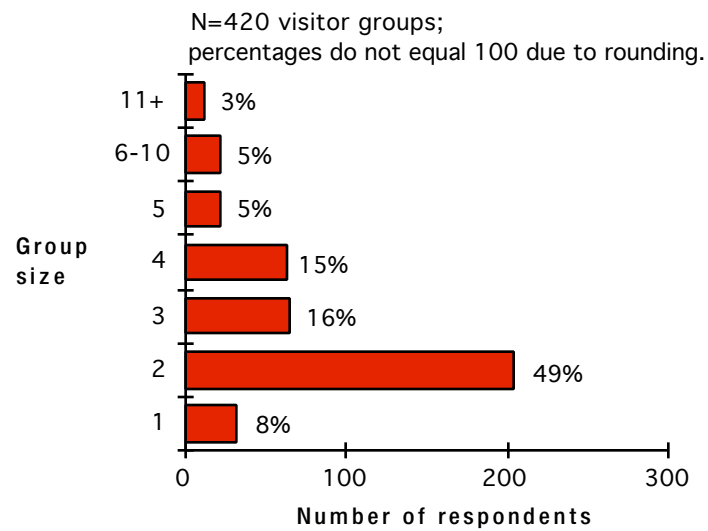


Figure 1: Visitor group sizes

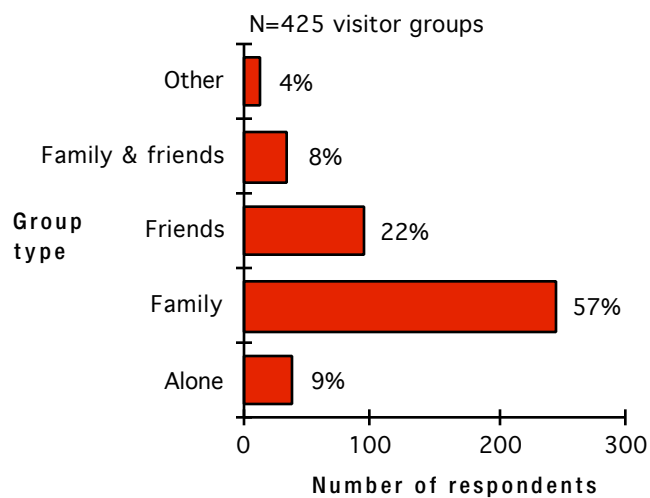


Figure 2: Visitor group types

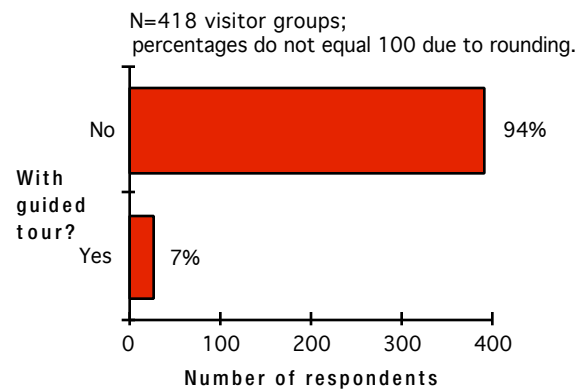


Figure 3: Visitors with guided tour groups

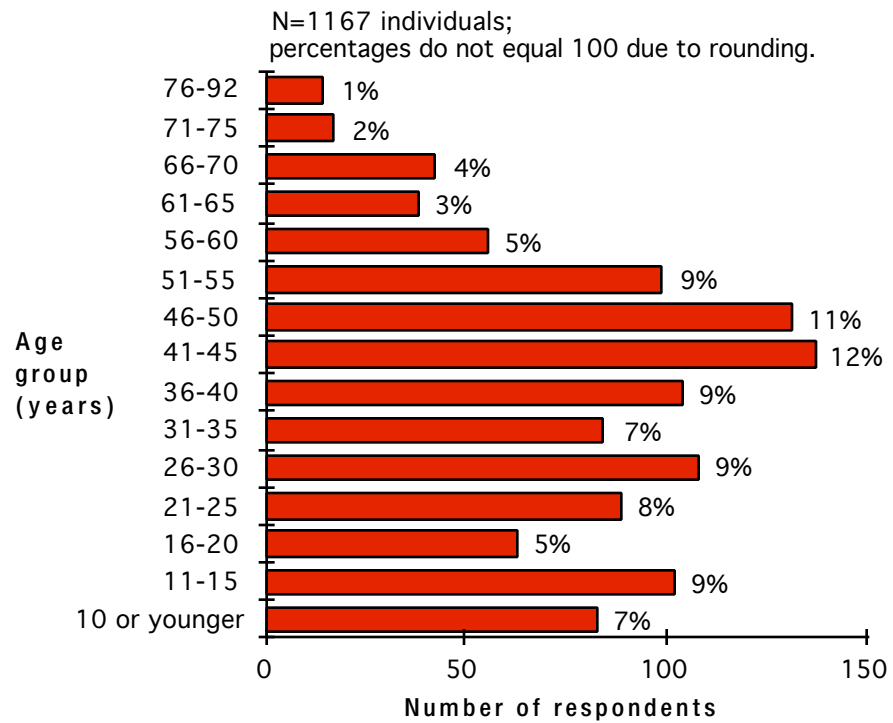


Figure 4: Visitor ages

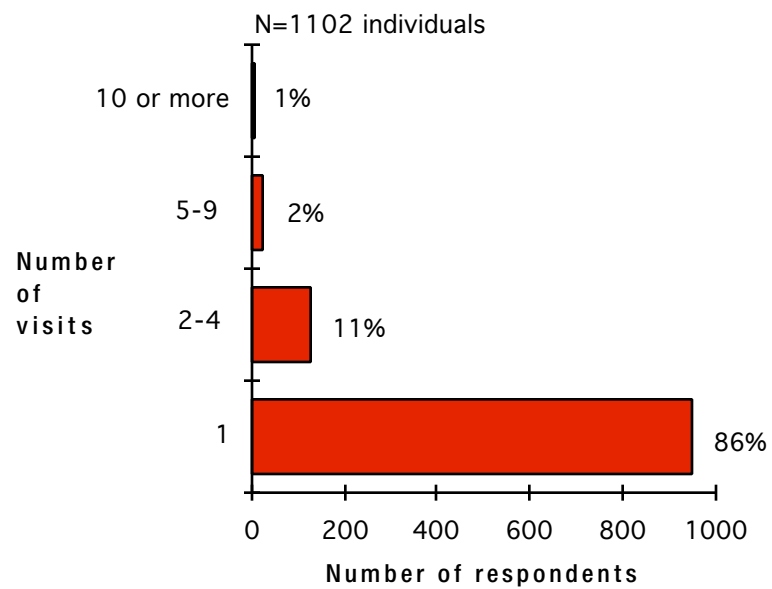


Figure 5: Number of visits

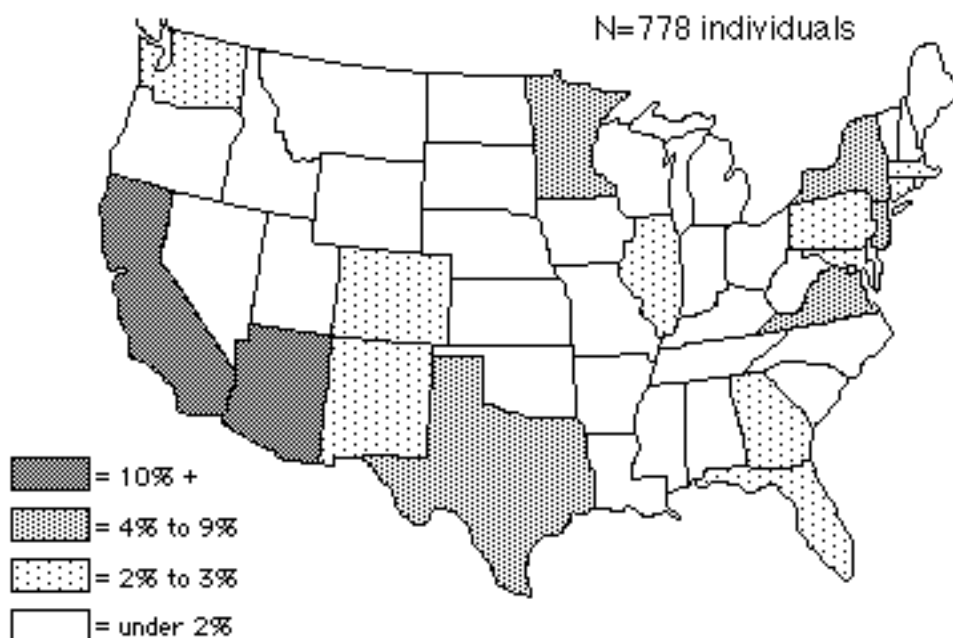


Map 1: Proportion of international visitors by country

Table 2: Visitors by country of residence

N=361 individuals
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of international visitors
France	96	27
Germany	83	23
Great Britain	39	11
Italy	30	8
Belgium	24	7
Holland	24	7
Canada	19	5
Austria	10	3
Switzerland	9	3
Australia	8	2
Japan	6	2
Ireland	3	1
Spain	3	1
Slovenia	2	1
Brazil	1	<1
Israel	1	<1
Korea	1	<1
Mexico	1	<1
Philippines	1	<1



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=778 individuals

State	Number of individuals	% of U.S. visitors
California	175	23
Arizona	144	19
New York	48	6
Virginia	34	4
Minnesota	31	4
Texas	29	4
New Jersey	28	4
New Mexico	24	3
Massachusetts	23	3
Colorado	22	3
Pennsylvania	20	3
Georgia	19	2
Connecticut	18	2
Washington	17	2
Florida	16	2
Illinois	15	2
Maryland	15	2
Other states (18) + Washington D.C.	100	13

Visitors were asked how long they stayed in the park on this visit. Most visitors (62%) stayed less than one day (see Figure 6). Twenty-three percent stayed 2 days. Of those visitors staying less than one day, about one third stayed 7 hours or more (see Figure 7.)

Length of stay

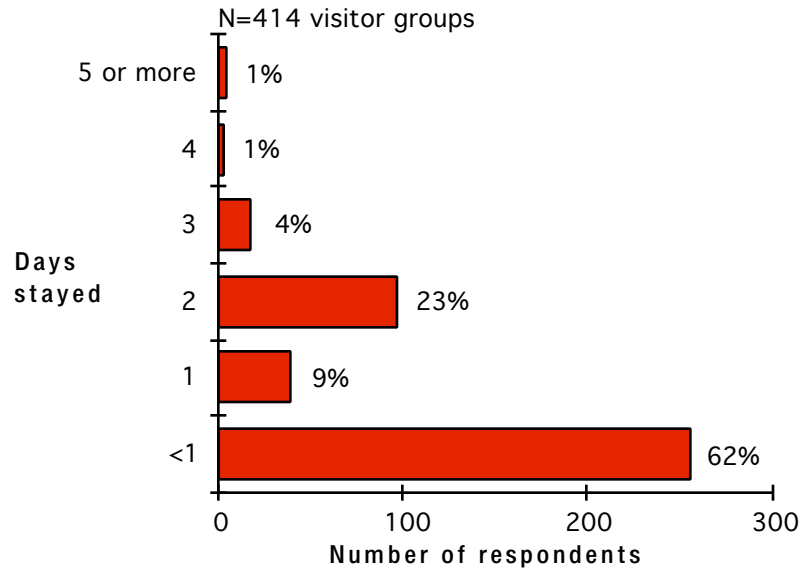


Figure 6: Length of stay (days)

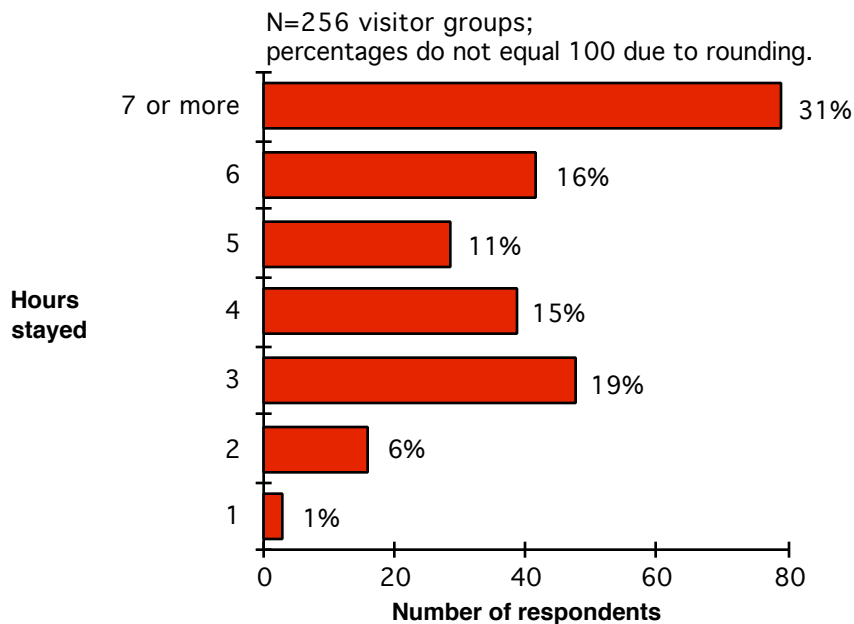


Figure 7: Length of stay (less than one day)

Activities

Figure 8 shows the proportion of visitor groups who participated in various activities during this visit. Common activities were stopping at scenic overlooks (95%), photography (81%), visiting archeological sites (67%), shopping for Navajo arts and crafts (51%) and hiking the White House Trail (46%). Eight percent of the visitors described "other" activities they pursued, such as watching the visitor center video, staying at the Thunderbird Lodge, attending campfire program, talking with Navajo people, getting information at the visitor center and drawing/painting.

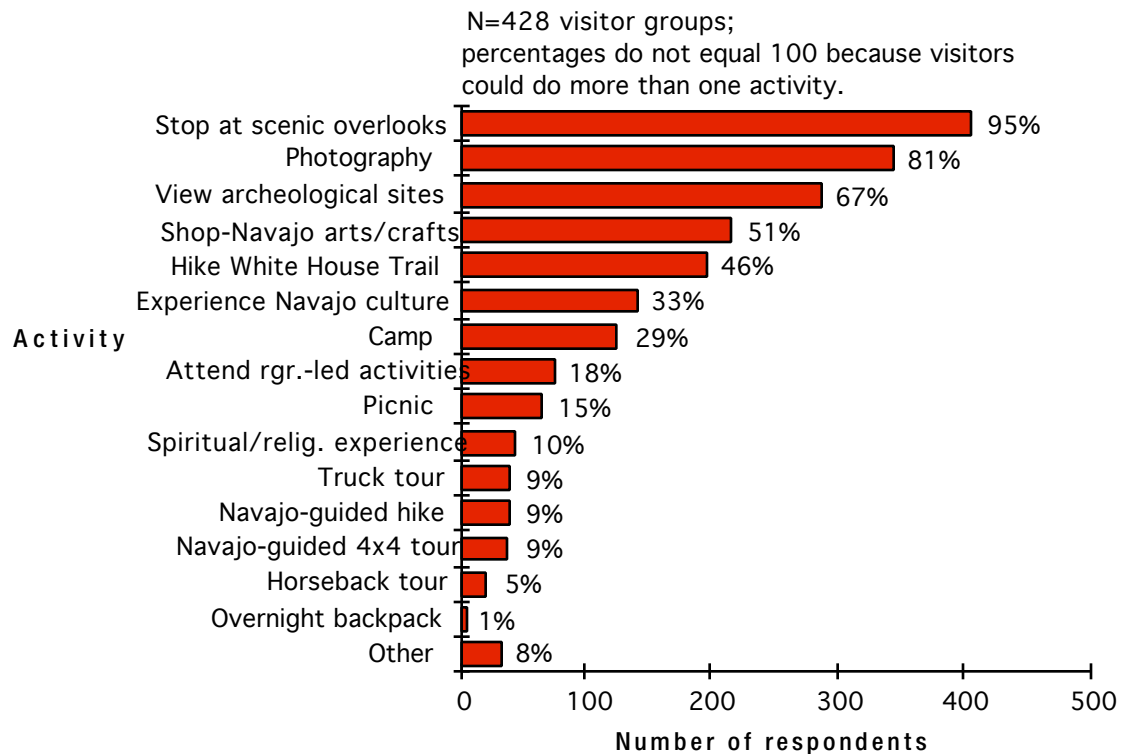
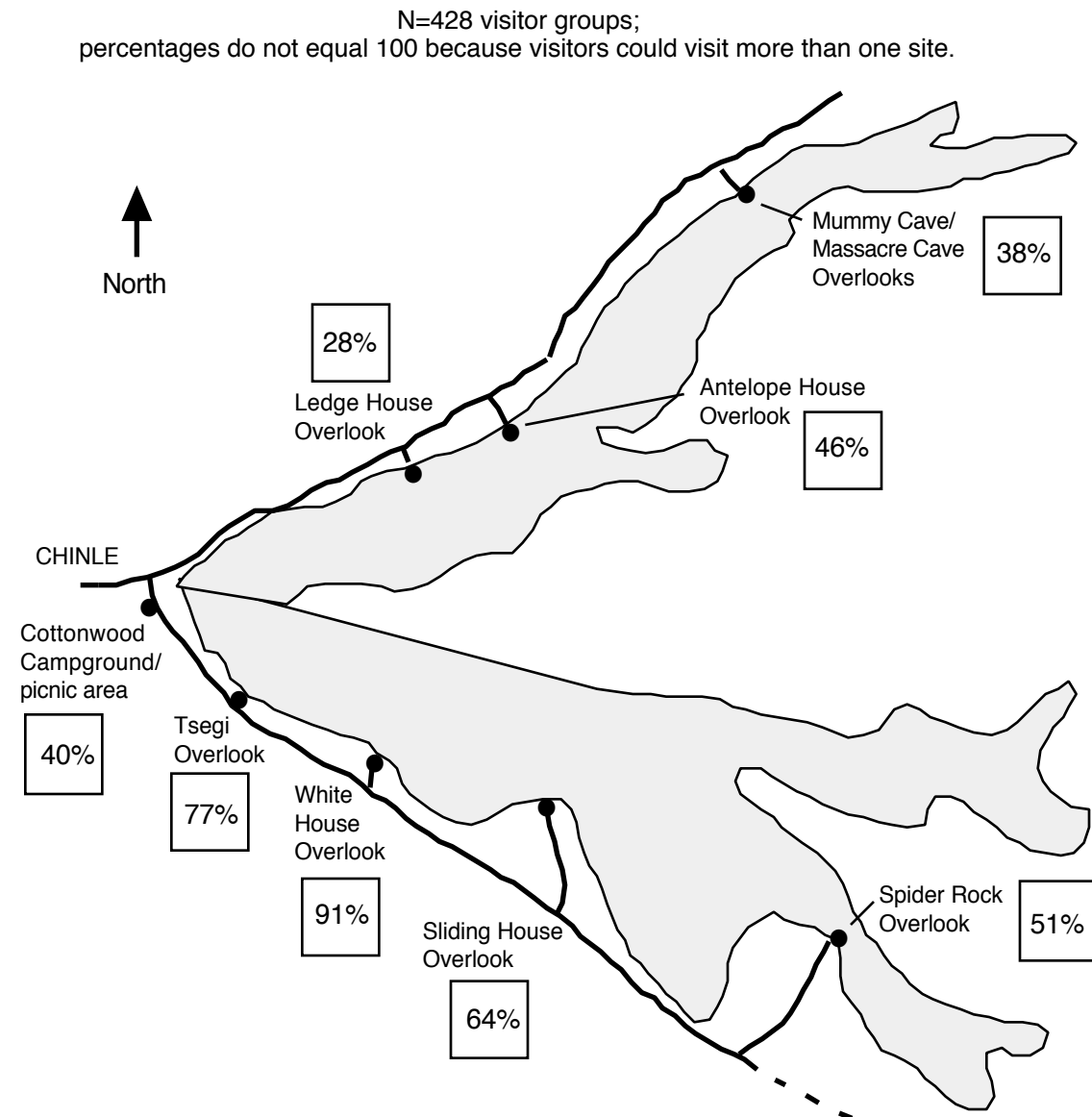


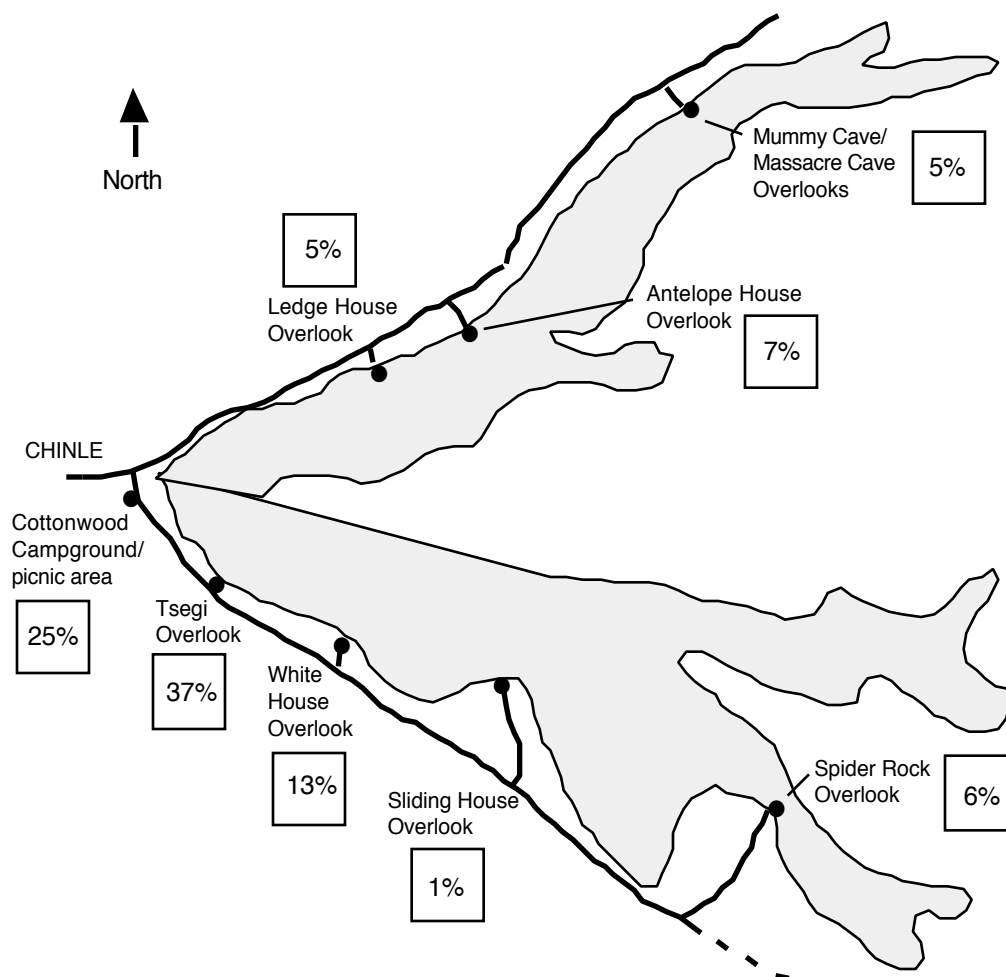
Figure 8: Visitor activities

Visitors were asked to identify the order in which they visited selected **Sites visited** sites at Canyon de Chelly during this trip. The most visited sites were White House Overlook (91%), Tsegi Overlook (77%), Sliding House Overlook (64%) and Spider Rock Overlook (51%), as shown in Map 3. More visitors went first to Tsegi Overlook (37%), while 25% went to Cottonwood Campground first (see Map 4).



Map 3: Sites visited

N=394 visitor groups;
percentages do not equal 100 due to rounding.



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

Prior to visiting, the most often used sources of information about the park were travel guides and tour books (59%), friends and relatives (46%), and maps and brochures (42%), as shown in Figure 9. The Navajo Tribal Tourism Office was the least used source of information. "Other" sources included word of mouth, photos of the park, an educational class, Arizona tourism brochures/office, books and American Automobile Association.

Sources of park information

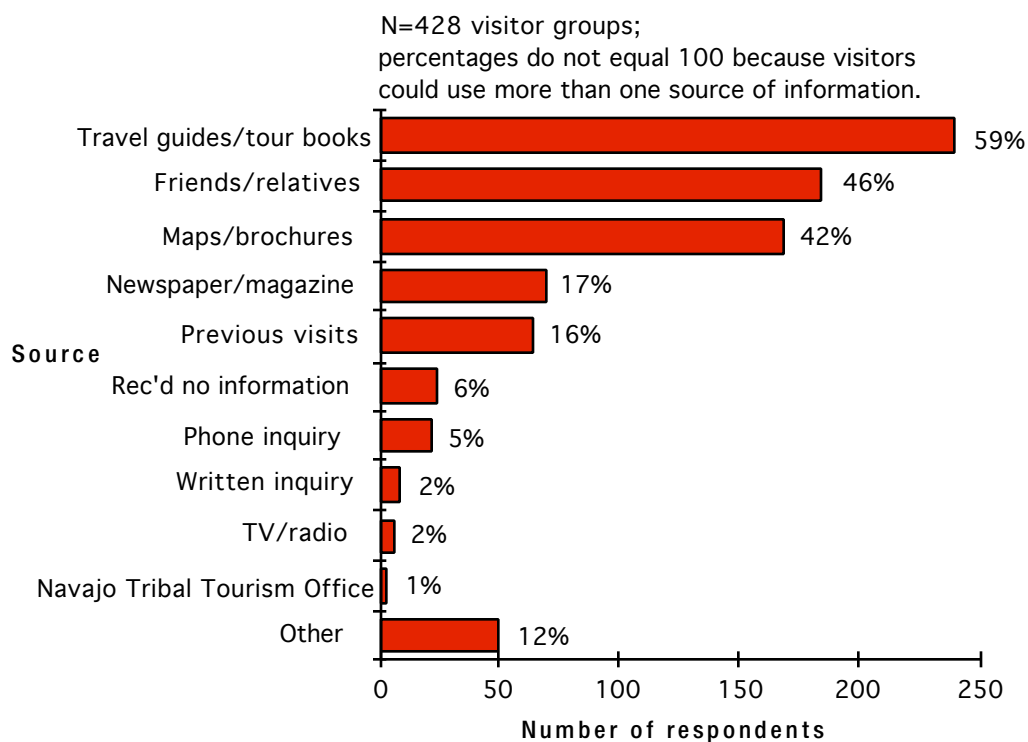


Figure 8: Sources of park information

**Reasons
for visit**

Visitors were asked their reasons for visiting Canyon de Chelly on this visit. Most visitors came to enjoy the scenic beauty (87%), view archeological and cultural sites (67%), learn about Indian culture (64%) and for recreation (55%), as shown in Figure 9. Visitors listed their "other" reasons for visiting, including to visit family/friends, interest in Indian culture, curiosity and to camp.

