

Chiricahua National Monument

Visitor Study

Spring 1996

Report 85

Visitor Services Project
Cooperative Park Studies Unit



University of Idaho



Chiricahua National Monument

Visitor Study Spring 1996

Chris Wall

**Visitor Services Project
Report 85**

November 1996

Chris Wall is a VSP Research Associate based at the Cooperative Park Studies Unit, University of Idaho. We thank Mark Patterson and the staff of Chiricahua 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 Chiricahua National Monument Report Summary

- This report describes the results of a visitor study at Chiricahua National Monument during March 26-April 1, 1996. A total of 419 questionnaires were distributed to visitors. Visitors returned 361 questionnaires for an 86% response rate.
- This report profiles Chiricahua visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of visitors' comments.
- Sixty-four percent of the visitor groups were family groups; 14% were groups of friends. Fifty-eight percent of visitor groups were groups of two. Sixty percent of visitors were aged 41-70.
- United States visitors were from Arizona (31%), California (9%), Michigan (8%), and 38 other states. International visitors were from Germany (51%), Canada (23%), and 4 other countries.
- Of those visitor groups which spent less than a day at Chiricahua, 46% spent three or four hours. Of those groups which spent a day or more, 79% spent two or three days.
- On this visit, the most common activities were taking the scenic drive (91%), photography (74%), and walking/day hiking (68%).
- Travel guides/ tour books (42%) and friends or relatives (35%) were the most used source of pre-trip information. This was a first visit for 70% of the visitors to Chiricahua.
- Twelve percent of visitor groups arrived at Chiricahua in recreational vehicles, which ranged up to forty feet in length. Six percent of visitor groups pulled trailers.
- The most visited sites were the visitor center (86%) and Massai Point (79%). Fifty-nine percent of the visitor groups went to the visitor center first.
- Fifty-six percent of visitor groups indicated a special interest in western history. When asked about topics they would like to learn about on a future visit, 67% of visitor groups said wilderness and 61% said historic resources.
- Visitor groups rated scenery (96%), quiet (81%), and clean air (79%) as "extremely important" or "very important" park qualities. Sixty-one percent of visitor groups were unaware that much of Chiricahua has designated as wilderness.
- The information services that were most used by visitors were the park brochure/map (96%), the entrance station (72%), and information from park employees (61%). All information services were rated as above "average" on both importance and quality.
- The most used visitor services and facilities were parking (95%), roads (91%), and park directional signs (90%). All services and facilities were rated as above "average" both in importance and quality.
- Forty-one percent of visitor groups preferred "first come, first served until the monument is full" for reducing congestion, while 26% preferred the use of a shuttle bus system.
- Ninety-three percent of visitor groups rated the overall quality of visitor services at Chiricahua as "very good," or "good." Less than one percent of visitor groups rated the overall quality of visitor services as "very poor."

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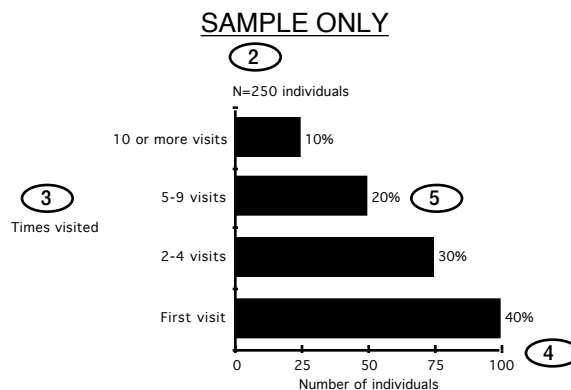
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INTRODUCTION

This report describes the results of a study of visitors at Chiricahua National Monument (referred to as "Chiricahua"). This visitor study was conducted March 26-April 1, 1996 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, an **Additional Analysis** page helps managers request additional analyses. The final section has a copy of the **questionnaire**. The separate appendix includes comment summaries and 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 and a description of the chart's information. 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

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at Chiricahua National Monument during the period from March 26-April 1, 1996. Visitors were sampled as they entered at the monument's entrance station.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. This individual was given a questionnaire and was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

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. Eight weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package. Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and 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 361 visitor groups, Figure 4 presents data for 959 individuals. A note above each graph specifies the information illustrated.

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

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although 361 questionnaires were returned by Chiricahua visitors, Figure 2 shows data for only 355 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 soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of March 26-April 1, 1996. The results do not necessarily apply 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.

Friday, March 29, 1996 was an extremely windy day at Chiricahua NM, with gusts of up to forty miles per hour. The wind may have affected the experiences of visitors to the monument on that day.

**Special
conditions**

RESULTS

Visitors contacted

At Chiricahua, 463 visitor groups were contacted, and 419 of these groups (91%) accepted questionnaires. Questionnaires were completed and returned by 361 visitor groups, resulting in an 86% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors contacted with that from those who actually returned questionnaires. Based on the variables of age and group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	417	51.5	357	52.7
Group size	417	2.8	361	3.1

Demographics

Figure 1 shows visitor group sizes, which ranged from one person to 36 people. Fifty-eight percent of visitor groups consisted of two people, while another 20% consisted of three or four people. Sixty-four percent of visitor groups were made up of family members, 14% were made up of friends, and 12% were made up of people traveling alone (see Figure 2). Of the seven groups that listed themselves as "other" for group type, two groups were hiking clubs, and two were tour groups. Two percent of the visitor groups at Chiricahua arrived with a guided tour group (see Figure 3).