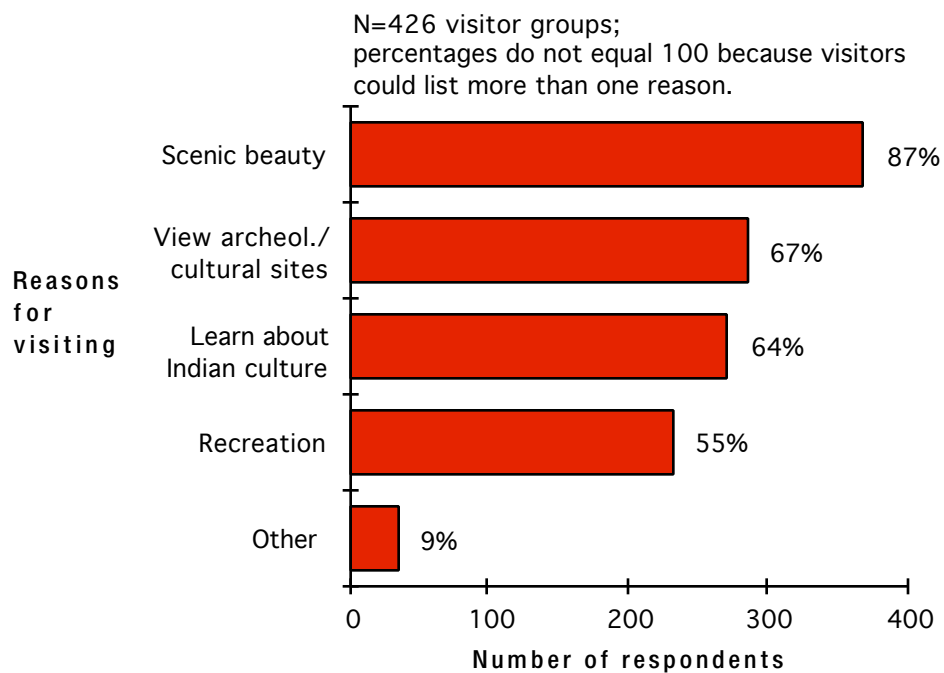


Figure 9: Reasons for visit

The interpretive services and facilities most used by visitors were visitor center exhibits (78%), park brochure/map (77%), roadside overlook exhibits (65%), park newspaper (61%), self-guided trails and/or rim drives (59%) and visitor center personnel (56%), as shown in Figure 10. The least used service was private guides (14%).

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

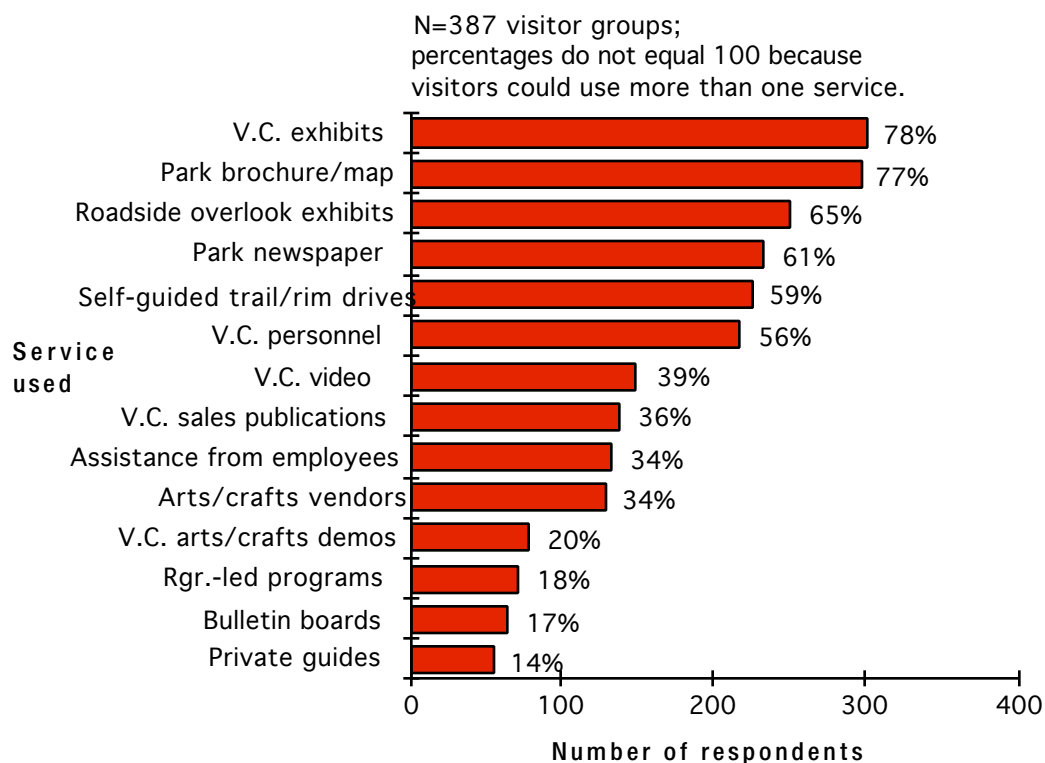


Figure 10: Use of visitor services

Visitors rated the importance and quality of the interpretive 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 12-25 show that several services received the highest "very important" to "extremely important" ratings: self-guided trails and/or rim drives (92%), private guides (89%), park brochure/map (88%) and assistance from employees (86%). The highest "somewhat important" to "not important" rating was for the arts and crafts vendors, other than the visitor center area (28%).

Figures 26-39 show that several services were given high "good" to "very good" quality ratings: visitor center sales publications (87%), visitor center personnel (85%), assistance from employees (84%) and ranger-led programs (84%). The service receiving the highest "poor" to "very poor" quality rating was bulletin boards (12%).

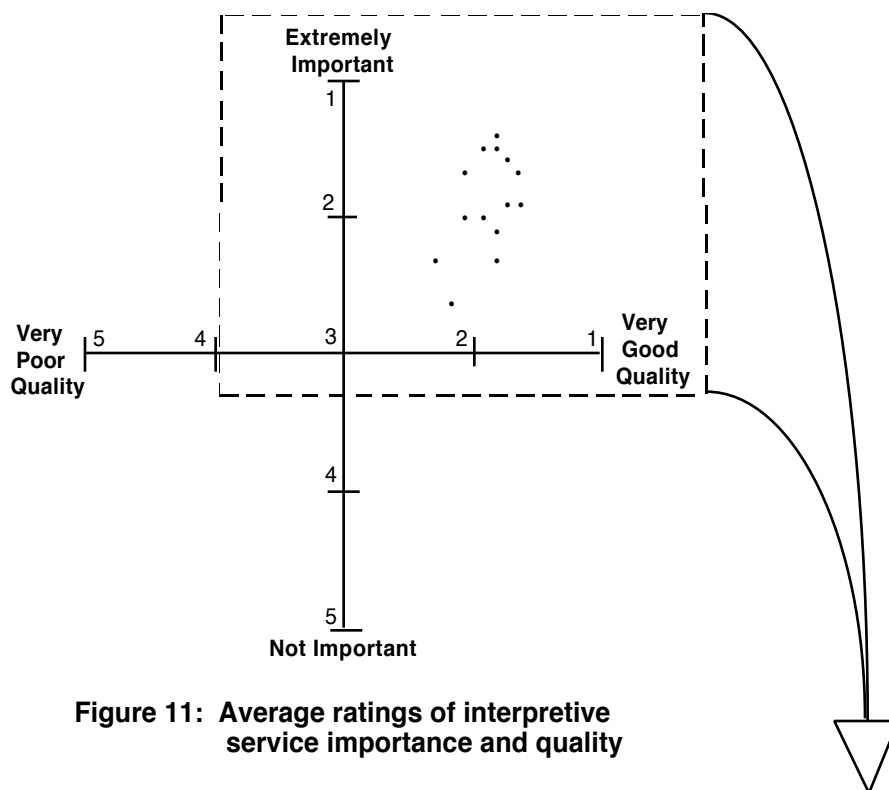


Figure 11: Average ratings of interpretive service importance and quality

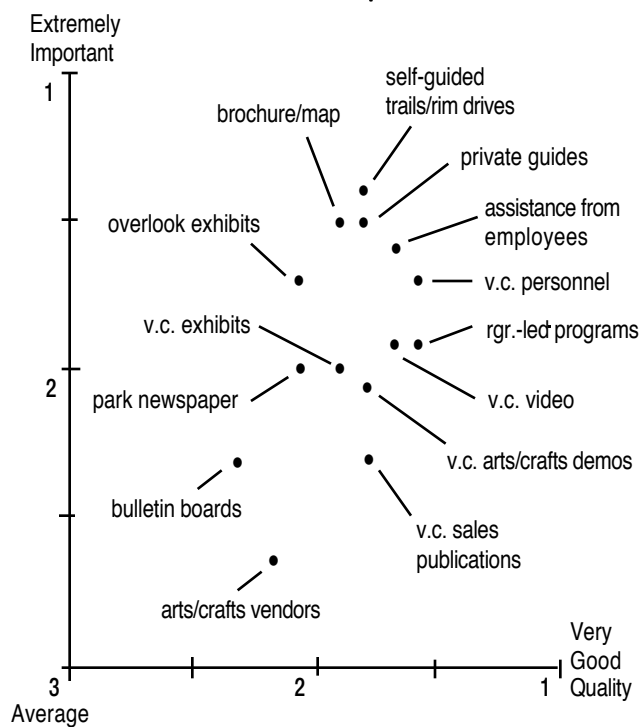


Figure 11: Detail

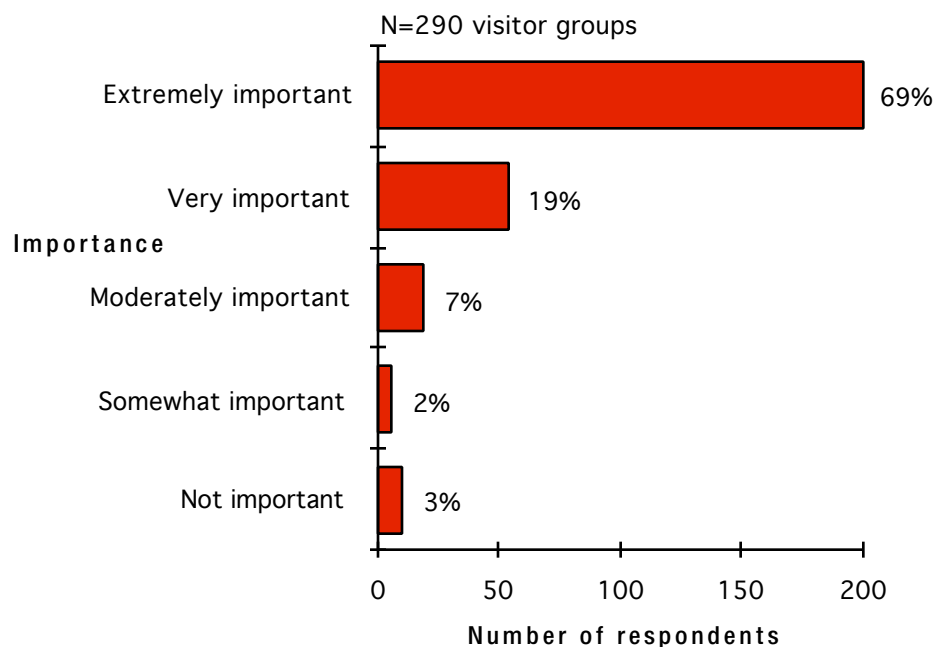


Figure 12: Importance of park brochure/map

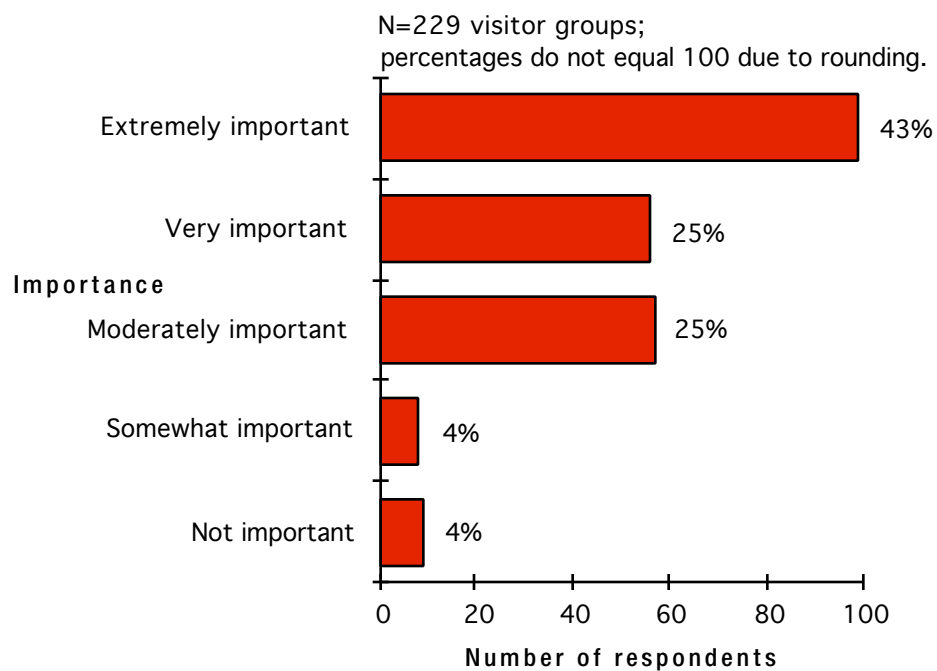


Figure 13: Importance of park newspaper (*Canyon Overlook*)

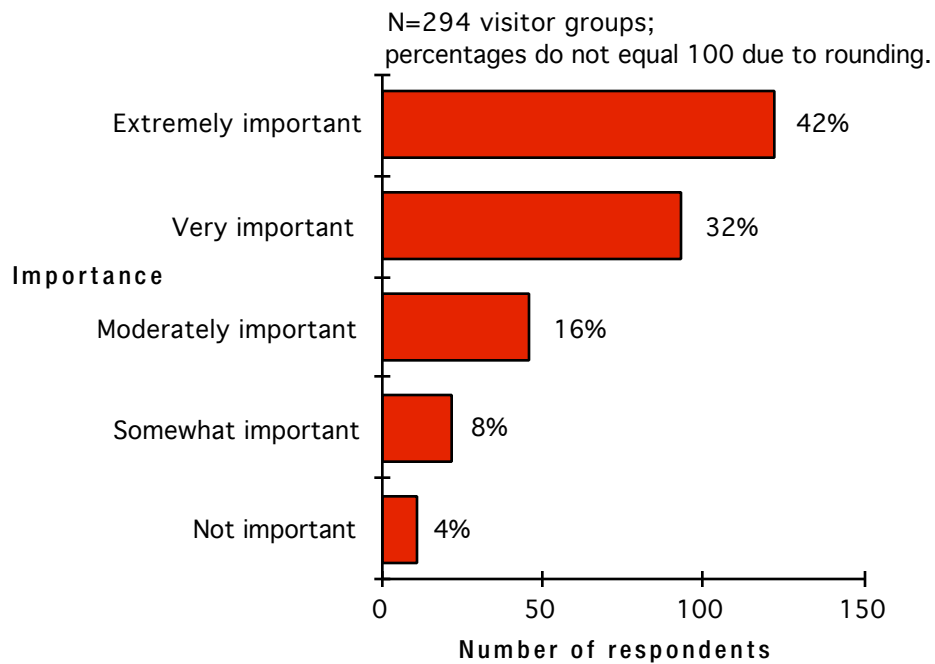


Figure 14: Importance of visitor center exhibits

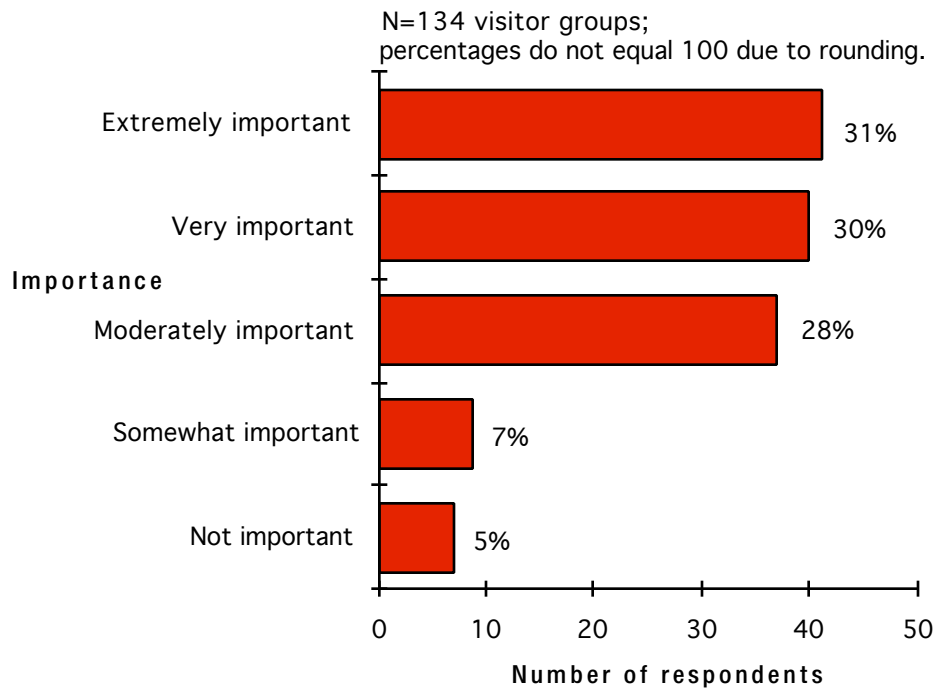


Figure 15: Importance of visitor center sales publications

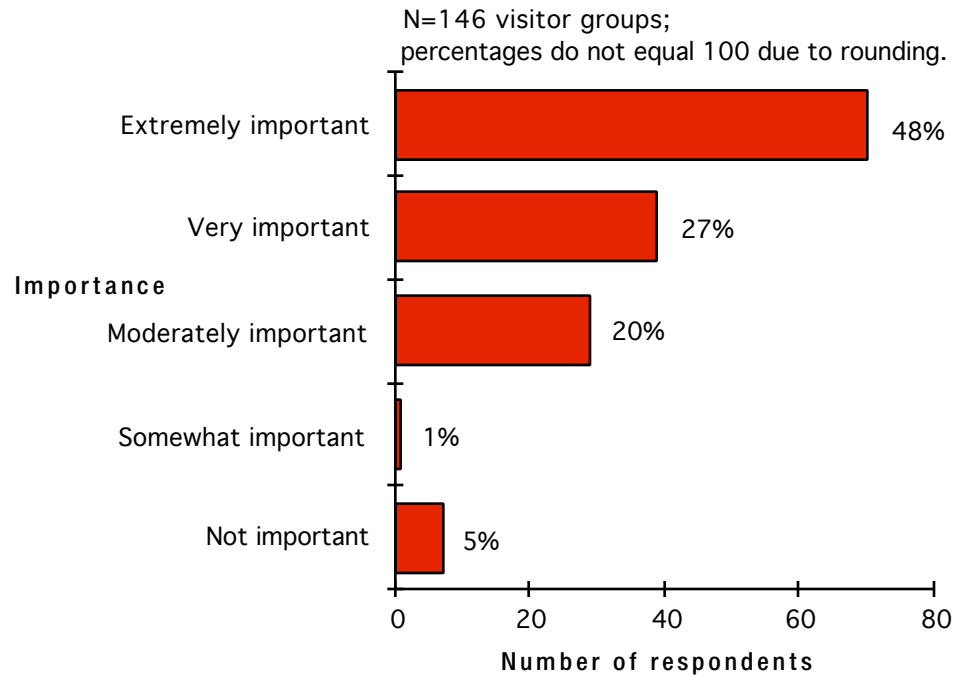


Figure 16: Importance of visitor center video

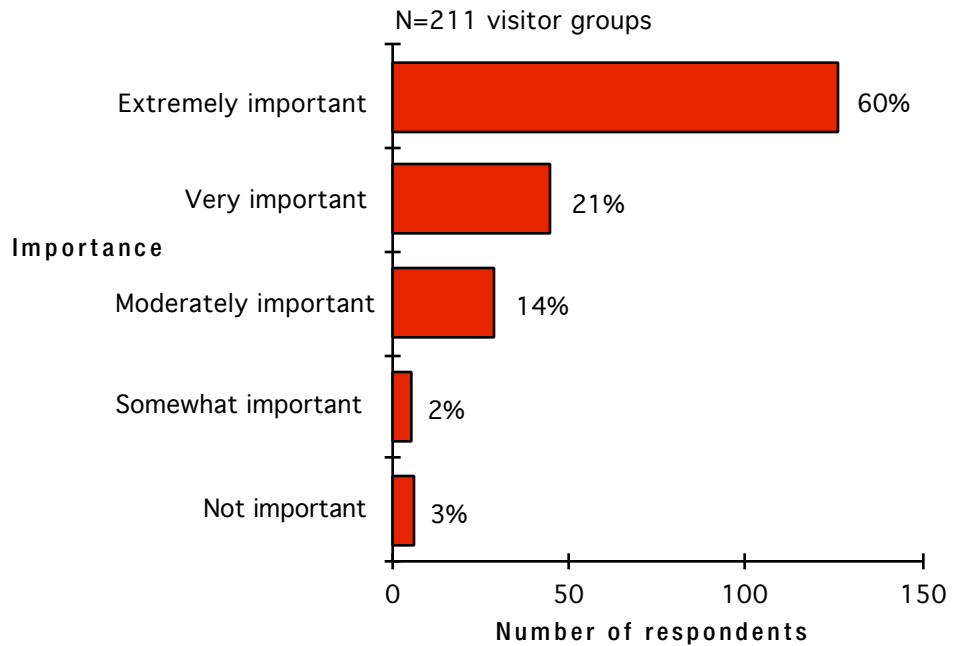


Figure 17: Importance of visitor center personnel

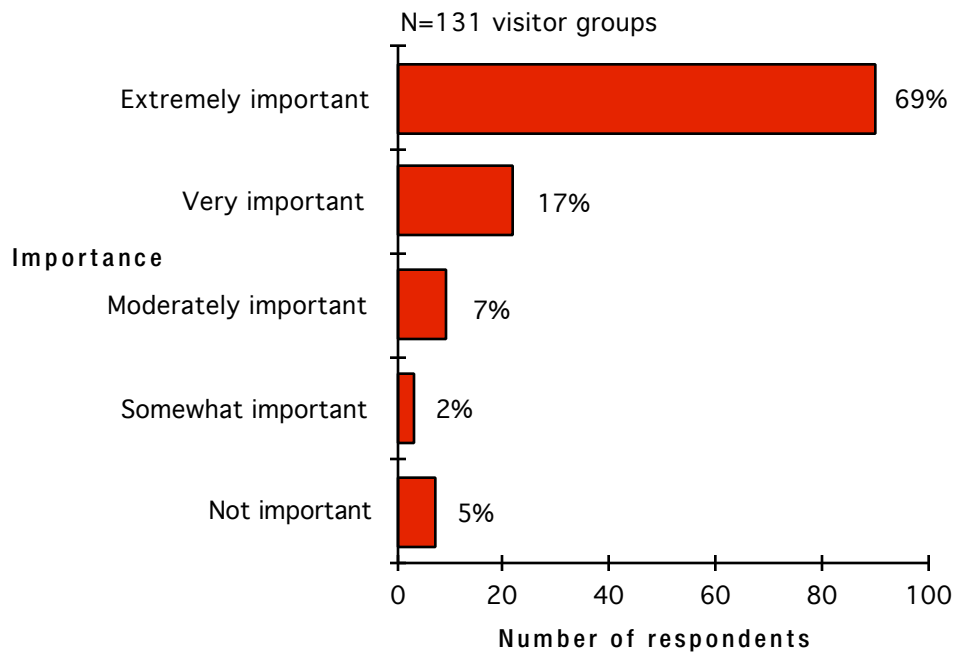


Figure 18: Importance of assistance from park employees

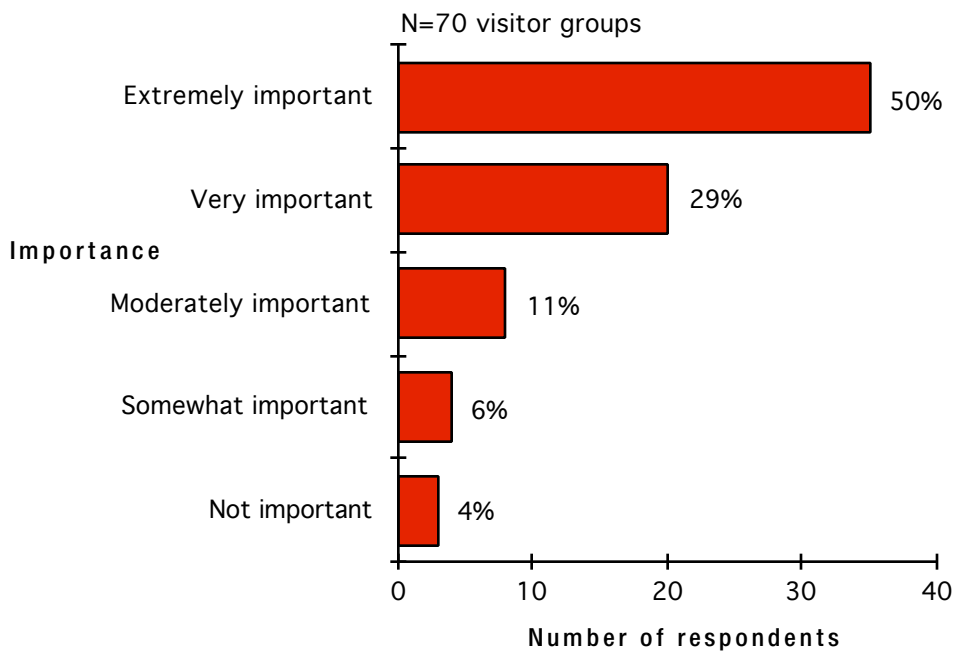


Figure 19: Importance of ranger-led programs

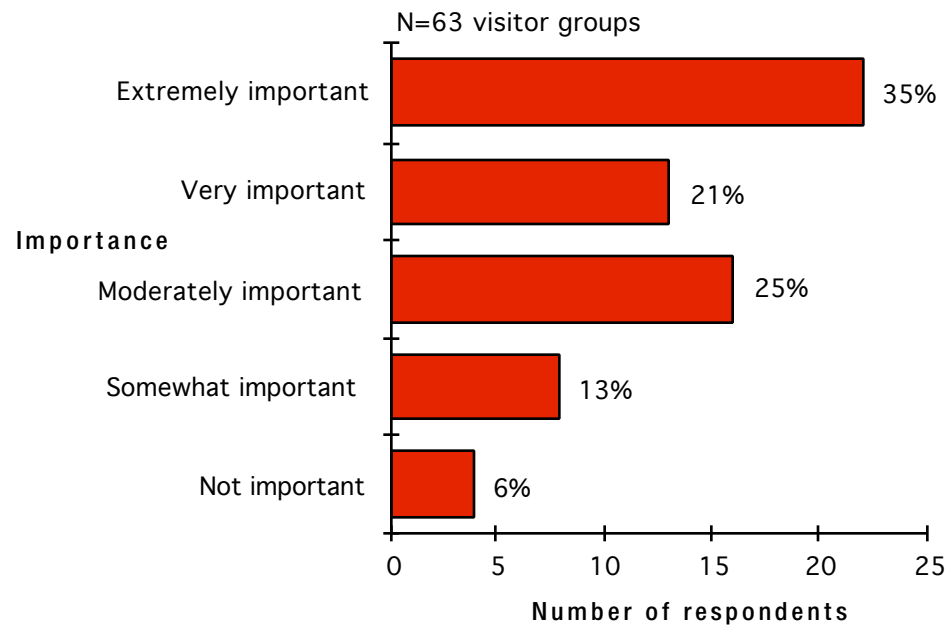


Figure 20: Importance of bulletin boards

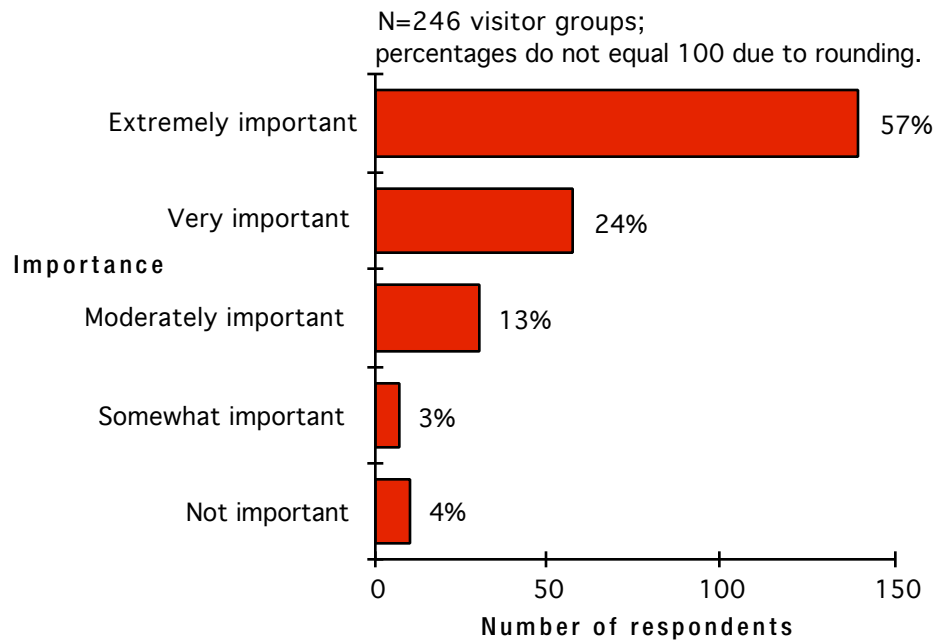


Figure 21: Importance of roadside overlook exhibits

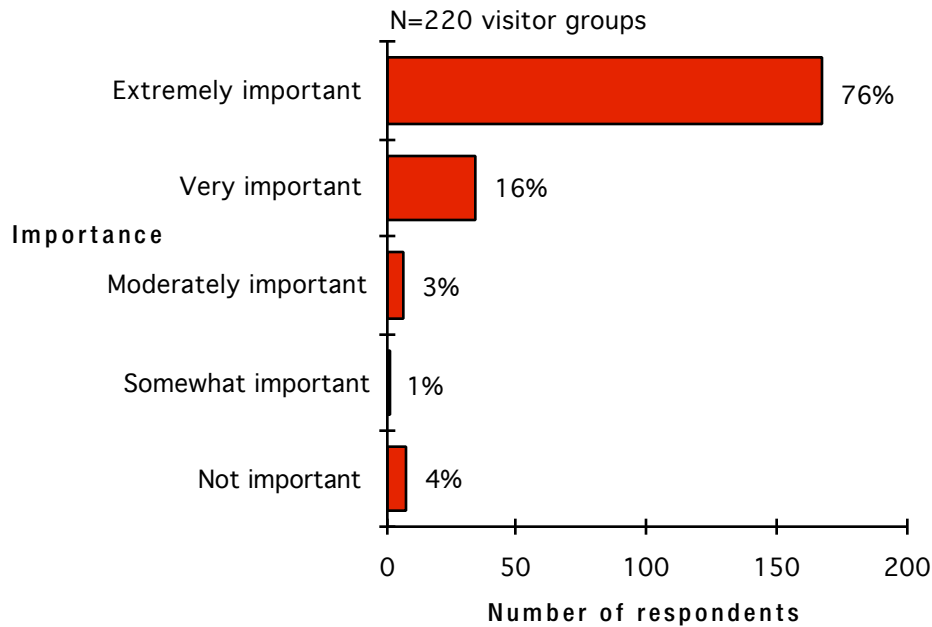


Figure 22: Importance of self-guided trails/rim drives

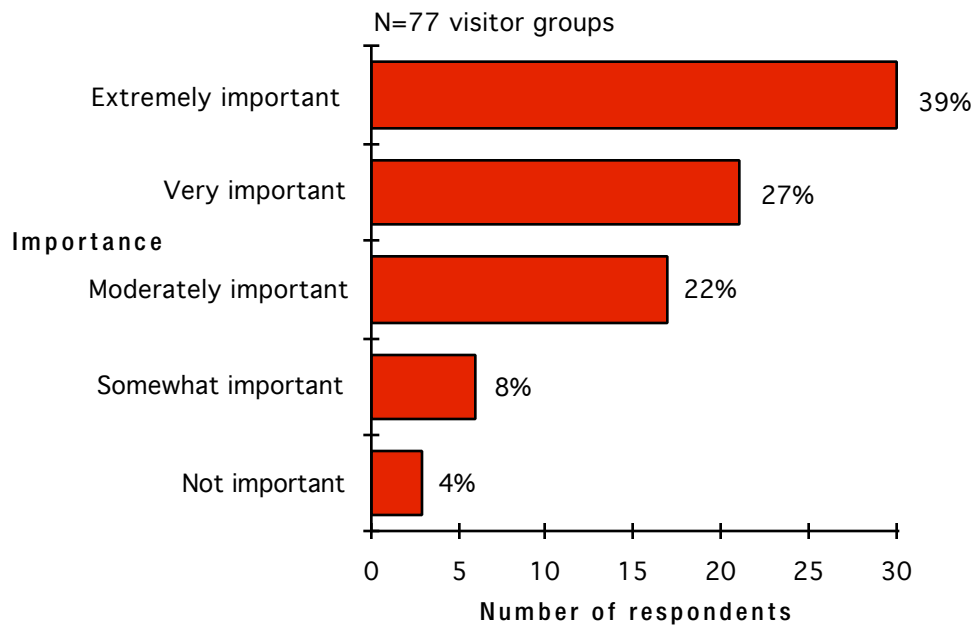


Figure 23: Importance of visitor center arts and crafts demonstrations

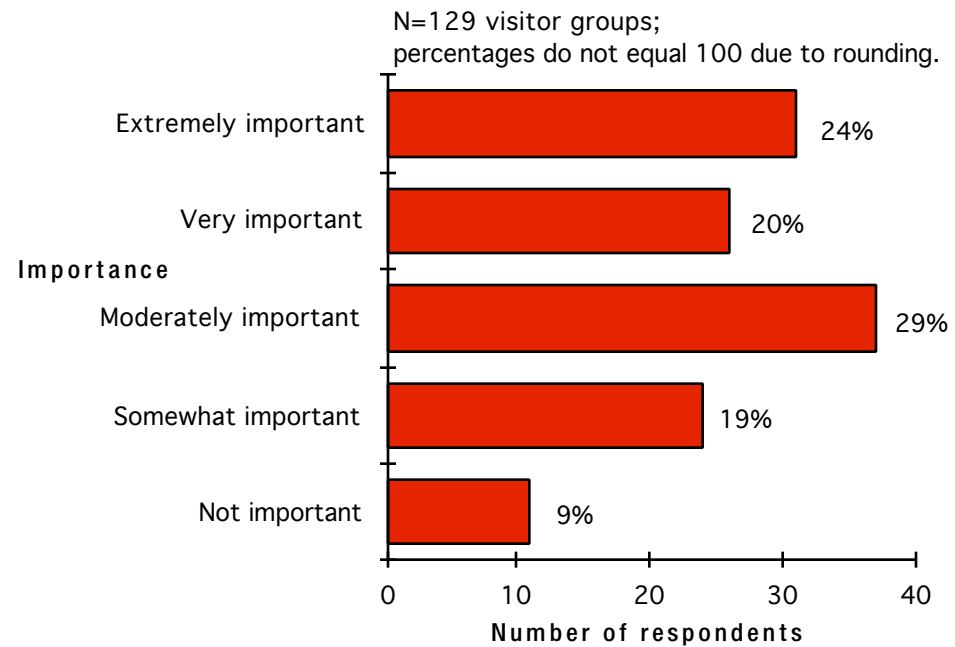


Figure 24: Importance of arts and crafts vendors (other than visitor center area)

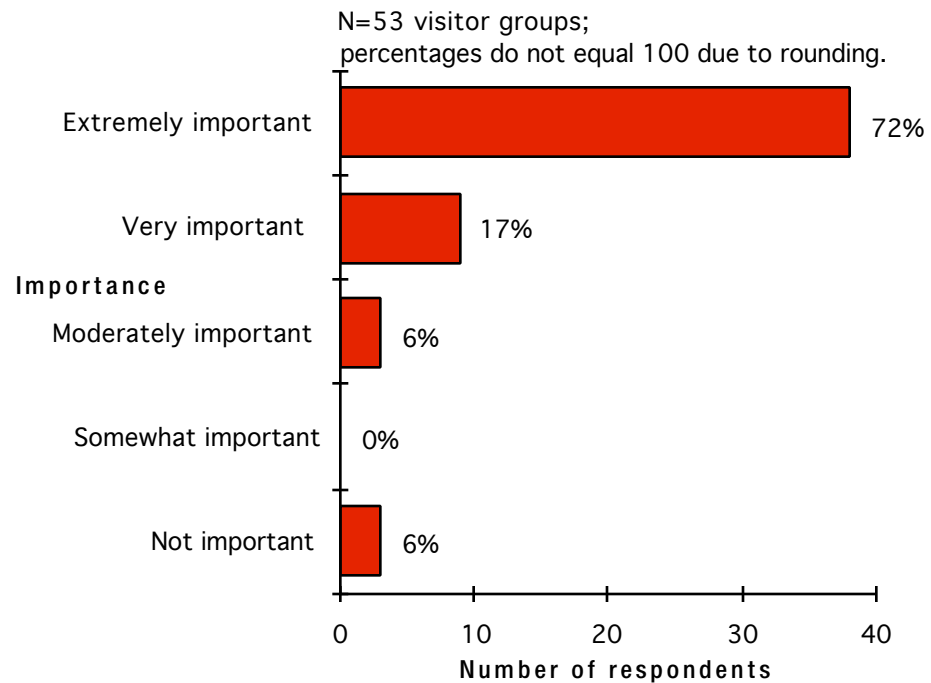


Figure 25: Importance of private guides

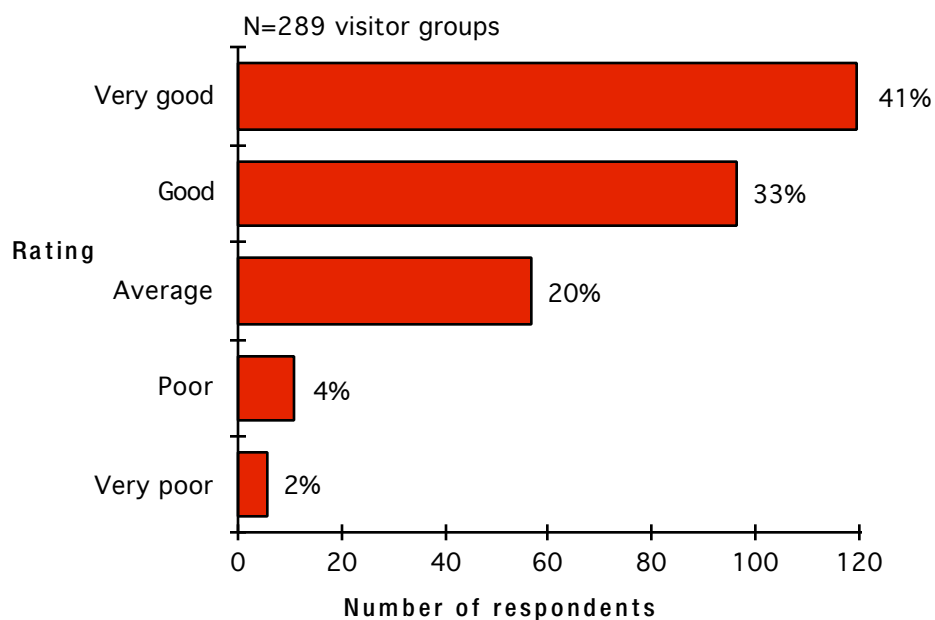


Figure 26: Quality of park brochure/map

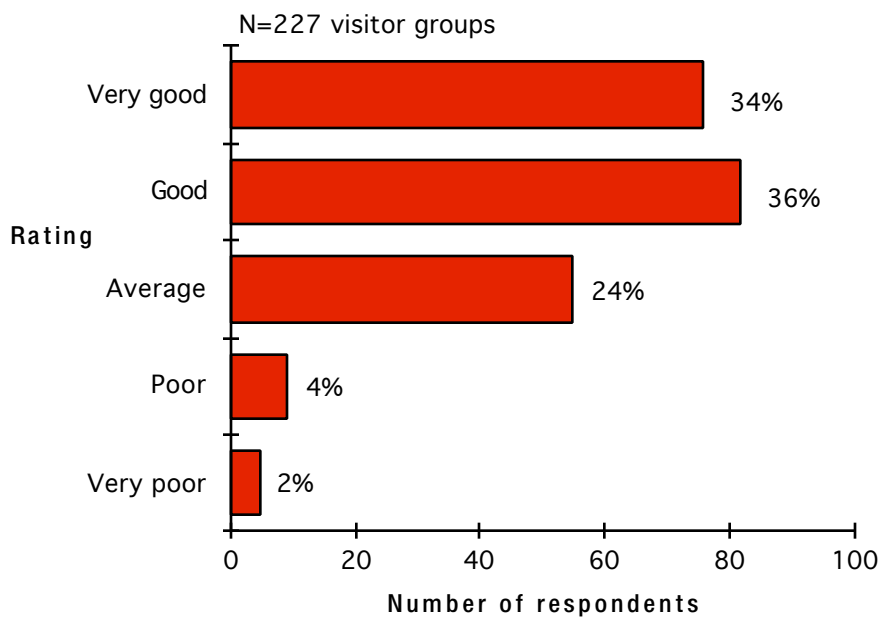


Figure 27: Quality of park newspaper (*Canyon Overlook*)

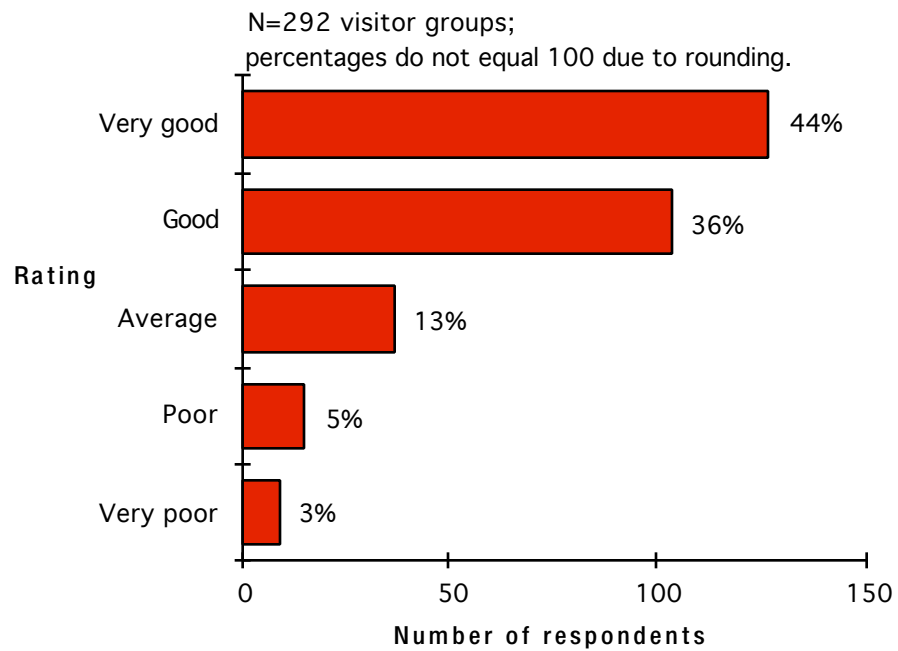


Figure 28: Quality of visitor center exhibits

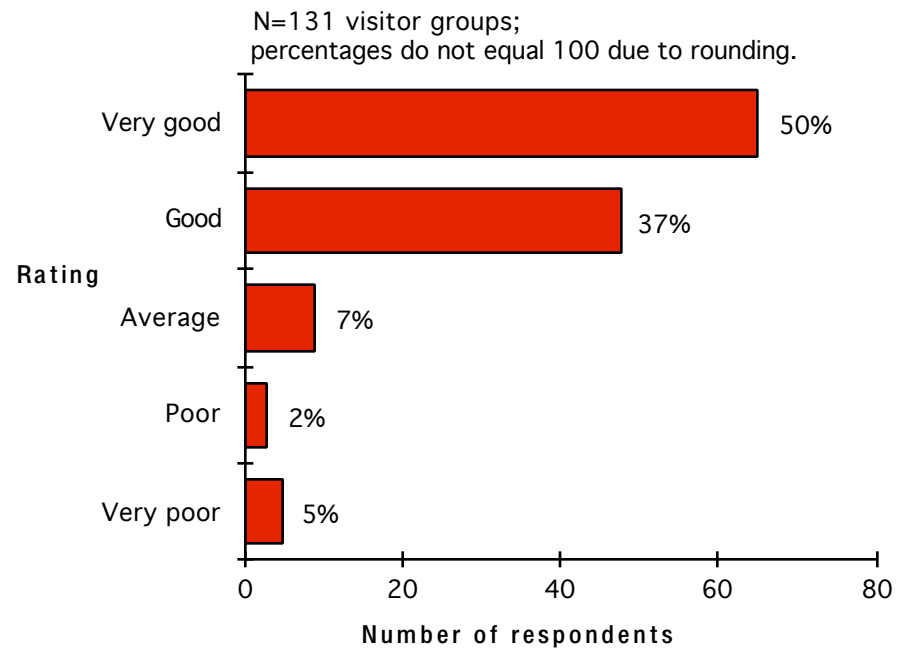


Figure 29: Quality of visitor center sales publications

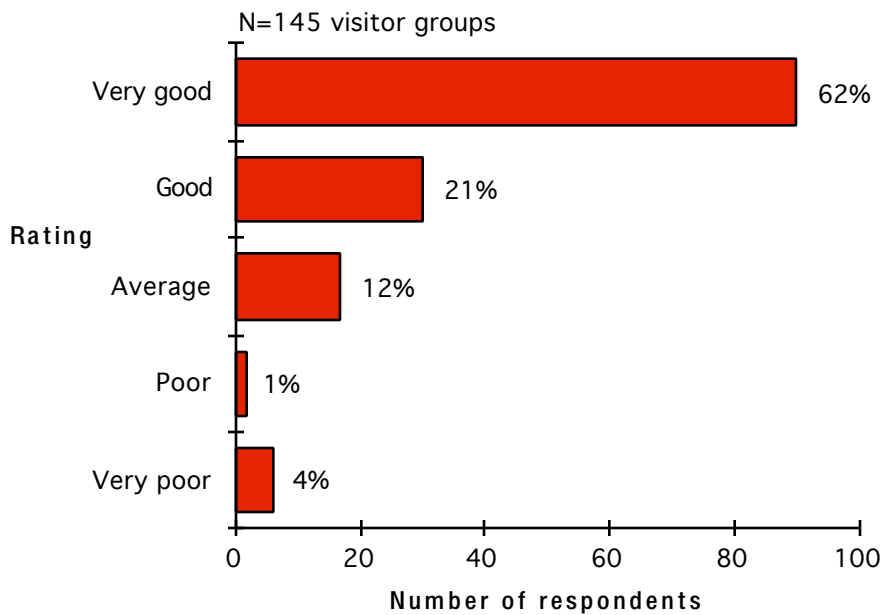


Figure 30: Quality of visitor center video

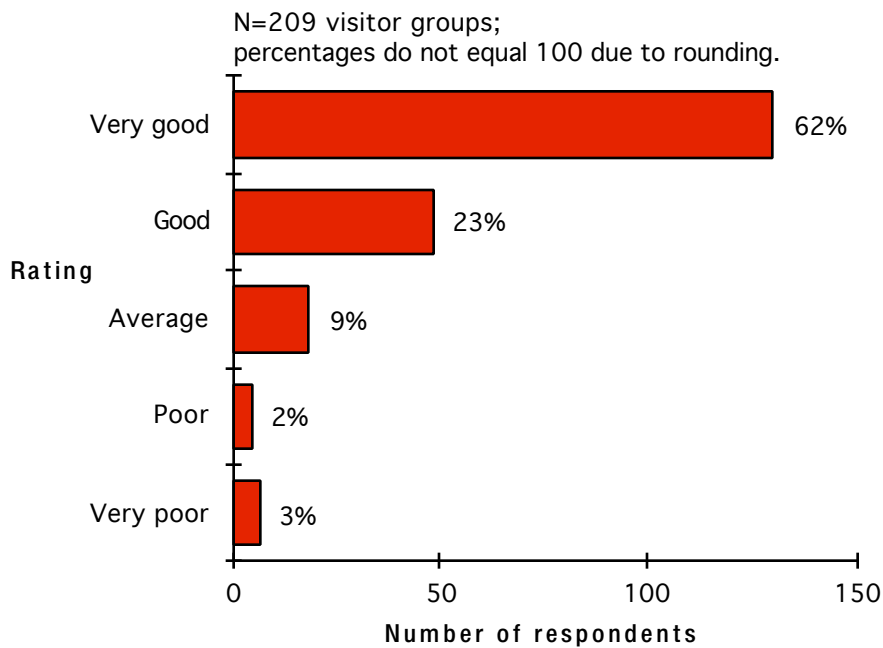


Figure 31: Quality of visitor center personnel

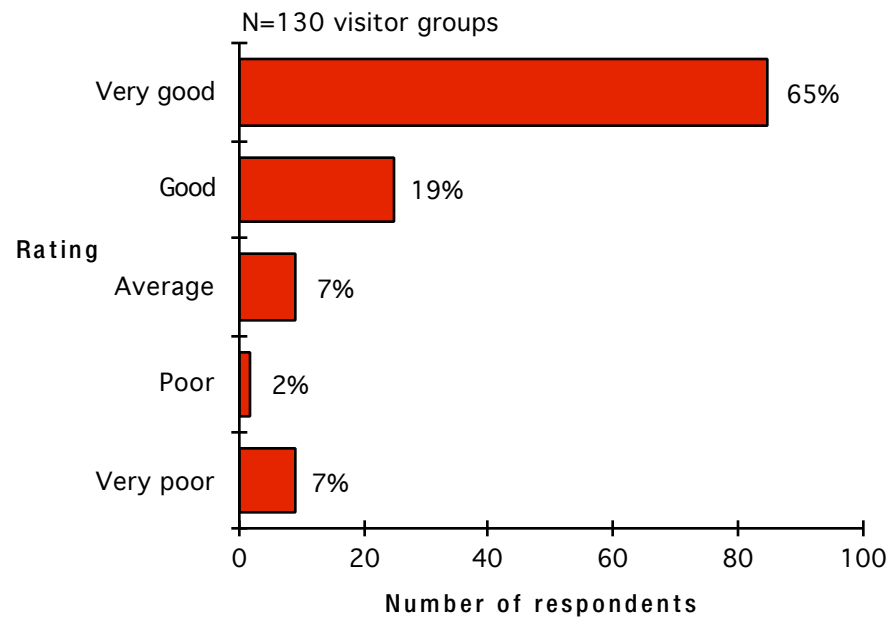


Figure 32: Importance of assistance from park employees

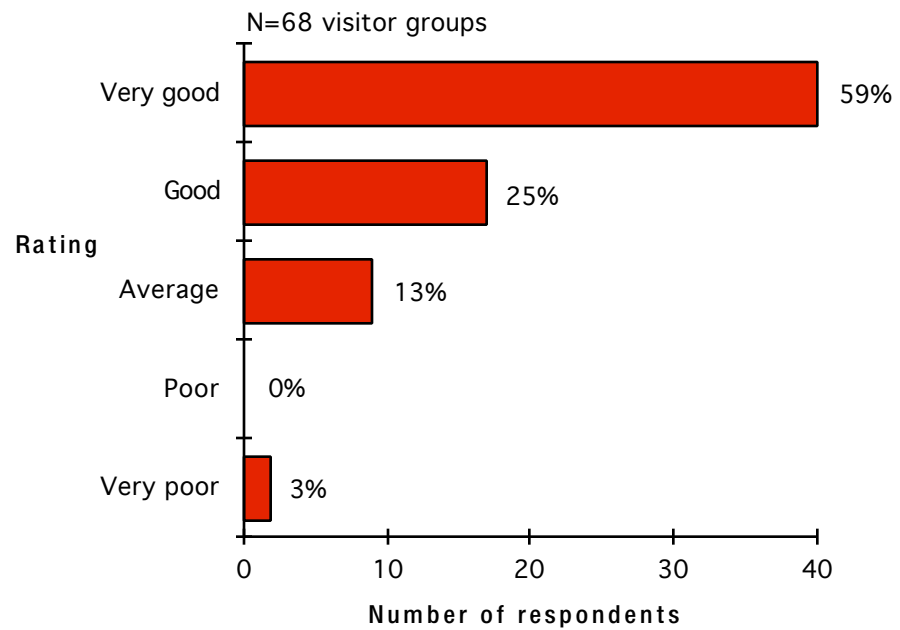


Figure 33: Quality of ranger-led programs

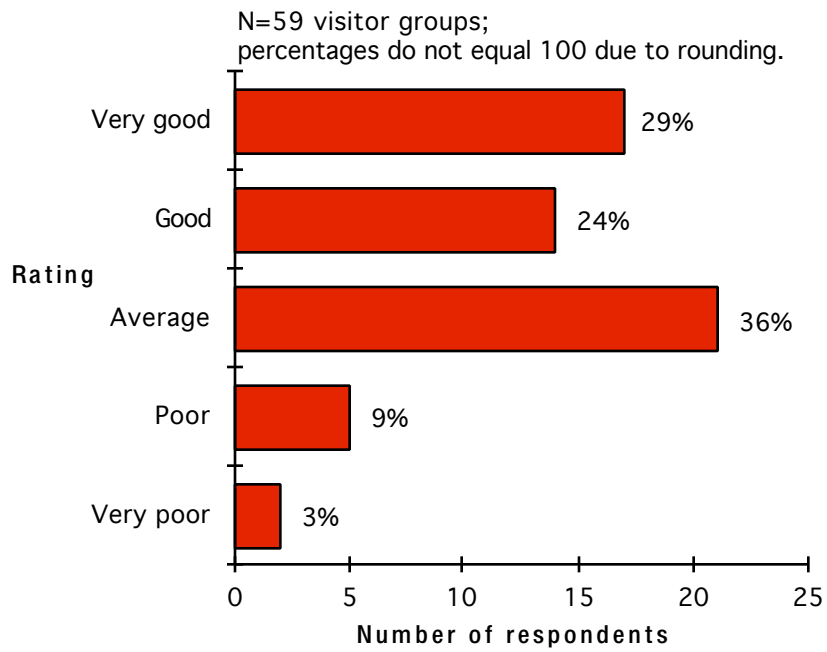


Figure 34: Quality of bulletin boards

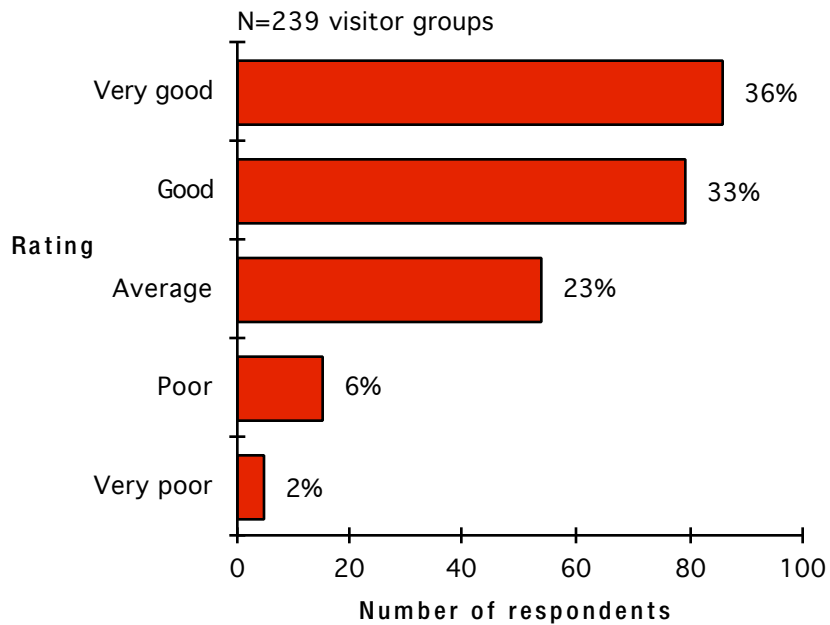


Figure 35: Quality of roadside overlook exhibits

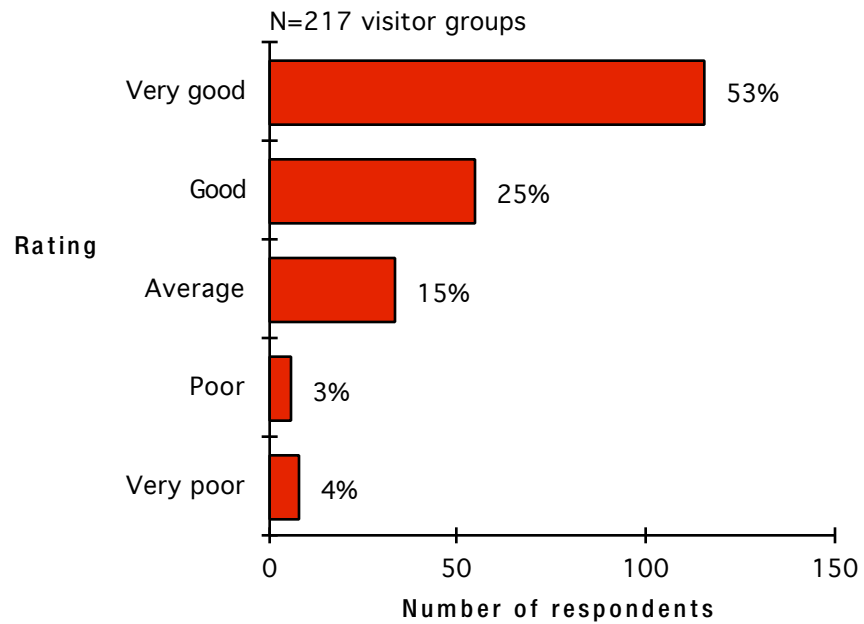


Figure 36: Quality of self-guided trails/rim drives

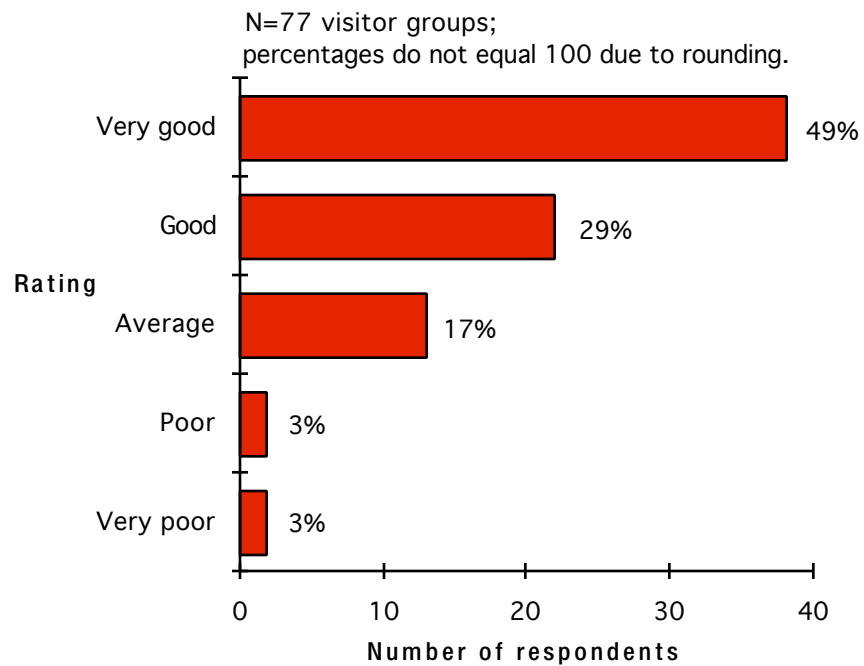


Figure 37: Quality of visitor center arts and crafts demonstrations

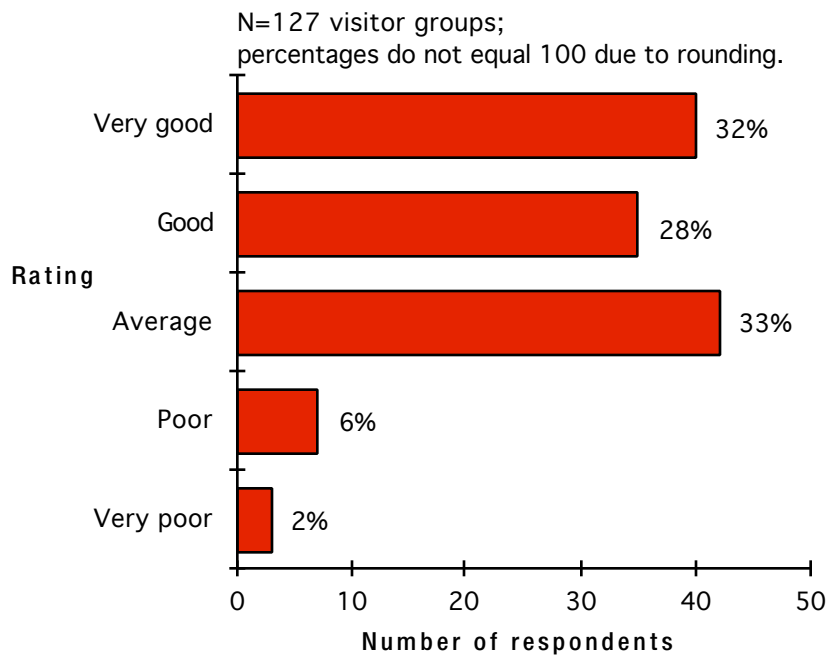


Figure 38: Quality of arts and crafts vendors (other than visitor center area)

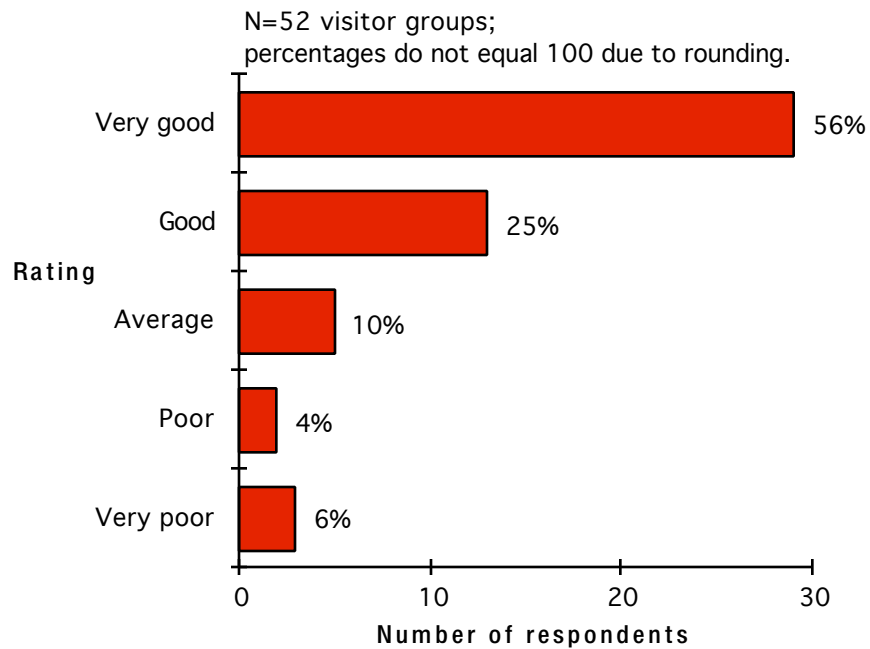


Figure 39: Quality of private guides

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

The visitor services and facilities most used by visitors were restrooms (85%), highway directional signs (62%), campground/picnic area (38%), Thunderbird cafeteria (32%), Thunderbird gift shop (31%) and garbage disposal/recycling (30%), as shown in Figure 40. The least used service was emergency services (1%).

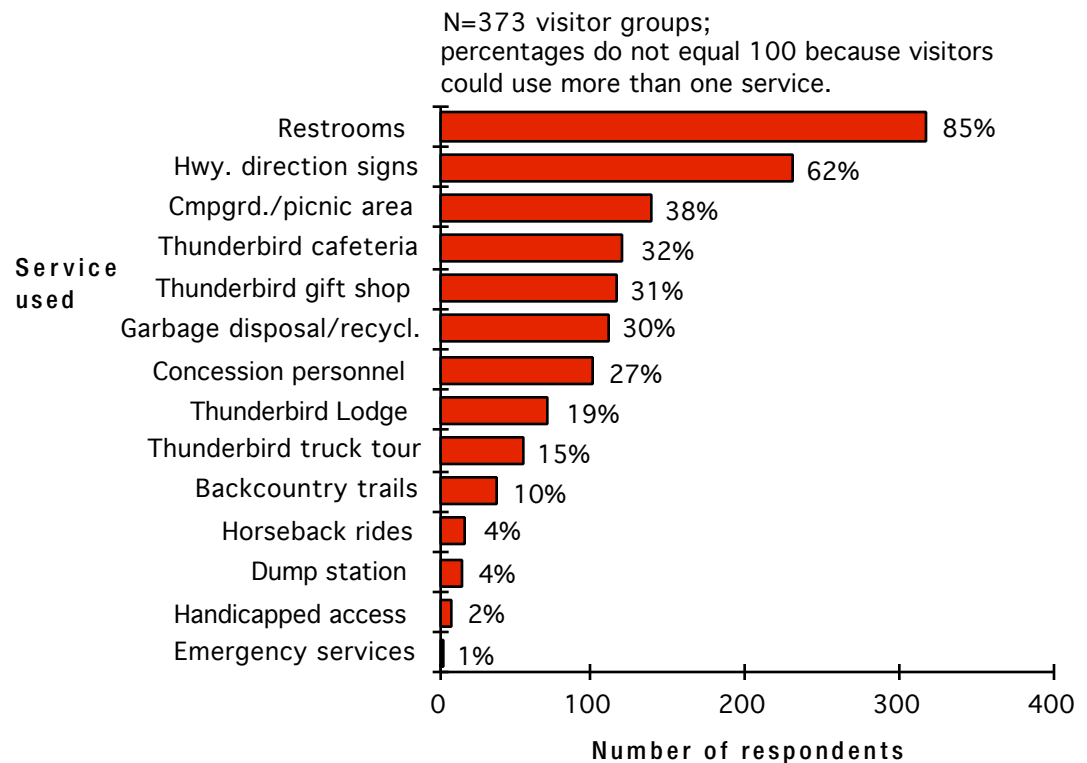


Figure 40: Use of visitor services

Visitors rated the importance and quality of visitor services and facilities 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 41 shows the average importance and quality ratings for each service or facility. 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 41. Services and facilities were all rated above average in importance and quality.

Figures 42-55 show that several services received the highest "very important" to "extremely important" ratings: the campground/picnic areas (93%), backcountry trails (92%) and Thunderbird truck tours (92%). The highest "somewhat important" to "not important" ratings were for the Thunderbird Gift Shop (12%).

Figures 56-69 show that several services were given high "good" to "very good" quality ratings: backcountry trails (87%), Thunderbird Lodge (86%) and the Thunderbird truck tours (85%). The service receiving the highest "poor" to "very poor" quality rating was the restrooms (21%).

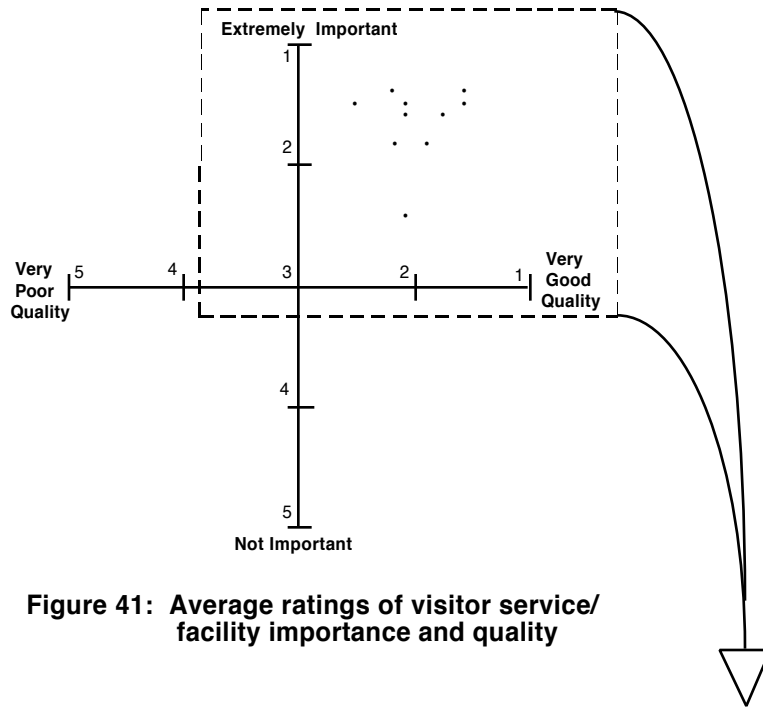


Figure 41: Average ratings of visitor service/facility importance and quality

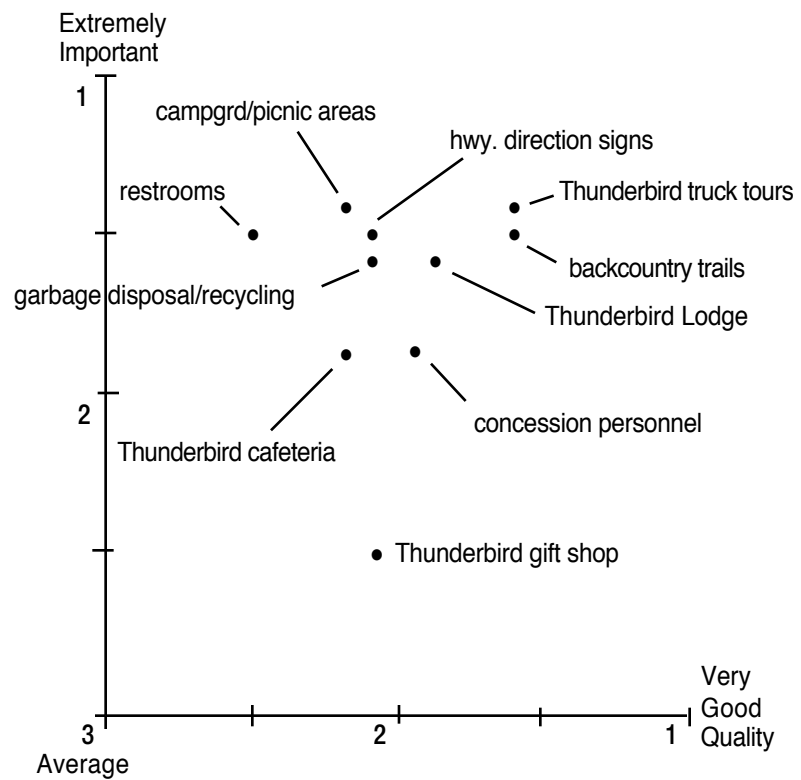


Figure 41: Detail

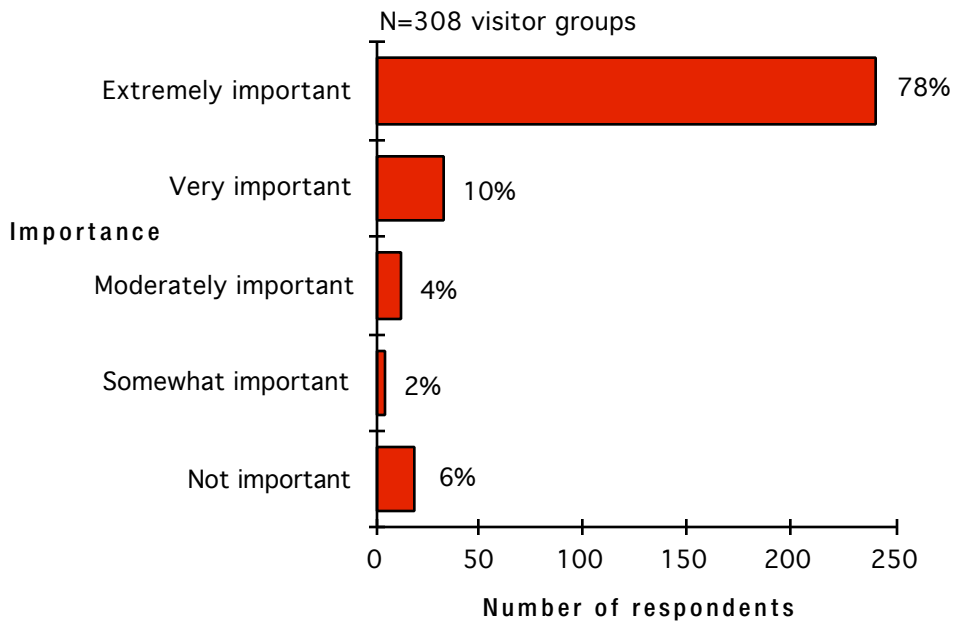


Figure 42: Importance of restrooms

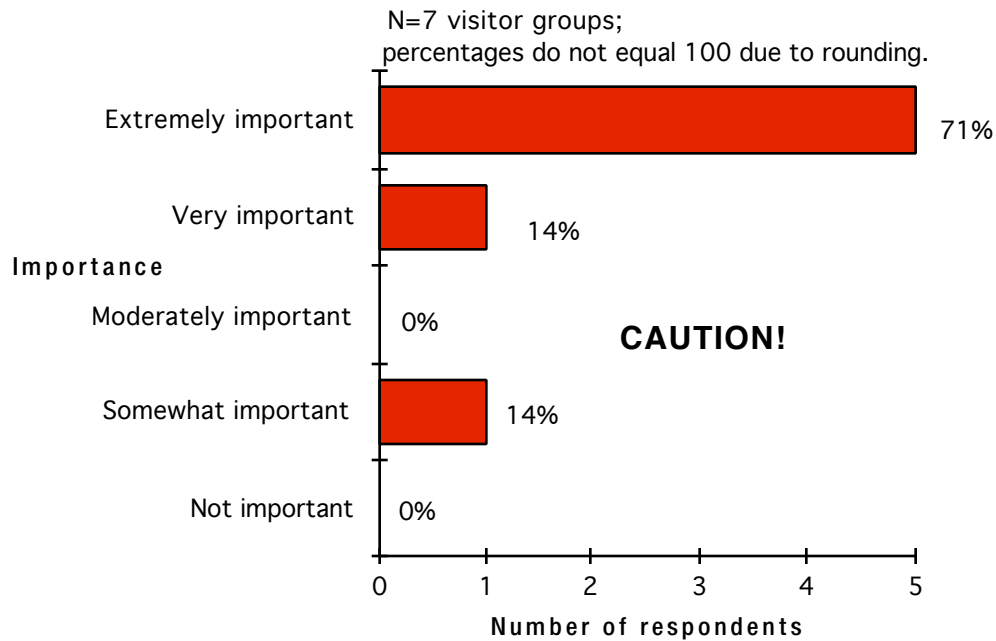


Figure 43: Importance of handicapped access

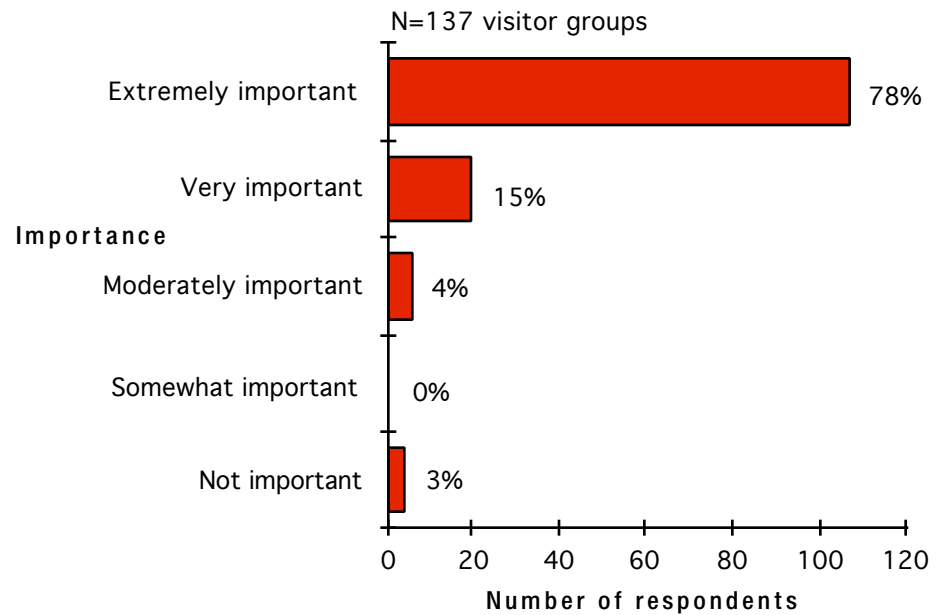


Figure 44: Importance of campground/picnic areas

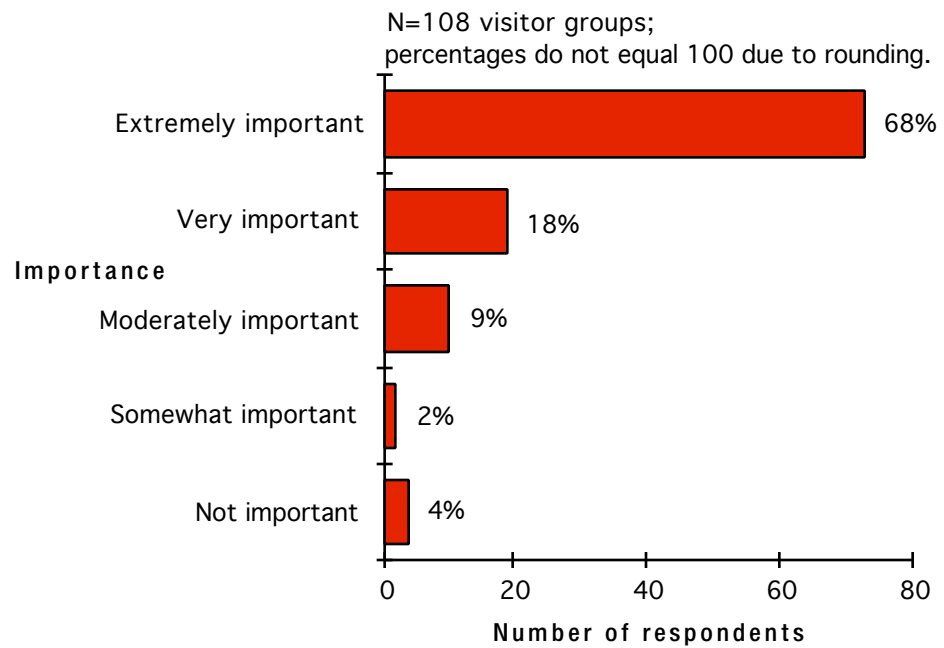


Figure 45: Importance of garbage disposal/recycling

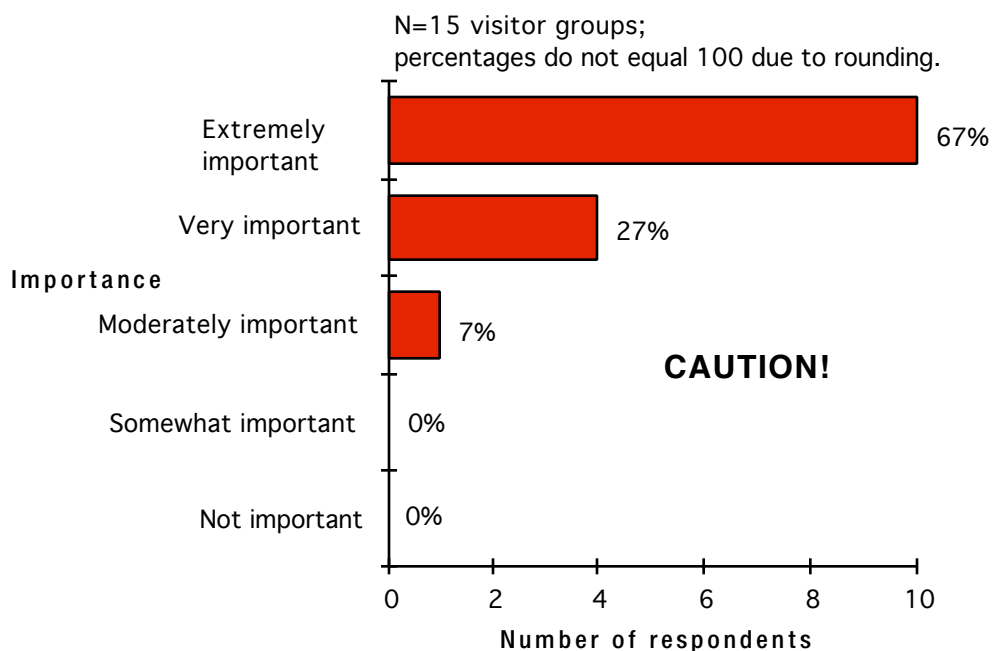


Figure 46: Importance of dump station

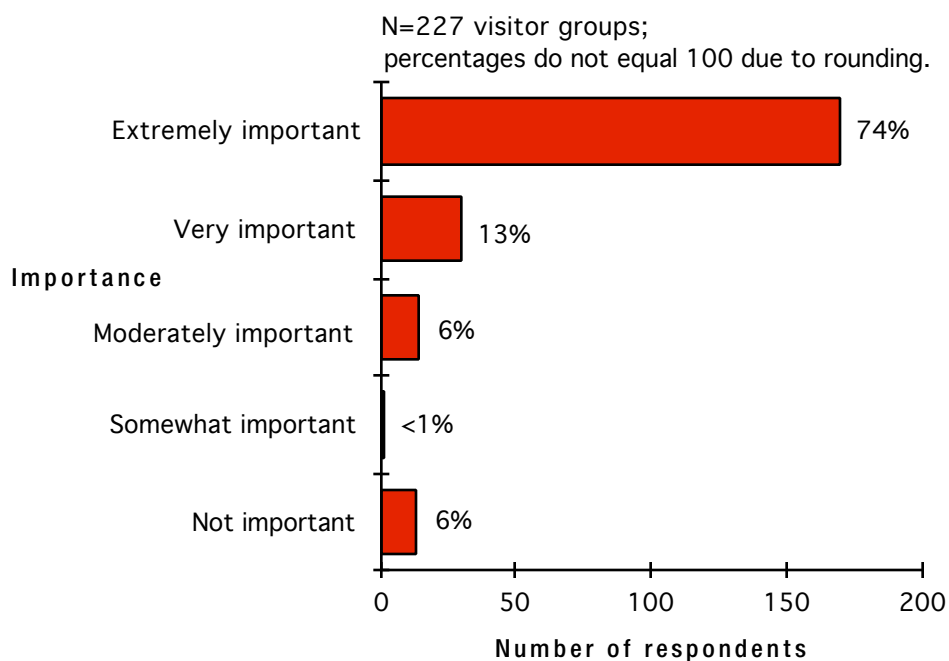


Figure 47: Importance of highway directional signs

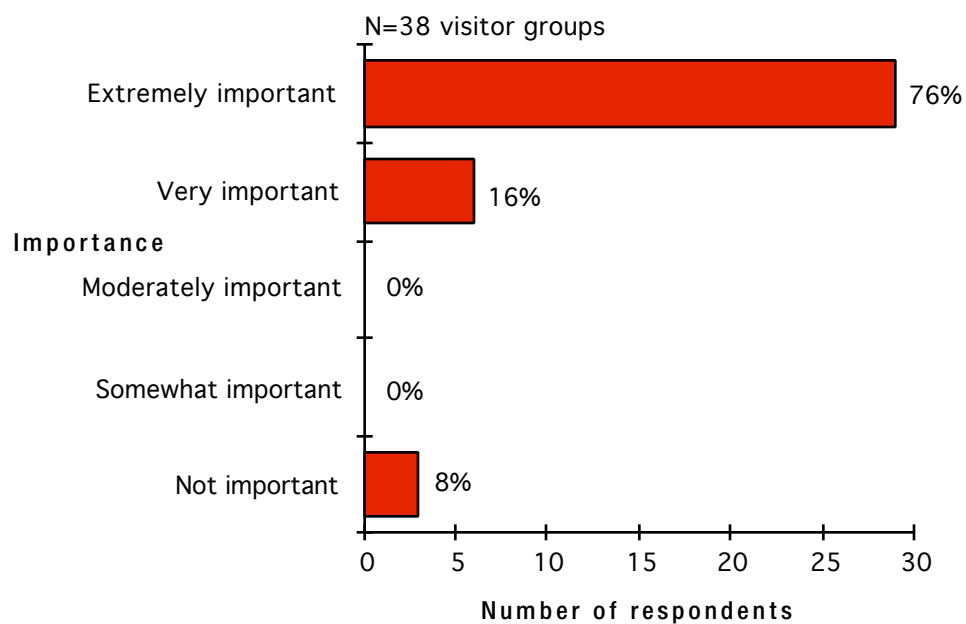


Figure 48: Importance of backcountry trails

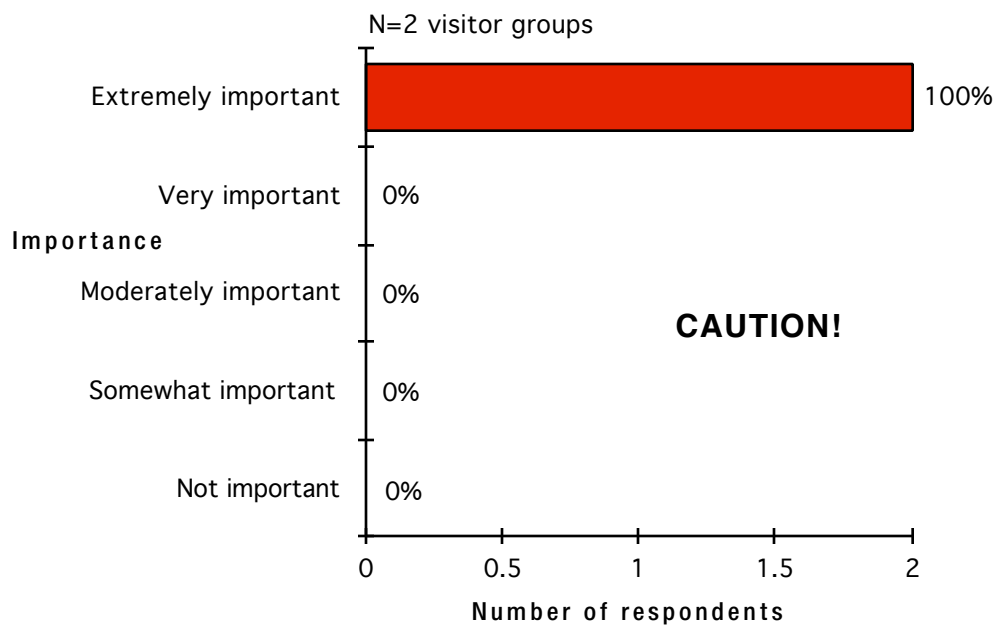


Figure 49: Importance of emergency services

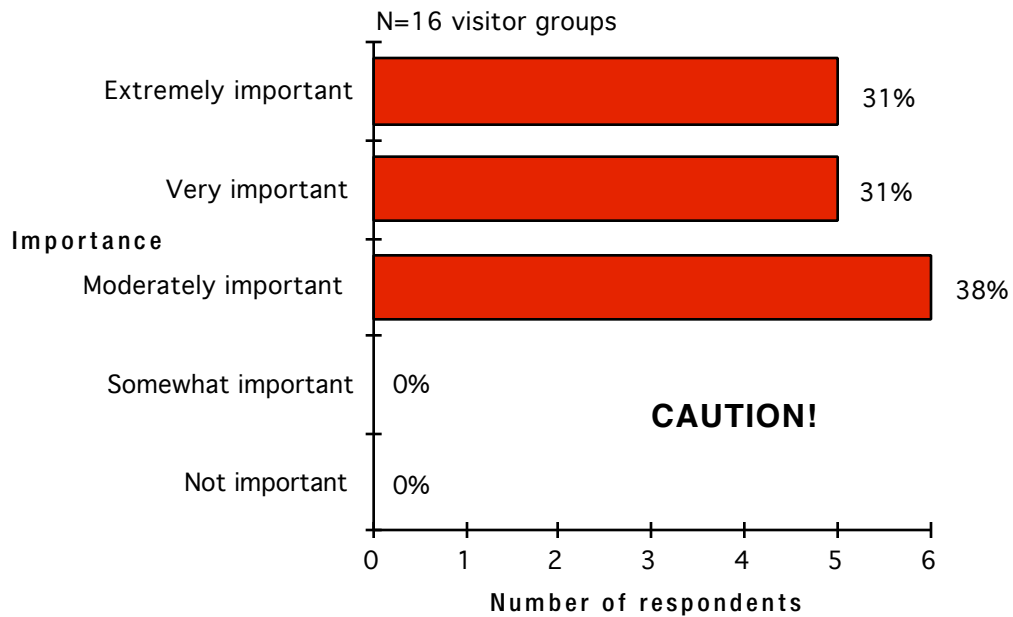


Figure 50: Importance of horseback rides

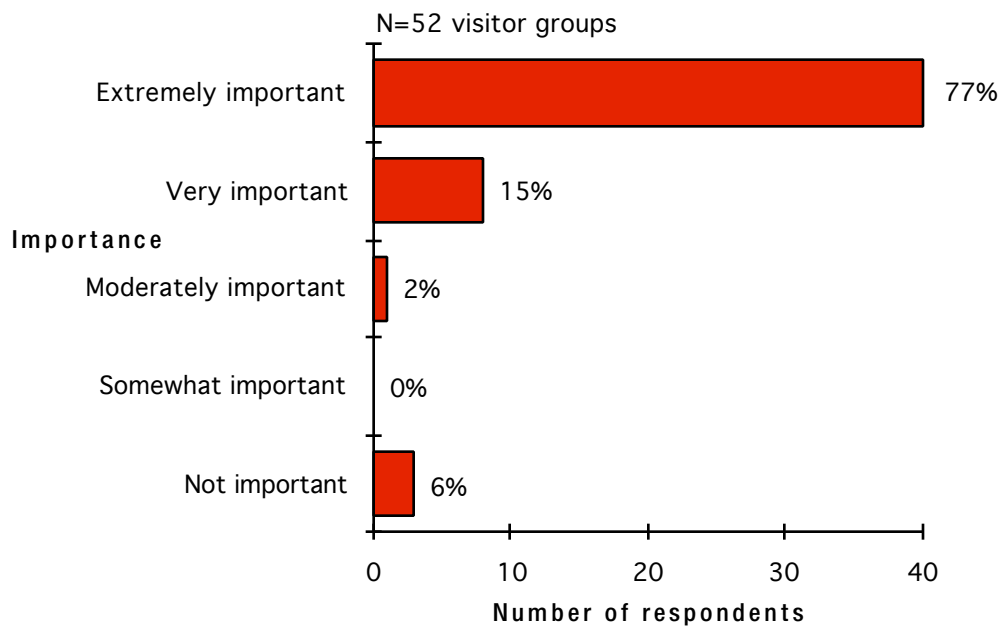


Figure 51: Importance of Thunderbird truck tours

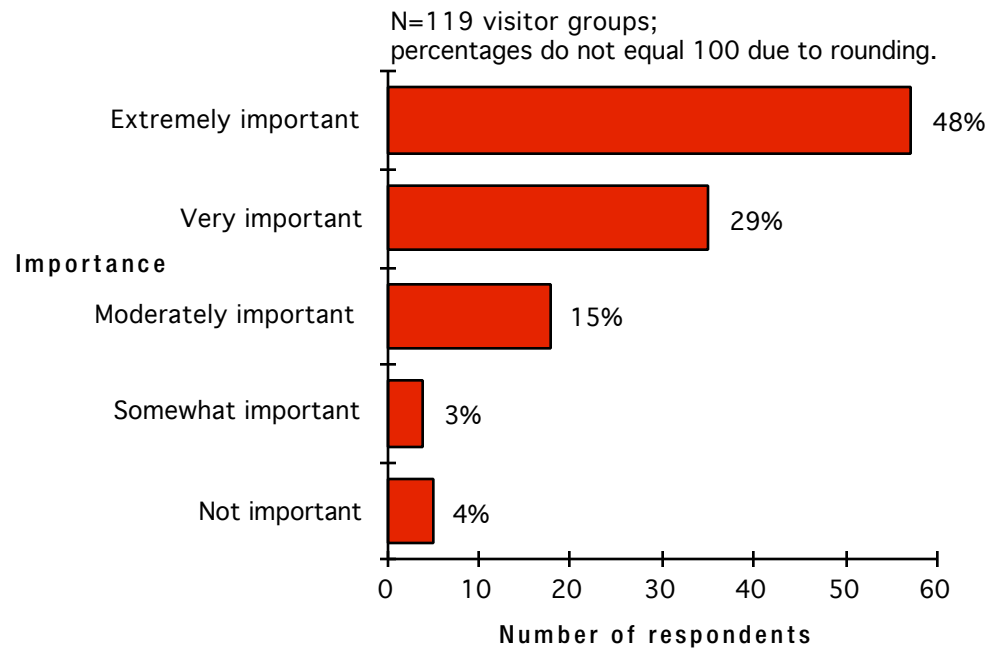


Figure 52: Importance of Thunderbird cafeteria

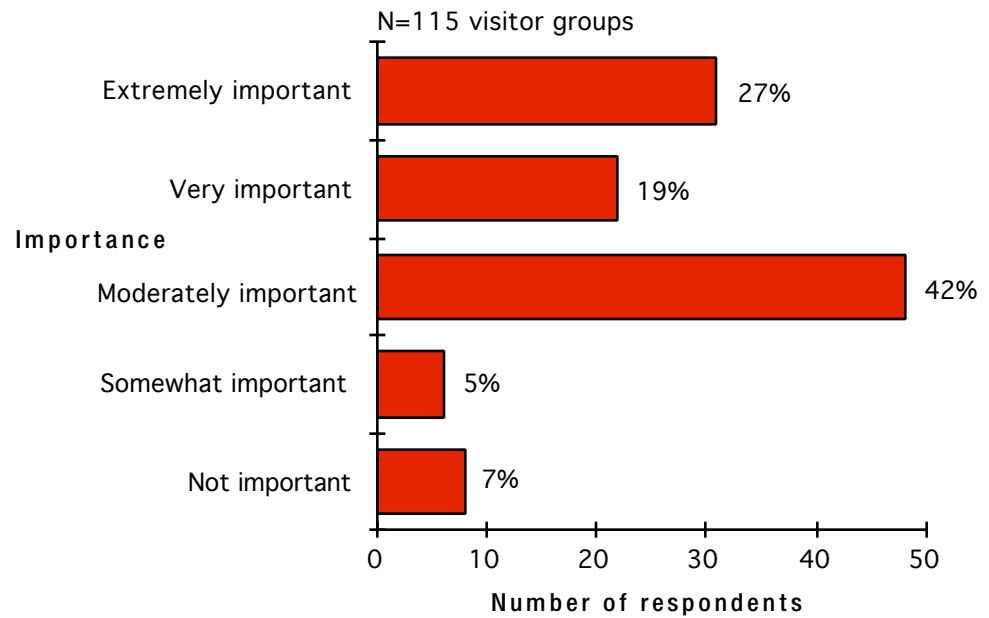


Figure 53: Importance of Thunderbird gift shop

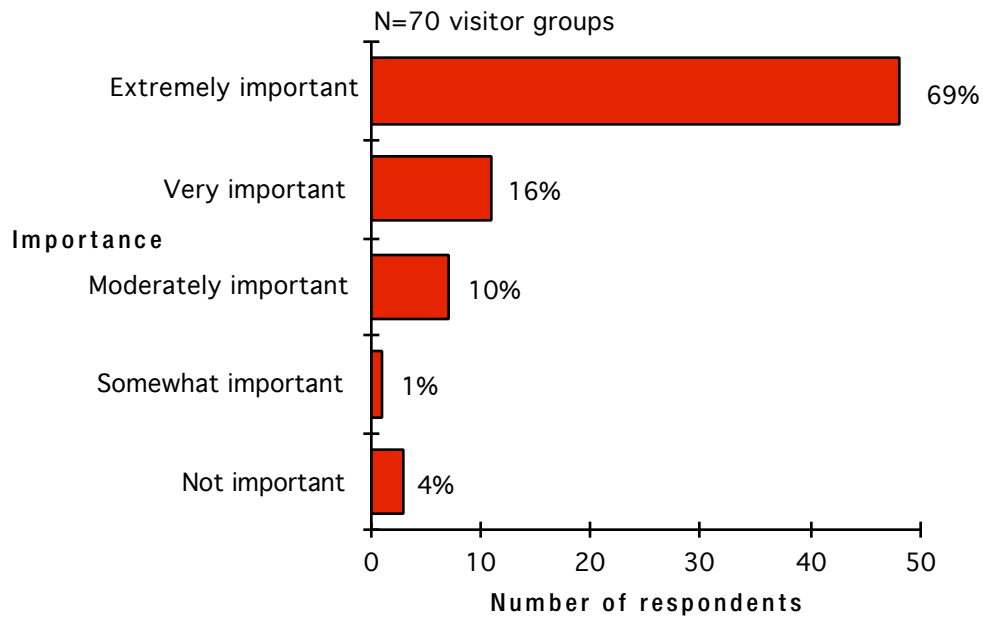


Figure 54: Importance of Thunderbird Lodge

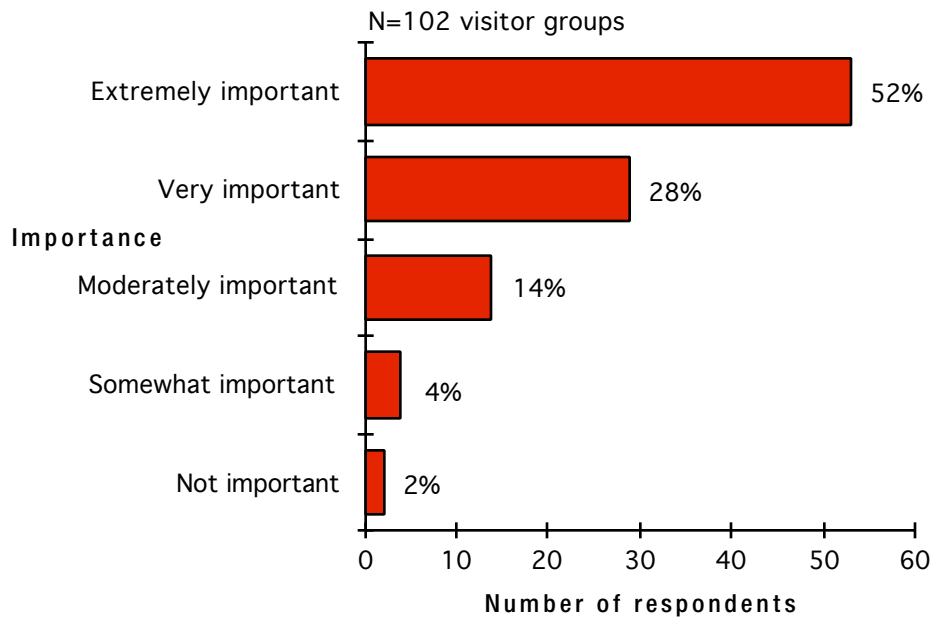


Figure 55: Importance of concession personnel (guides, motel, cafeteria, gift shop)

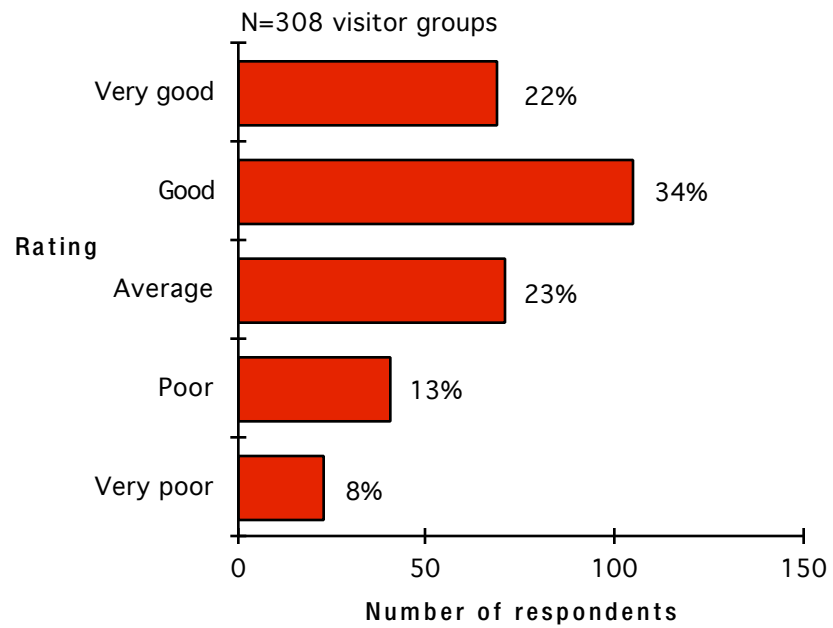


Figure 56: Quality of restrooms

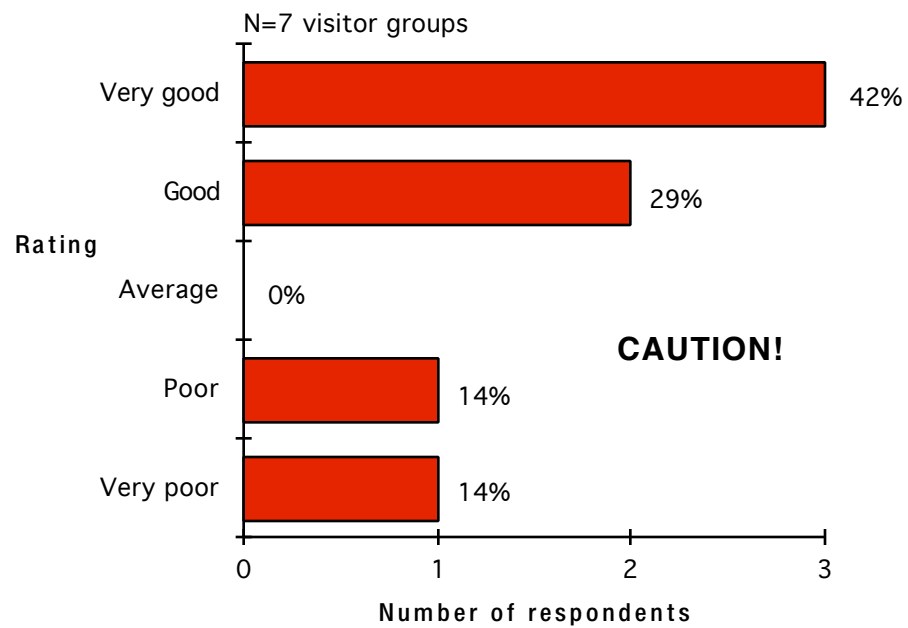


Figure 57: Quality of handicapped access

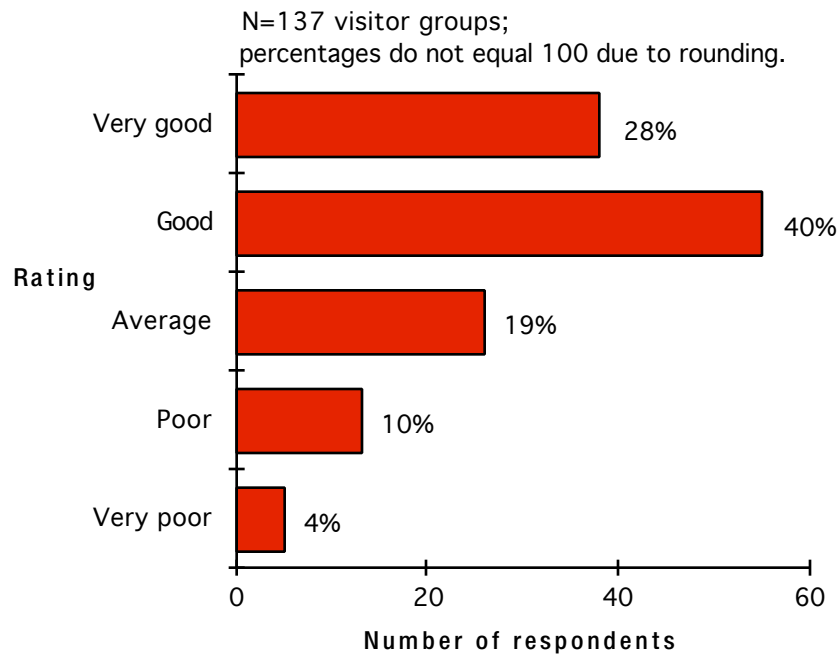


Figure 58: Quality of campground/picnic areas

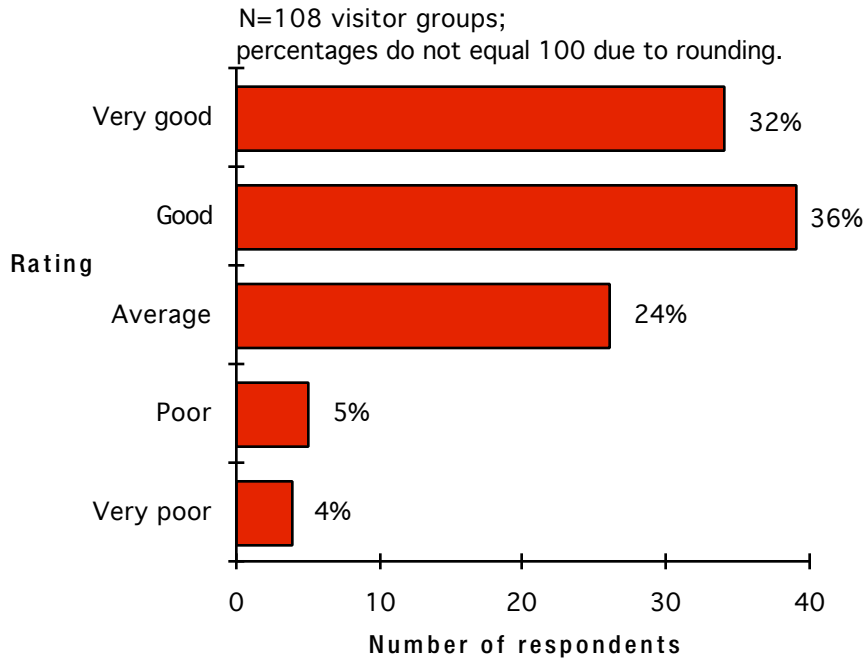


Figure 59: Quality of garbage disposal/recycling

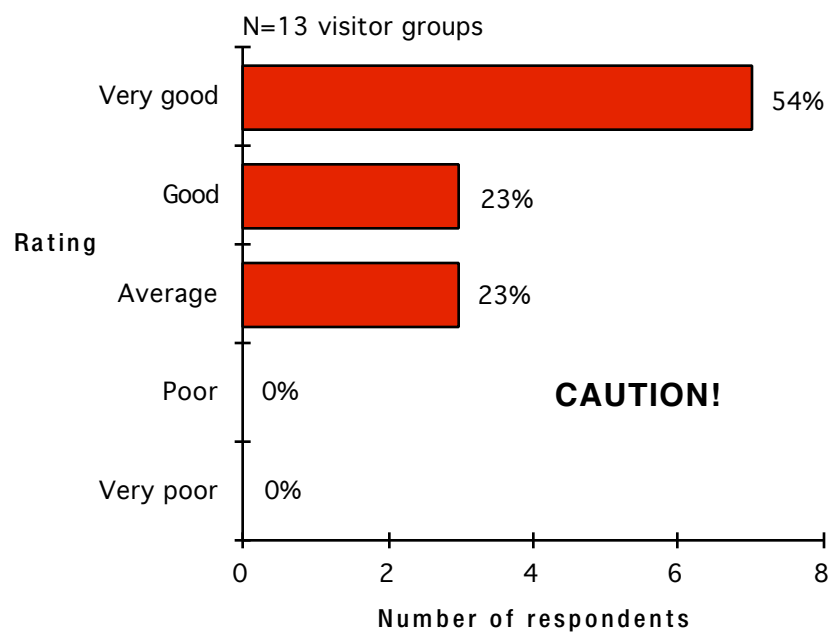


Figure 60: Quality of dump station

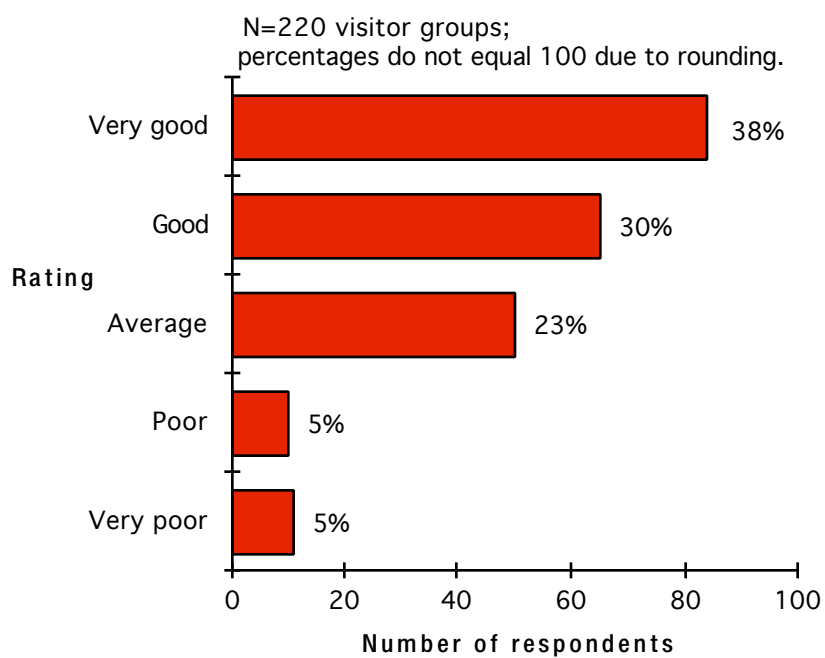


Figure 61: Quality of highway directional signs

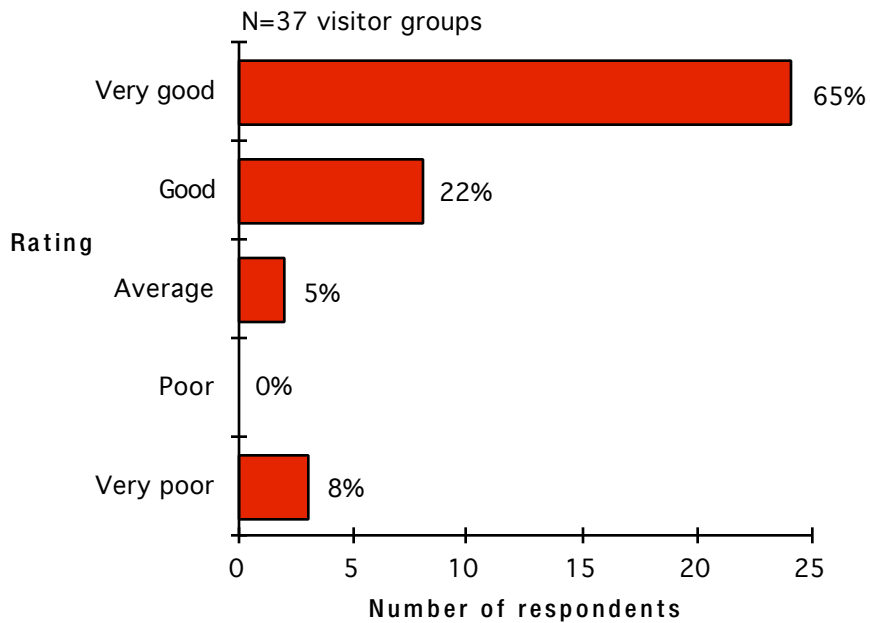


Figure 62: Quality of backcountry trails

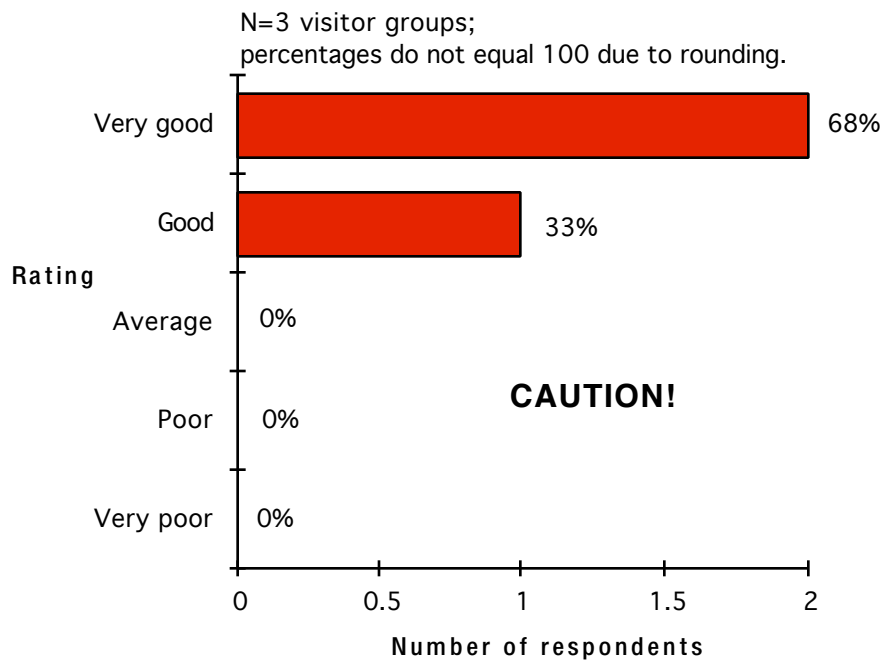


Figure 63: Quality of emergency services

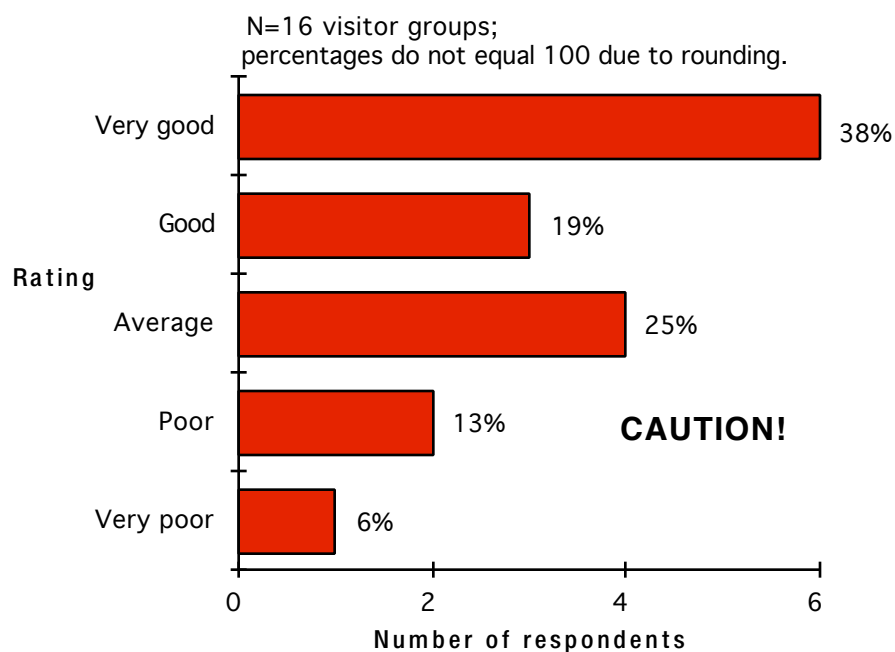


Figure 64: Quality of horseback rides

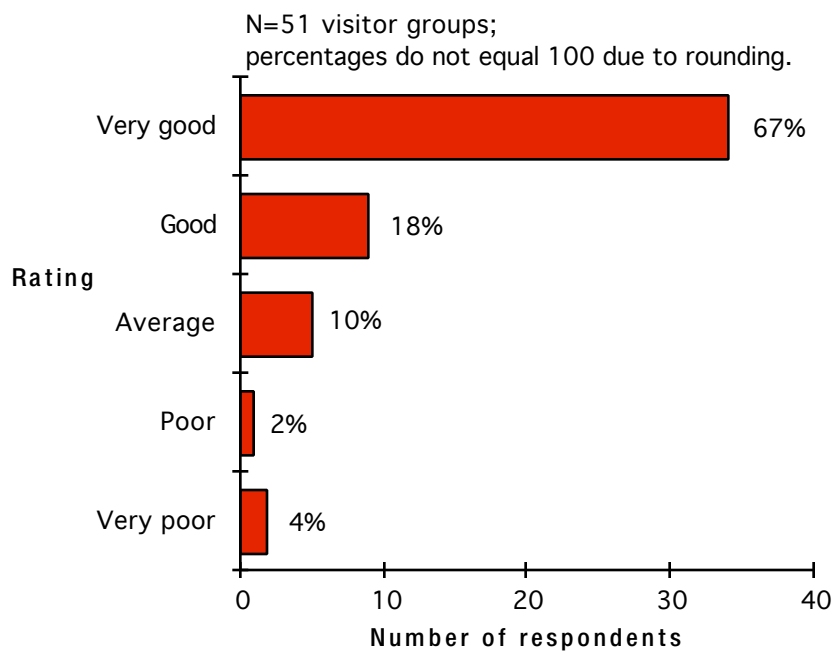


Figure 65: Quality of Thunderbird truck tours

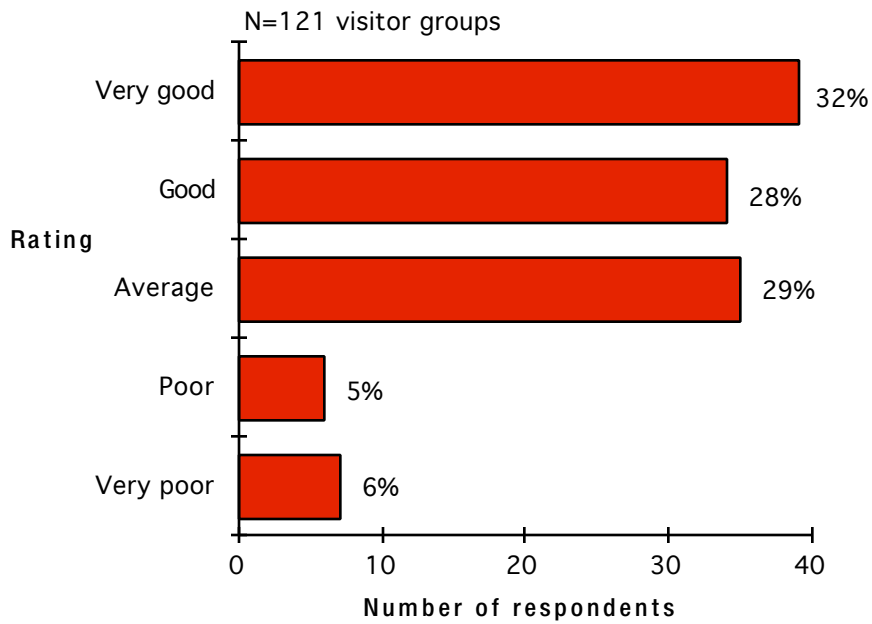


Figure 66: Quality of Thunderbird cafeteria

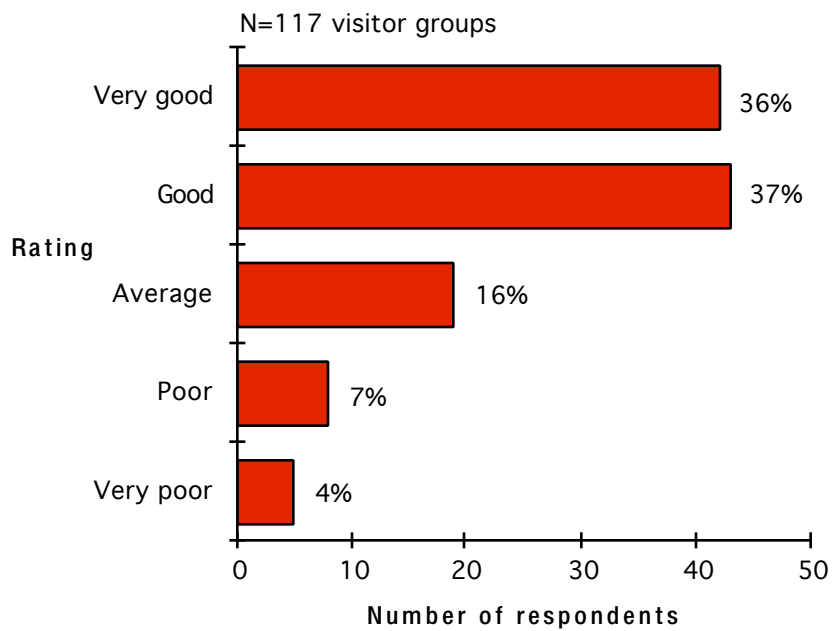


Figure 67: Quality of Thunderbird gift shop

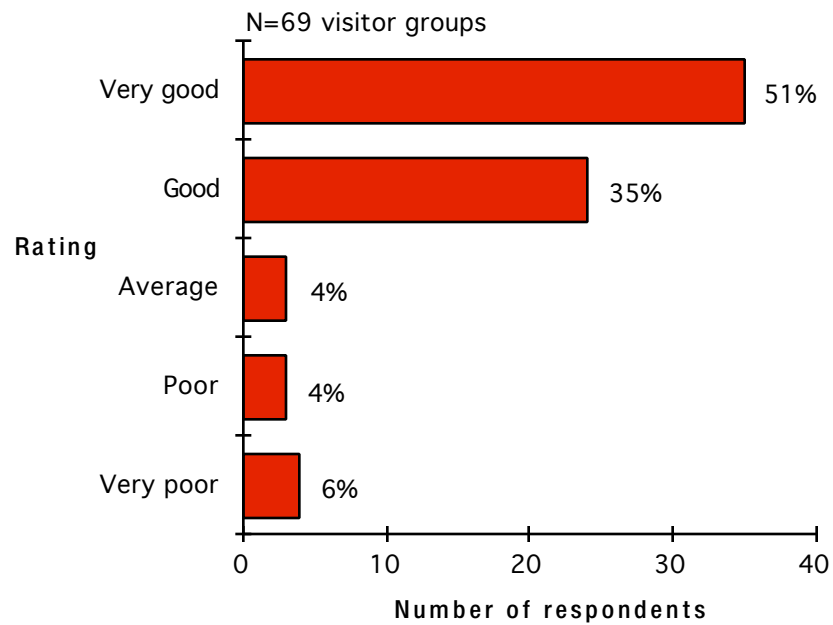


Figure 68: Quality of Thunderbird Lodge

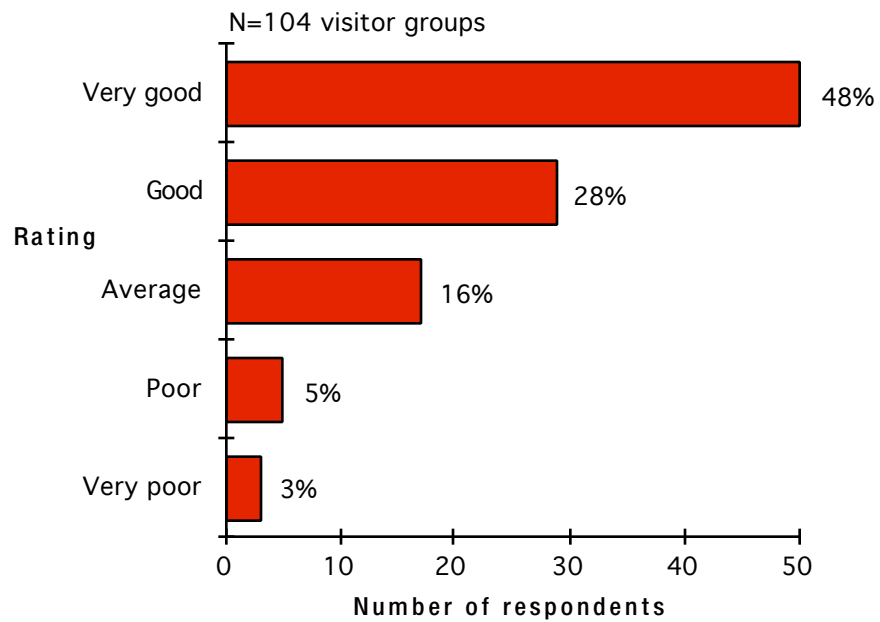


Figure 69: Quality of concession personnel (guides, motel, cafeteria, gift shop)

Visitors were asked to estimate their expenditures during this visit in Canyon de Chelly National Monument and outside the park (within a one hour drive of Chinle). 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.).

Expenditure s

Visitors' total expenditures, both in and outside the park, were often \$100 or less (51%), as shown in Figure 70.

Most visitors' total expenditures in the park were \$50 or less (40%), as shown in Figure 71. In the park, the largest proportion of visitors' money was spent on lodging (38%), followed by "other" items (37%), as shown in Figure 72.

In the park, most visitors spent no money for lodging, travel and food during their visit (see Figures 73-75). For "other" items, most visitors spent \$25 or less (36%), as shown in Figure 76.

In the park, the average visitor group expenditure during the visit was \$92. The average per capita expenditure during the visit was \$36.

Most visitors' total expenditures outside the park (within a one hour drive of Chinle) were \$50 or less (45%), as shown in Figure 77. Outside the park, the largest proportion of visitors' money was spent on "other" items (32%), followed by lodging (29%), as shown in Figure 78.

Outside the park (within a one hour drive of Chinle), most visitors spent no money for lodging and "other" items during their visit (see Figures 79 and 82). For travel and food, most visitors spent \$25 or less (see Figures 80 and 81).

Outside the park, the average visitor group expenditure during the visit was \$88. The average per capita expenditure during the visit was \$30.

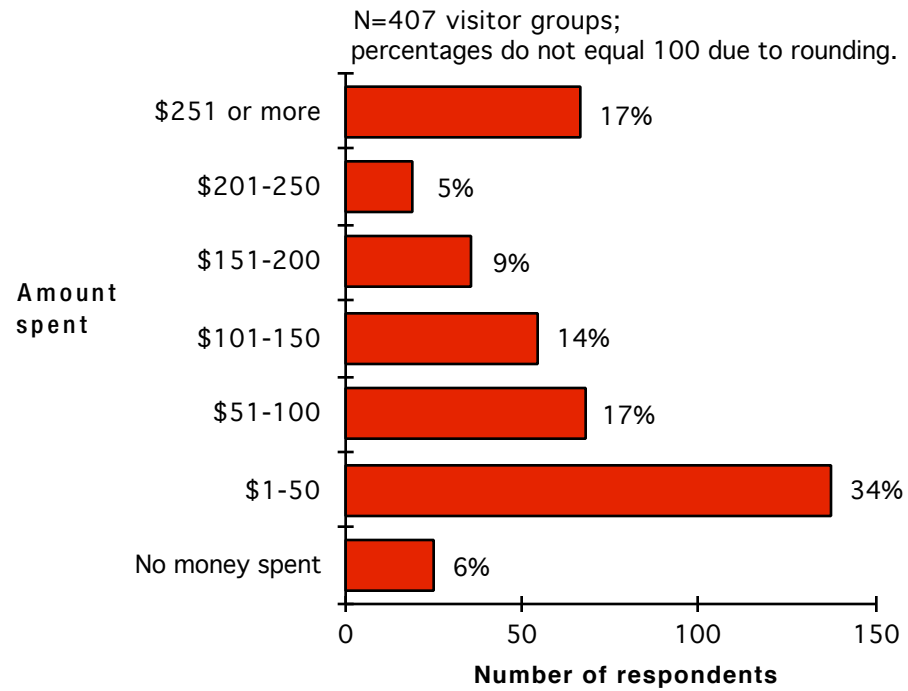


Figure 70: Total visitor expenditures (in and outside the park)

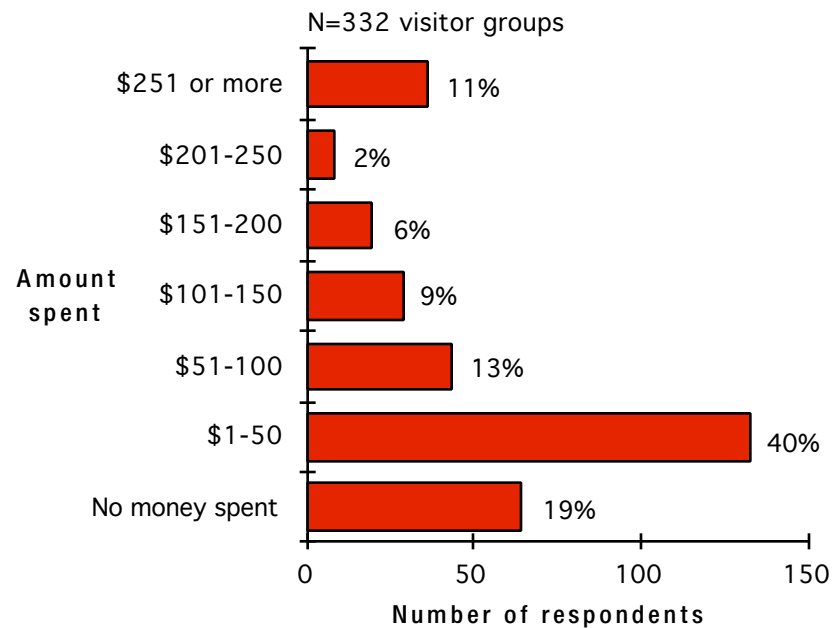


Figure 71: Total visitor expenditures (in the park)

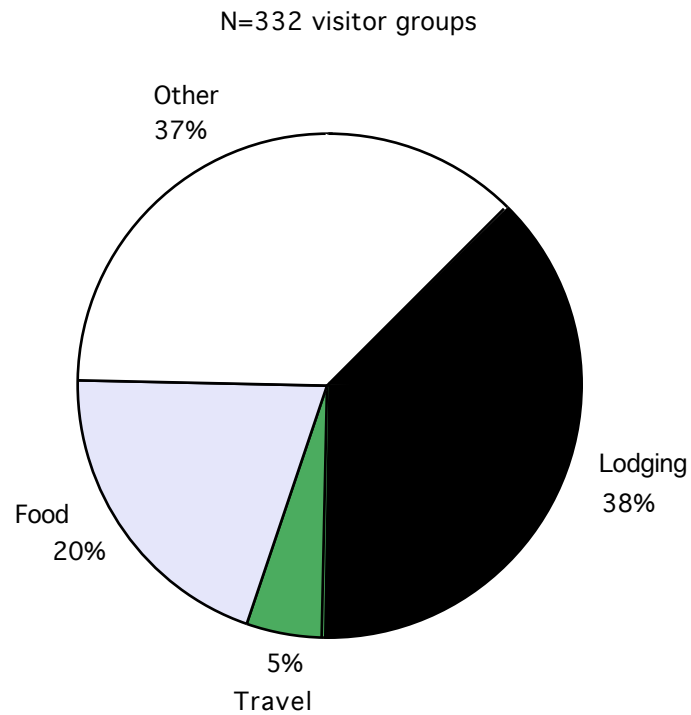


Figure 72: Proportion of visitor group expenditures by category (in the park)

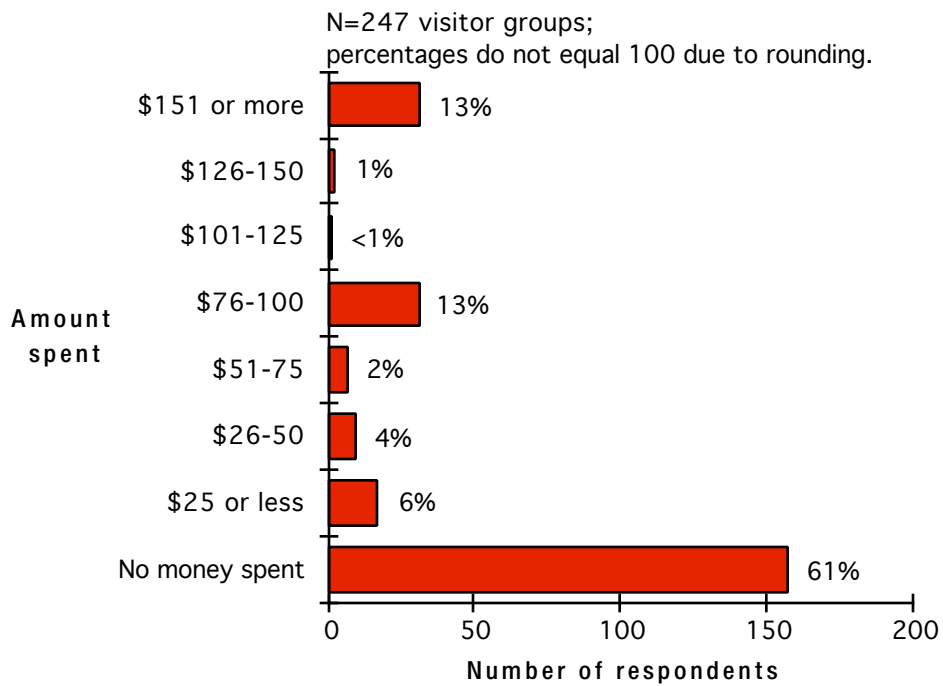


Figure 73: Visitor expenditures for lodging (in the park)

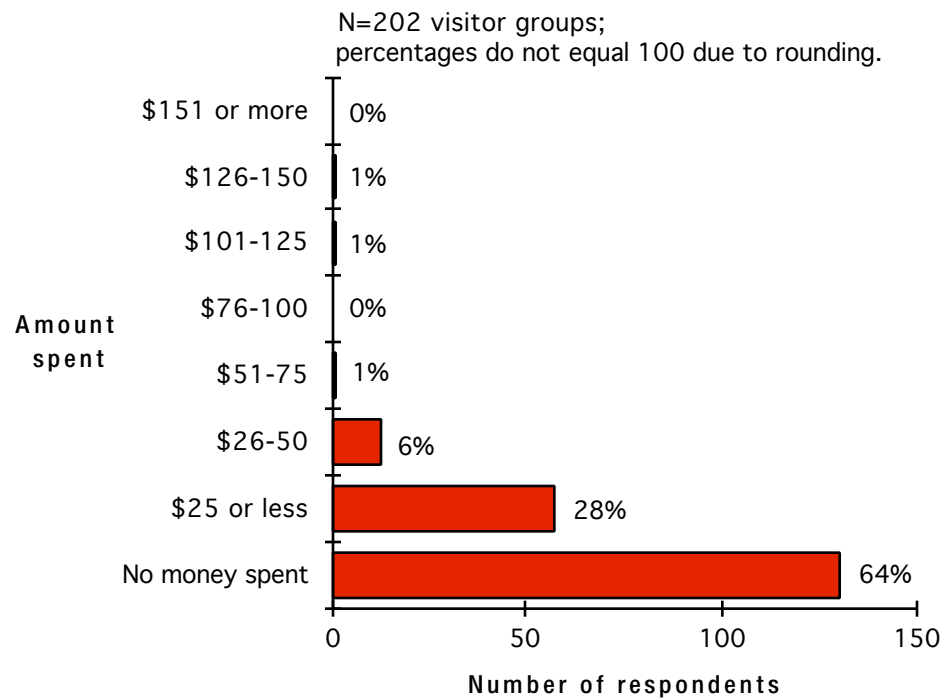


Figure 74: Visitor expenditures for travel (in the park)

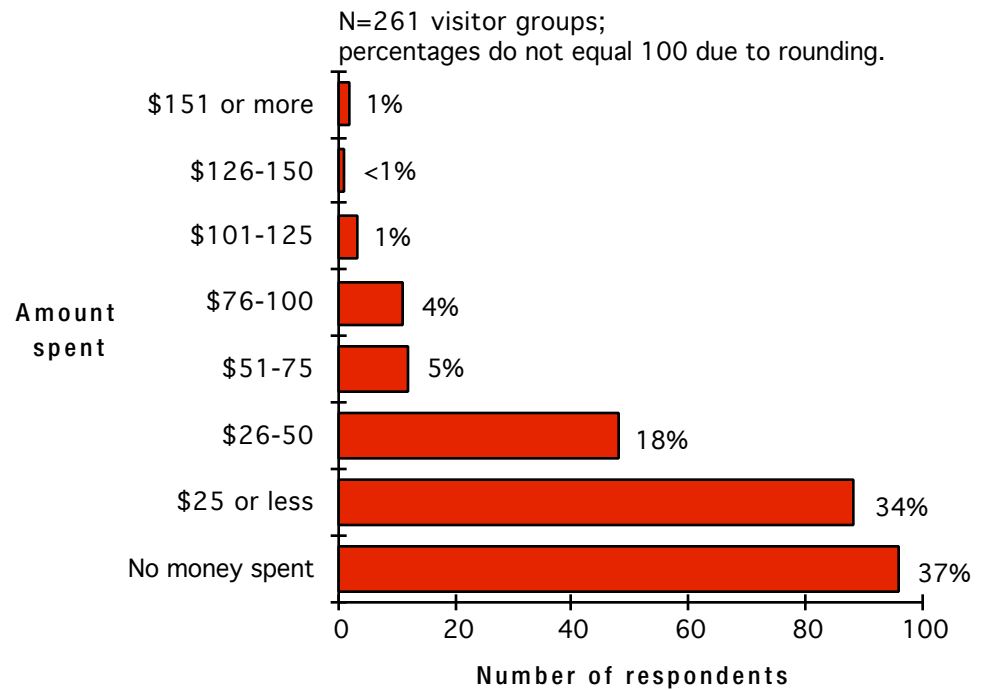


Figure 75: Visitor expenditures for food (in the park)

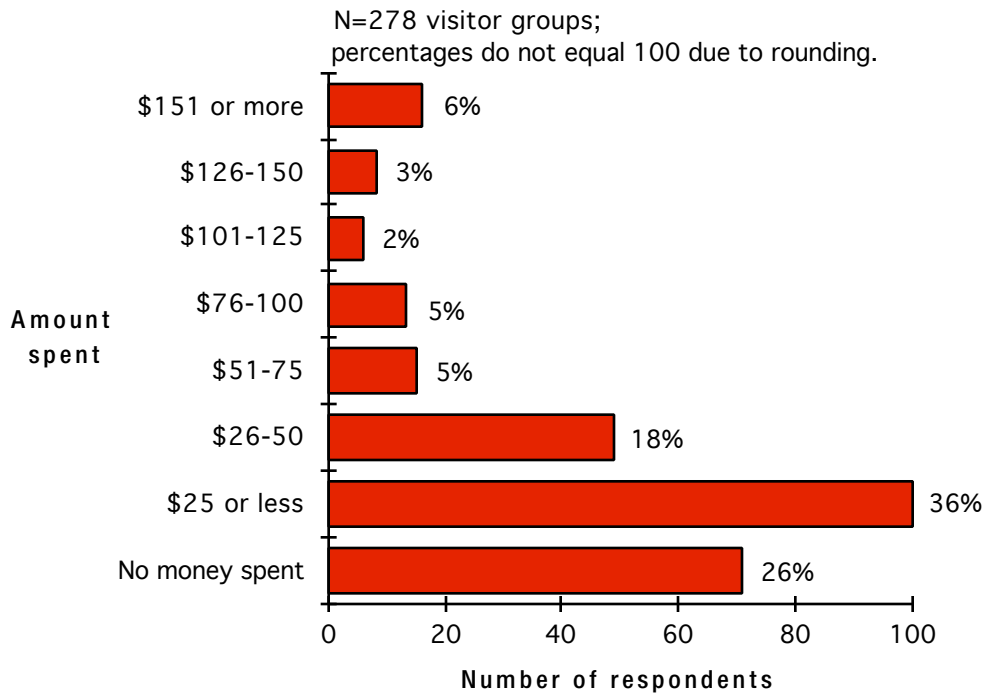


Figure 76: Visitor expenditures for "other" items (in the park)

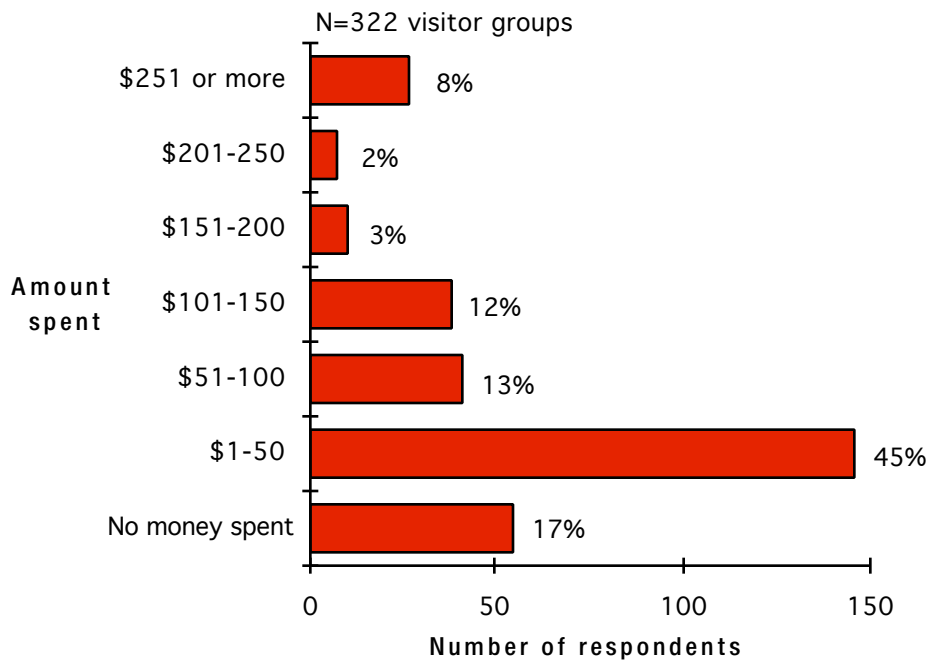


Figure 77: Total visitor expenditures (outside the park)

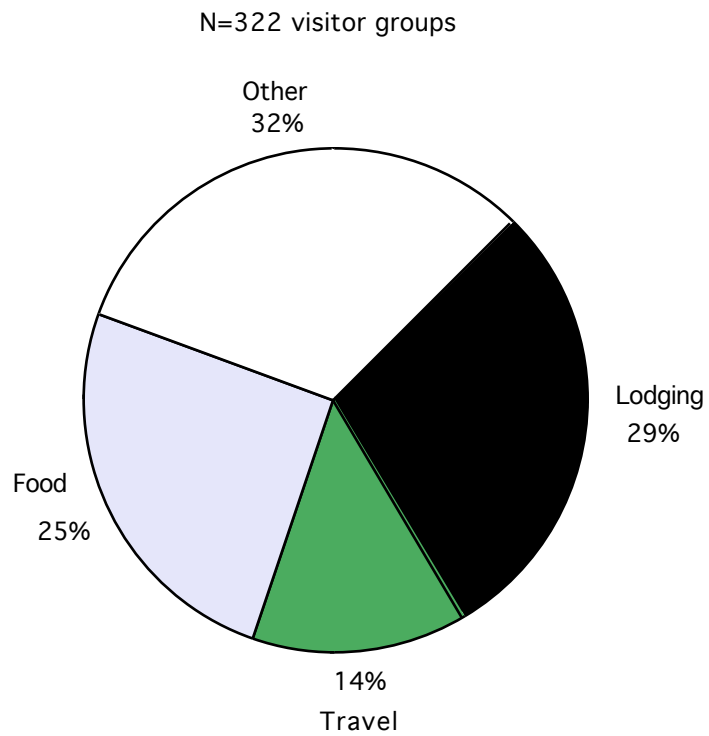


Figure 78: Proportion of visitor group expenditures by category (outside the park)

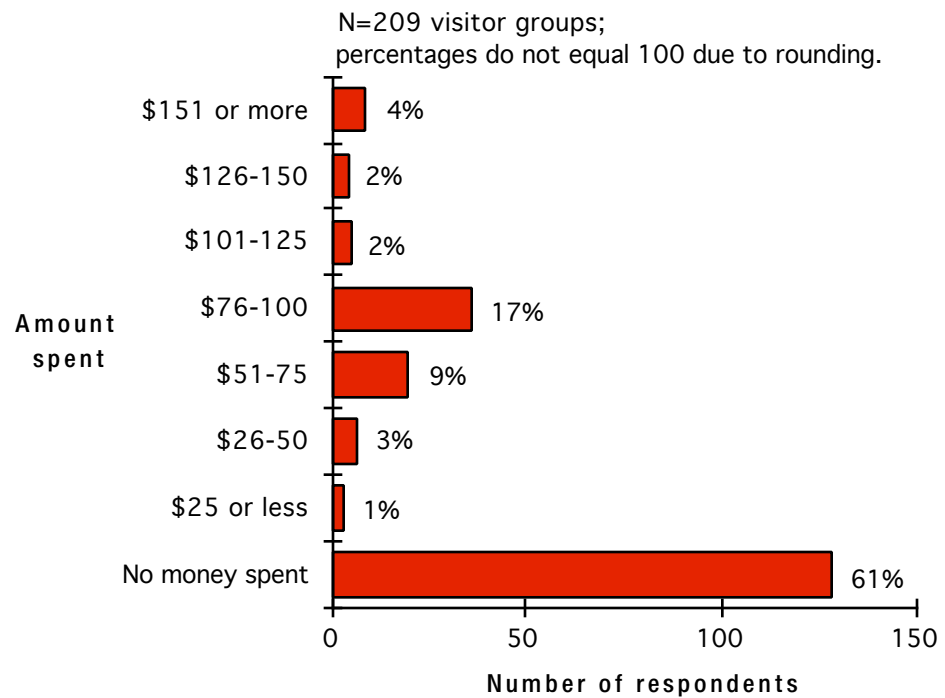


Figure 79: Visitor expenditures for lodging (outside the park)

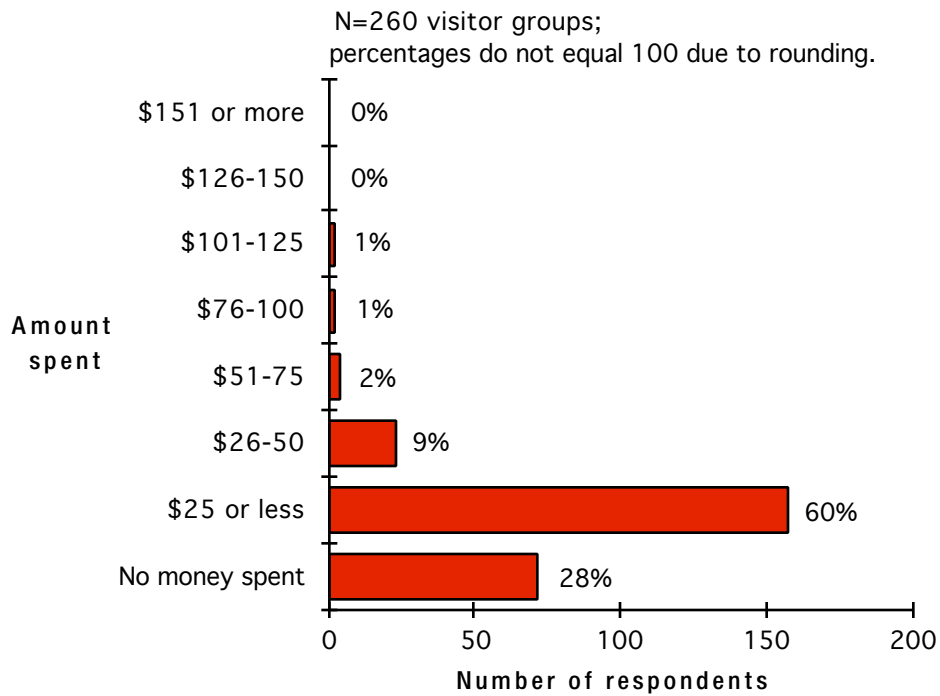


Figure 80: Visitor expenditures for travel (outside the park)

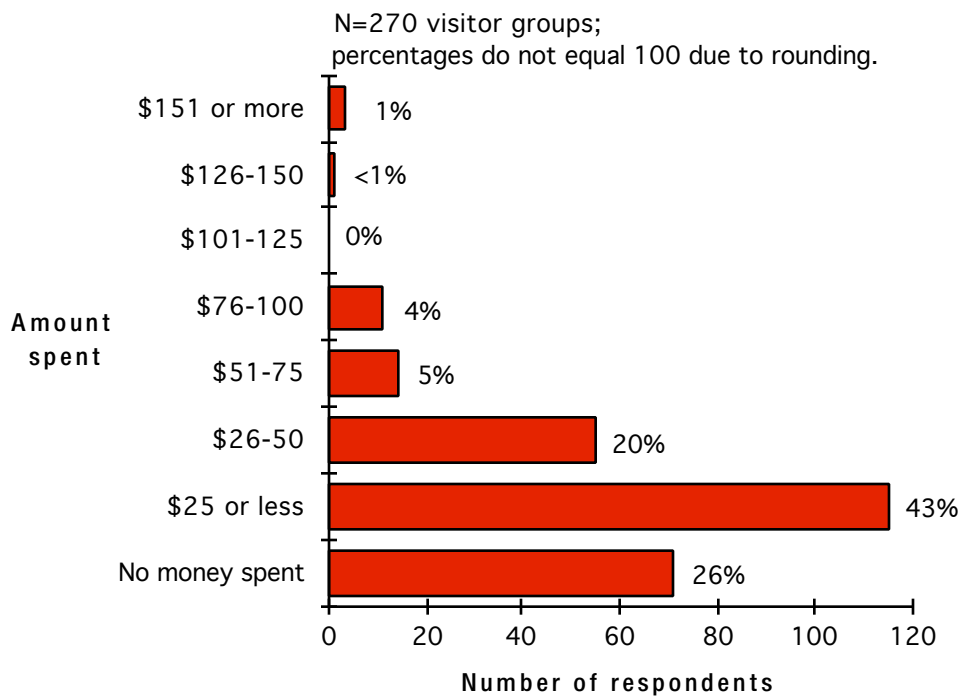


Figure 81: Visitor expenditures for food (outside the park)

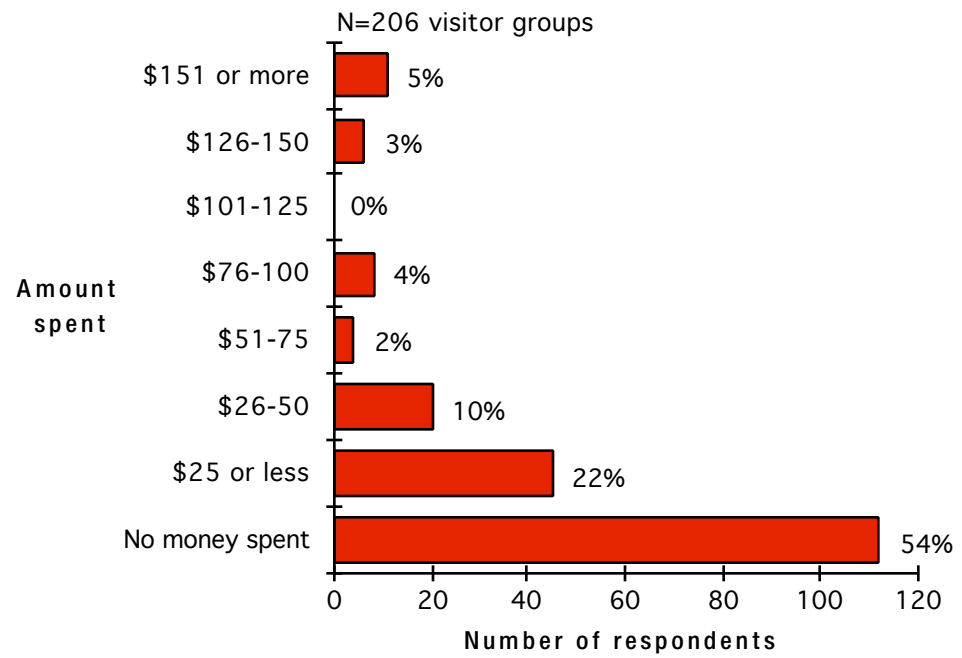


Figure 82: Visitor expenditures for "other" items (outside the park)

Visitors were asked, "All of the land in Canyon de Chelly National Monument belongs to the Navajo tribe. Navajo people live in the canyon and access is limited for visitors. Do you think access should be limited? Why or why not?" Most visitors said that access should be limited (86%), as shown in Figure 83. Six percent said access should not be limited and 8% said they didn't know. Table 4 lists reasons why visitors felt canyon access should be limited. Table 5 lists reasons why visitors felt access should not be limited.

Canyon access

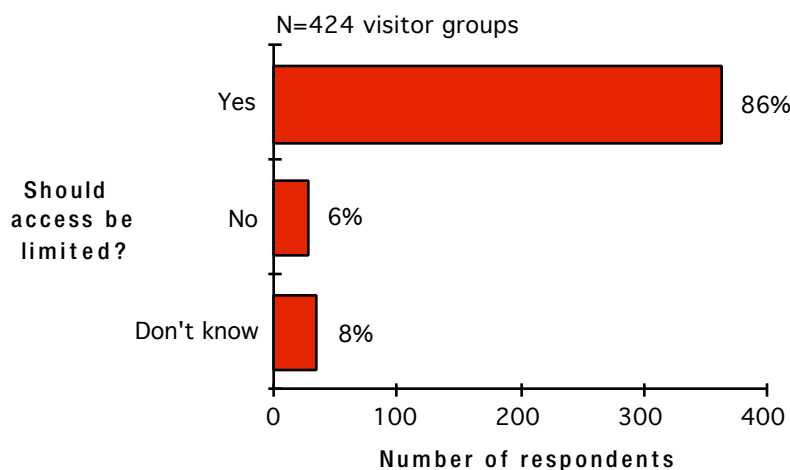


Figure 83: Limit access to canyon?

Table 4: Reasons why canyon access should be limited

374 visitor comments

Should respect Navajo land and people's privacy	133
For protection/preservation of canyon	94
Important for Navajo culture	59
Decision should be the Navajos	44
Viewing canyon is a privilege	23
Keep access as it is	17
Keep groups small	2
Canyon should be closed to public/no vehicle tours in canyon	2

Table 5: Reasons why canyon access should not be limited

30 visitor comments

Land belongs to everyone	10
More access is needed	9
Provide more hiking trails	5
To keep land clean	2
Embrace tourism and make money for Navajo people	2
Other	2

Future educational program topics

Visitors were asked "How important would each of the following educational topics be to you and your group during a future visit?" They were asked to rate the importance of the following topics: geology, archeology, Indian culture, history and other. They used the following scale to rate the importance.

IMPORTANCE	
1	=extremely important
2	=very important
3	=moderately important
4	=somewhat important
5	=not important

More than half of the visitors identified each of the educational program topics as "extremely important" or "very important": Indian culture (84%), history (81%), archeology (75%) and geology (58%). A smaller group of visitors also identified other topics that they felt were "extremely important" or "very important", including plant life, Indian culture today, wildlife, nature, ecology, environmental issues, future plans for the park and art.

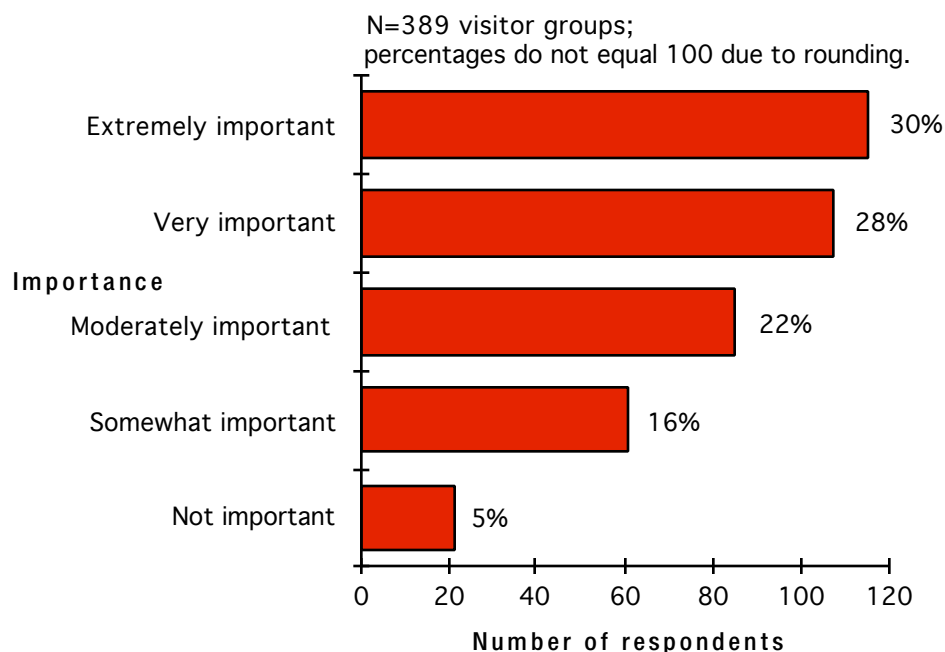


Figure 84: Importance of geology topics

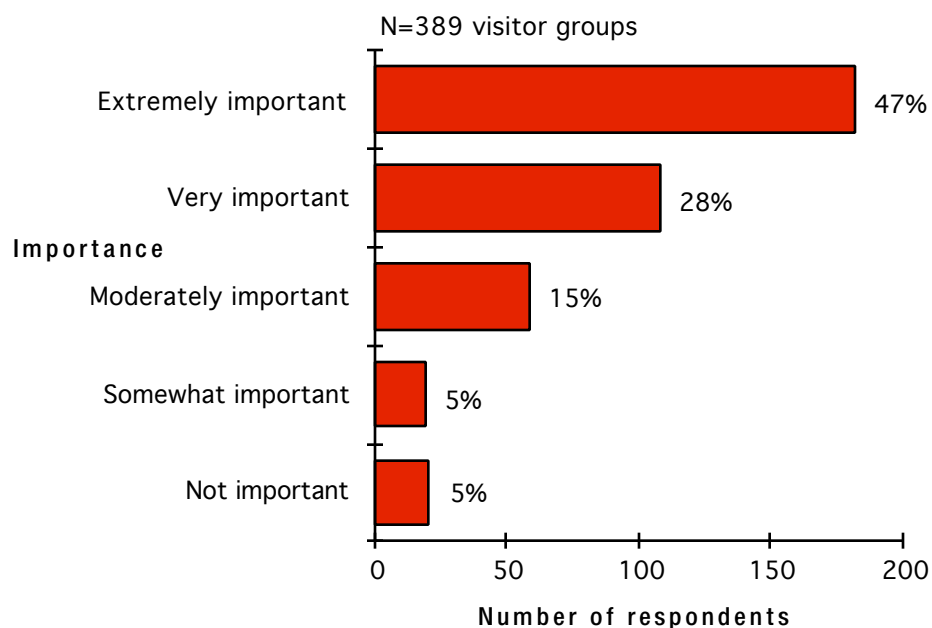


Figure 85: Importance of archeology topics

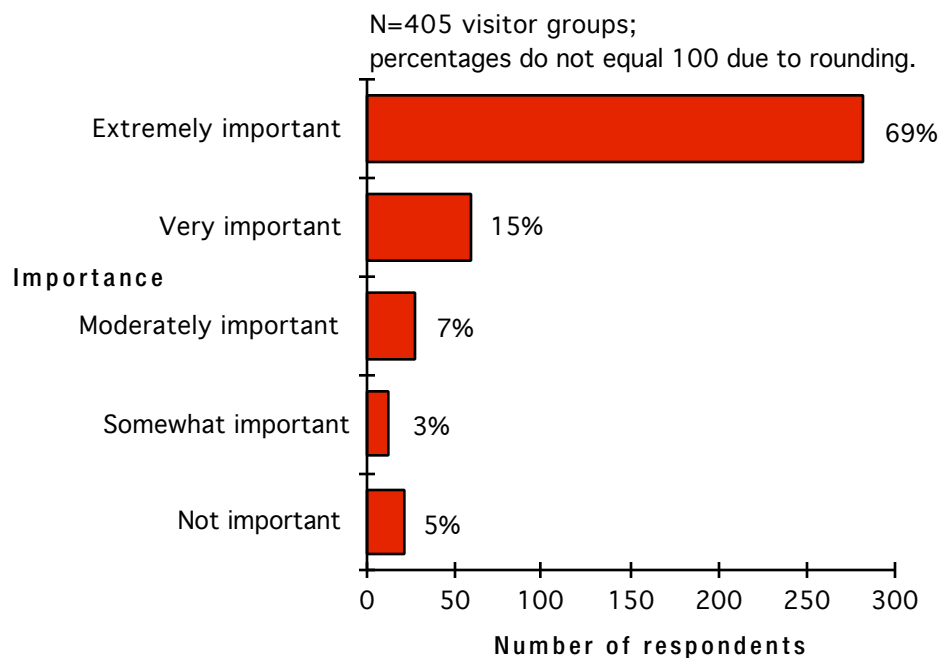


Figure 86: Importance of Indian culture topics

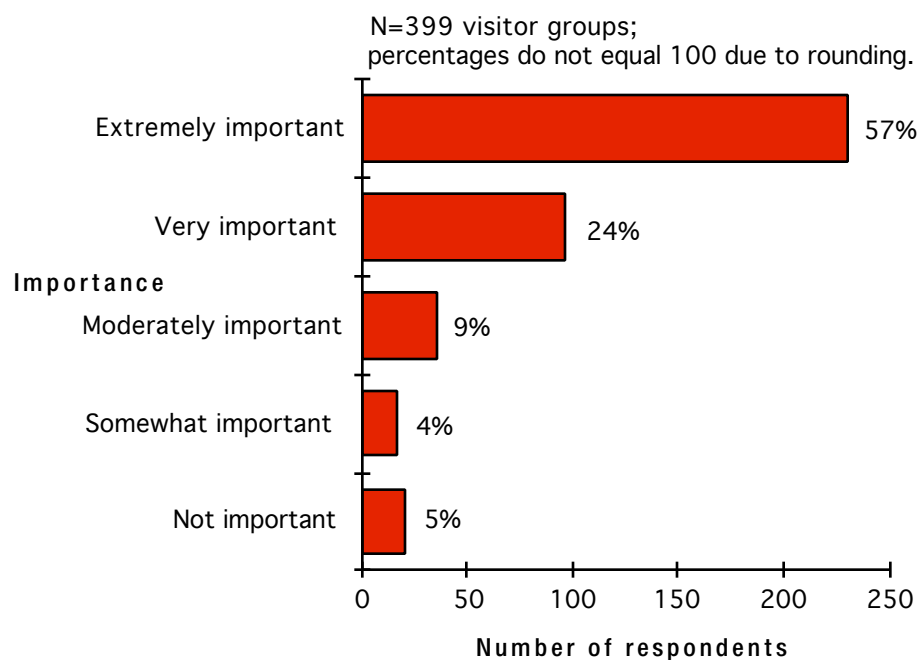


Figure 87: Importance of history topics

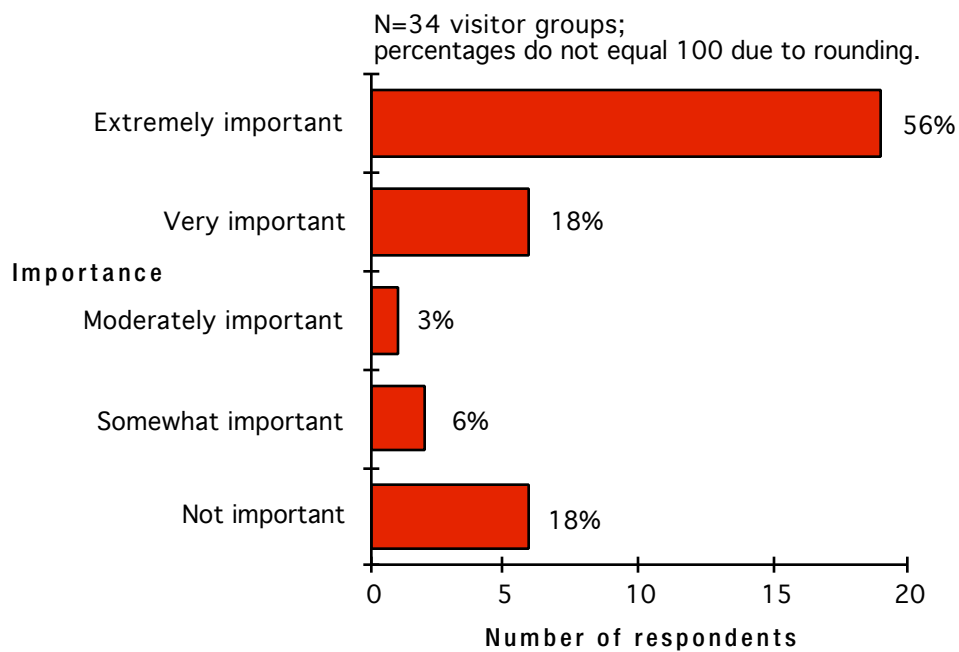


Figure 88: Importance of "other" topics

Visitors were asked if they would be willing to pay an entrance fee to visit Canyon de Chelly in the future. Most visitors said they would likely be willing to pay an entrance fee (78%), as shown in Figure 89. Fourteen percent said it was unlikely that they would be willing to pay an entrance fee. Nine percent had no opinion.

**Future
willingness
to pay
entrance fee**

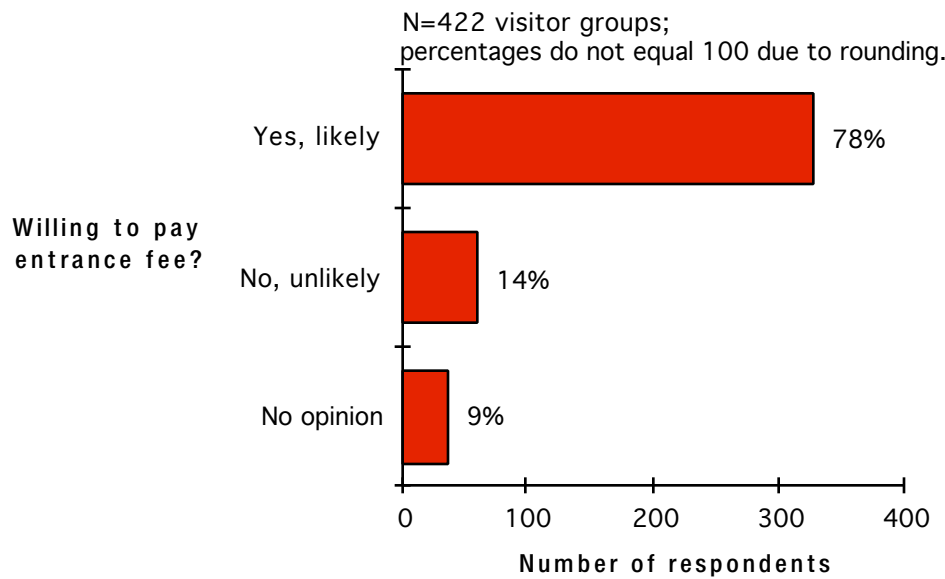


Figure 89: Willingness to pay entrance fee in future

Recommended future interpretive services

Visitors were asked to give one answer to the question: "In the future, additional interpretive services are planned for Canyon de Chelly National Monument. Which of the following would be most useful?" Publications and ranger-led programs were the most recommended services (see Figure 90). Children's activities were the least recommended service. Some visitors recommended "other" services, including more Indian-guided activities, no more interpretive services, park brochure, more detailed maps, more living history, and hiking trails. Seventy-eight visitor groups listed more than one answer and were not included in Figure 90.

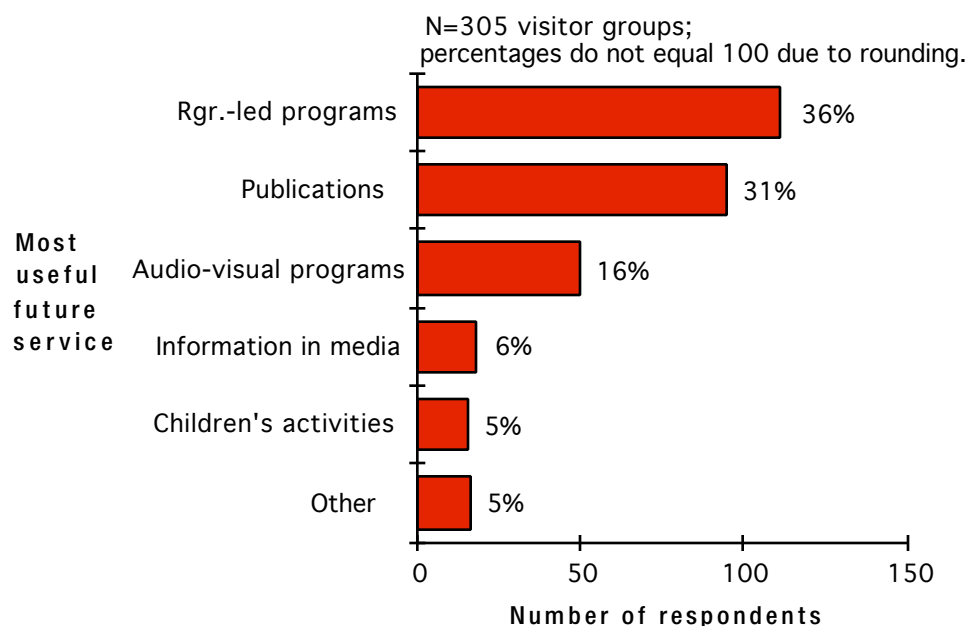


Figure 90: Interpretive services preferred in the future

Visitors were asked what they like most about their visit to Canyon De Chelly National Monument. A summary of their comments is listed below and in the appendix.

What visitors liked most

Visitors' likes

N=669 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff friendly	17
INTERPRETIVE SERVICES	
Nonpersonal	
Visit educational	8
Visitor center	7
Movie	6
Ranger-guided activities	6
Exhibits	5
Self-guided trail guide	5
FACILITIES AND MAINTENANCE	
General	
Trails	28
Campground	5
RESOURCE MANAGEMENT	
Ruins	64
Petroglyphs	5
Other comments	4
POLICIES	
Limited accessibility	4
GENERAL IMPRESSIONS	
Scenery	159
Ruins	68
Hiking	56
Navajo culture	54
Overlooks	38

The canyon	37
Truck tour	24
Tour of canyon	14
History	10
Park geology	9
Horseback tour	8
Size of the park	6
Nature	5
Spiritual atmosphere	5
Thunderbird Lodge	4
Solitude	3
Spider Rock	3
Wildlife	2

Visitors were asked what they liked least about their visit to Canyon De Chelly National Monument. A summary of their comments is listed below and in the appendix.

What visitors liked least

Visitors' dislikes

N=296 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Guides poorly informed, slow	5
Other comment	1
INTERPRETIVE SERVICES	
Not enough printed information	13
More informative signs	11
Availability of trail guide	3
FACILITIES AND MAINTENANCE	
General	
Poor roads	42
Facilities sparse and unkept	39
Too much trash around park	29
Campground inadequate	8
Safety questioned	6
Overlooks closed	5
Need better guard rails	3
No phones	2
Restrooms	2
POLICIES	
More access needed	4
Comment	1
GENERAL IMPRESSIONS	
Not enough time to spend	31
Weather	16
Obnoxious visitors	13
Crowded	10
Expensive lodging	10
Meals at Thunderbird cafeteria poor quality	9

Dogs running loose and barking	8
Chinle	6
No restaurants	5
Panhandling	4
Vendors	4
Olive trees	3
Dogs not allowed	3

Visitors were asked "If you were planning for the future of Canyon de Chelly National Monument, what would you propose? Please be specific." A summary of their responses is listed below and in the appendix.

Planning for the future

Planning for the future

N=437 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more rangers available	13
Guides need to be on time for tours	5
INTERPRETIVE SERVICES	
Nonpersonal	
Provide living history reenactments	21
Emphasize culture and history of natives	18
Publicize park more	18
More films at visitor center	13
More Indian-led tours	12
Provide less expensive tours	8
Protect Indian culture	8
More information on region's geology	8
Provide more park information	7
Need more informative signs	7
Provide audio at overlooks	6
Provide tours every two hours	4
Provide more self-guided trails	3
Sign specific overlooks for photo opportunities	3
Need larger museum	2
FACILITIES AND MAINTENANCE	
General	
Improve campgrounds	33
Repair roads	29
Pick up trash	19
Improve access around park	18
Provide more hiking trails	17
Upgrade restrooms	15
Build better guard rails along trails	3
POLICIES	
Charge entrance fee	29
Do not allow vehicles in canyon	7
Prevent theft	7
Comment	1

RESOURCE MANAGEMENT

Limit visitor access	32
Maintain park as is	27
Keep area natural/preserved	21
Do not overdevelop	5

GENERAL IMPRESSIONS

Well managed park	7
Need more motels	5
Need a small gift shop	4
Provide a dog kennel	2

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.

Comment Summary

Visitor Comment Summary

N=302 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff/rangers helpful, friendly	21
INTERPRETIVE SERVICES	
Nonpersonal	
Provide more information on Navajo people	8
Need better informational signs	8
Provide more information on canyon activities	4
Need more publicity	2
FACILITIES AND MAINTENANCE	
General	
Clean up trash	9
Facilities unkept	8
Upgrade campground facilities	7
Repair roads	5
More restrooms at overlooks	3
Felt overlooks were unsafe	2
Separate tent and RV sites	2
POLICIES	
Keep access limited	5
Keep park prices low	3
Allow no vehicles in canyon	2
RESOURCE MANAGEMENT	
Preserve area	12
Keep park as is	9
Other comments	1

GENERAL IMPRESSIONS

Enjoyed visit	112
Will return to park	23
Visit too short	16
Thank Navajo people	13
Spiritual atmosphere	7
Well managed park	4
Create jobs for Navajo people	4
Enjoyed vendors	4
Stop vendors and panhandlers	4
Good luck with site	2
Improve food quality at Thunderbird	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; to learn about the ages of visitors who prefer a particular interpretive service in the future, request a comparison of visitor ages by future interpretive service.

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 used roadside overlook exhibits and their importance ratings of educational topics, request a comparison of (age group by roadside overlook exhibit (service) by educational topic importance).

Consult the list of characteristics for Canyon de Chelly 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
Canyon de Chelly National Monument
Report 62

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	• Age	• Service/facility importance
• Reasons for visit	• State residence	• Service/facility quality
• Length of stay	• Country residence	• Lodging expenditures
• Sites visited	• Number times visited	• Travel expenditures
• Sites visited first	• Limit canyon access?	• Food expenditures
• Activities	• Interp. service/facility use	• Other expenditures
• Group size	• Interp. service/facility importance	• Educ. program topics importance
• Group type	• Interp. service/facility quality	• Future entrance fee
• Guided tour	• Visitor service/facility use	• Future interp. services

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)

age by overlook exhibit, educ. topic importance

by _____

by _____

by _____

Special instructions: Tell us the reason you need the information, what you are trying to find out, 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
Canyon de Chelly National Monument
Report 62

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 | • Age | • Service/facility importance |
| • Reasons for visit | • State residence | • Service/facility quality |
| • Length of stay | • Country residence | • Lodging expenditures |
| • Sites visited | • Number times visited | • Travel expenditures |
| • Sites visited first | • Limit canyon access? | • Food expenditures |
| • Activities | • Interp. service/facility use | • Other expenditures |
| • Group size | • Interp. service/facility importance | • Educ. program topics importance |
| • Group type | • Interp. service/facility quality | • Future entrance fee |
| • Guided tour | • Visitor service/facility use | • Future interp. services |

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-33

June 1994



Printed on recycled paper

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
62. Canyon de Chelly National Monument

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

Visitor Services Project Canyon de Chelly National Monument

Appendix

Visitor Services Project Report 62
Cooperative Park Studies Unit



Visitor Services Project Canyon de Chelly National Monument

Appendix

Margaret Littlejohn

Report 62

June 1994

This volume contains a summary of visitors' comments for Questions 14, 18, and 19. 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 Joe Chino, Brian Francis and the staff at Canyon de Chelly 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.

Visitors' likes

N=669 comments; many visitors made more than one comment.

Comment	Number of times mentioned
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PERSONNEL

Staff friendly	17
----------------	----

INTERPRETIVE SERVICES
Nonpersonal

Visit educational	8
Visitor center	7
Movie	6
Ranger-guided activities	6
Exhibits	5
Self-guided trail guide	5

FACILITIES AND MAINTENANCE
General

Trails	28
Campground	5

RESOURCE MANAGEMENT

Ruins	64
Petroglyphs	5
Other comments	4

POLICIES

Limited accessibility	4
-----------------------	---

GENERAL IMPRESSIONS

Scenery	159
Ruins	68
Hiking	56
Navajo culture	54
Overlooks	38
The canyon	37
Truck tour	24
Tour of canyon	14
History	10
Park geology	9
Horseback tour	8
Size of the park	6
Nature	5
Spiritual atmosphere	5

Thunderbird Lodge	4
Solitude	3
Spider Rock	3
Wildlife	2

Visitors' dislikes

N=296 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Guides poorly informed, slow	5
Other comment	1
INTERPRETIVE SERVICES	
Not enough printed information	13
More informative signs	11
Availability of trail guide	3
FACILITIES AND MAINTENANCE	
General	
Poor roads	42
Facilities sparse and unkept	39
Too much trash around park	29
Campground inadequate	8
Safety questioned	6
Overlooks closed	5
Need better guard rails	3
No phones	2
Restrooms	2
POLICIES	
More access needed	4
Comment	1
GENERAL IMPRESSIONS	
Not enough time to spend	31
Weather	16
Obnoxious visitors	13
Crowded	10
Expensive lodging	10
Meals at Thunderbird cafeteria poor quality	9
Dogs running loose and barking	8
Chinle	6
No restaurants	5
Panhandling	4
Vendors	4
Olive trees	3
Dogs not allowed	3

Planning for the future

N=437 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Need more rangers available	13
Guides need to be on time for tours	5
INTERPRETIVE SERVICES	
Nonpersonal	
Provide living history reenactments	21
Emphasize culture and history of natives	18
Publicize park more	18
More films at visitor center	13
More Indian-led tours	12
Provide less expensive tours	8
Protect Indian culture	8
More information on region's geology	8
Provide more park information	7
Need more informative signs	7
Provide audio at overlooks	6
Provide tours every two hours	4
Provide more self-guided trails	3
Sign specific overlooks for photo opportunities	3
Need larger museum	2
FACILITIES AND MAINTENANCE	
General	
Improve campgrounds	33
Repair roads	29
Pick up trash	19
Improve access around park	18
Provide more hiking trails	17
Upgrade restrooms	15
Build better guard rails along trails	3
POLICIES	
Charge entrance fee	29
Do not allow vehicles in canyon	7
Prevent theft	7
Comment	1

RESOURCE MANAGEMENT

Limit visitor access	32
Maintain park as is	27
Keep area natural/preserved	21
Do not overdevelop	5

GENERAL IMPRESSIONS

Well managed park	7
Need more motels	5
Need a small gift shop	4
Provide a dog kennel	2

Visitor Comment Summary

N=302 comments; many visitors made more than one comment.

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

PERSONNEL

Staff/rangers helpful, friendly	21
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INTERPRETIVE SERVICES
Nonpersonal

Provide more information on Navajo people	8
Need better informational signs	8
Provide more information on canyon activities	4
Need more publicity	2

FACILITIES AND MAINTENANCE
General

Clean up trash	9
Facilities unkept	8
Upgrade campground facilities	7
Repair roads	5
More restrooms at overlooks	3
Felt overlooks were unsafe	2
Separate tent and RV sites	2

POLICIES

Keep access limited	5
Keep park prices low	3
Allow no vehicles in canyon	2

RESOURCE MANAGEMENT

Preserve area	12
Keep park as is	9
Other comments	1

GENERAL IMPRESSIONS

Enjoyed visit	112
Will return to park	23
Visit too short	16
Thank Navajo people	13
Spiritual atmosphere	7
Well managed park	4
Create jobs for Navajo people	4
Enjoyed vendors	4
Stop vendors and panhandlers	4
Good luck with site	2
Improve food quality at Thunderbird	2