Twenty-four percent of the visitors to Chiricahua were in the 61-70 age group, 18% were in the 51-60 group, and another 18% were in the 41-50 group (see Figure 4). The majority of visitors (70%) were making their first visit to Chiricahua (see Figure 5).

There was a total of sixty-one international visitors to Chiricahua (7% of total visitation), with 51% coming from Germany and 23% coming from Canada (see Table 2). The largest numbers of United States visitors were from Arizona (31%), California (9%), Michigan (8%), Colorado (5%), Illinois (4%), and Oregon (4%). Smaller numbers of U.S. visitors came from another 35 states (see Map 1 and Table 3).

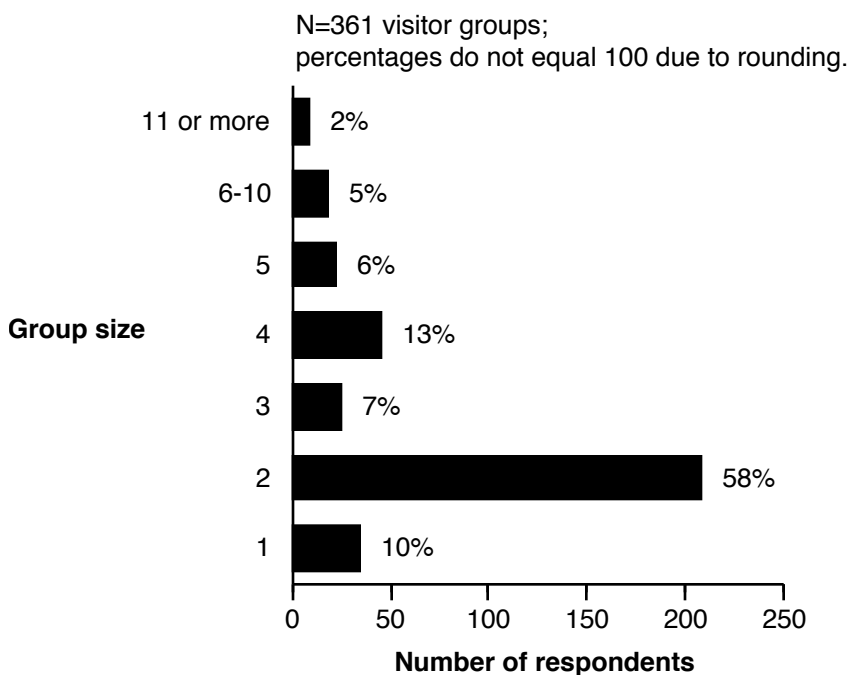
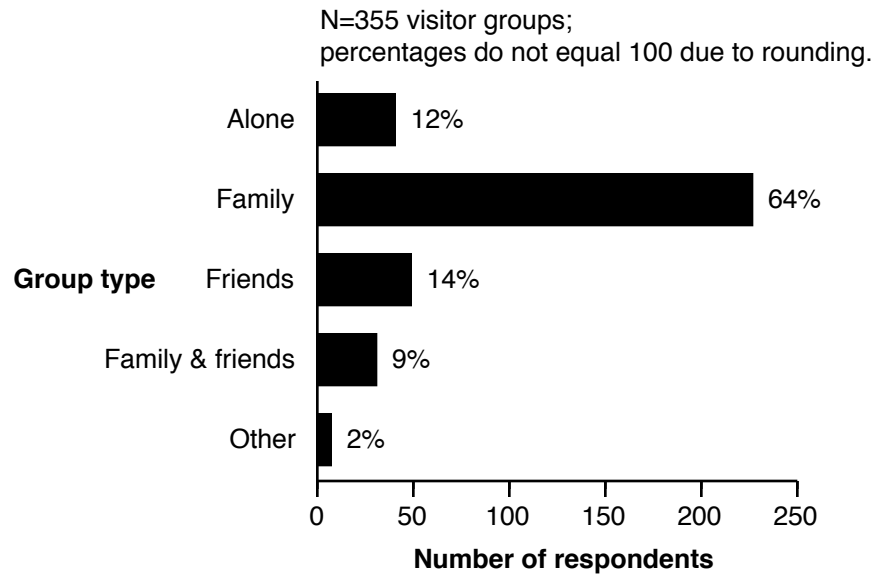
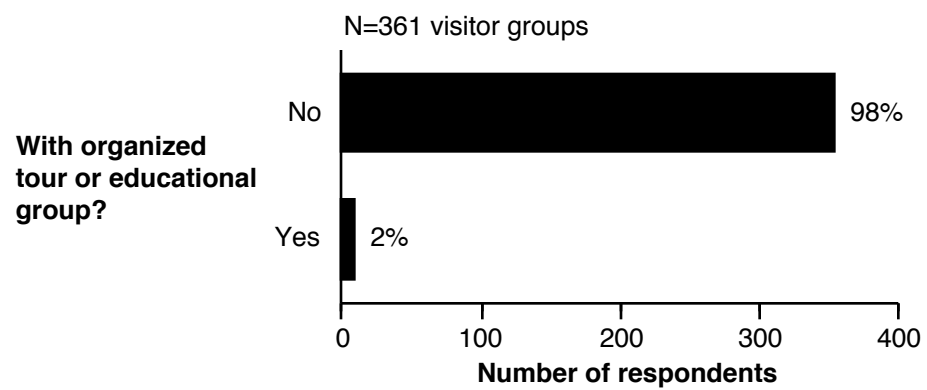
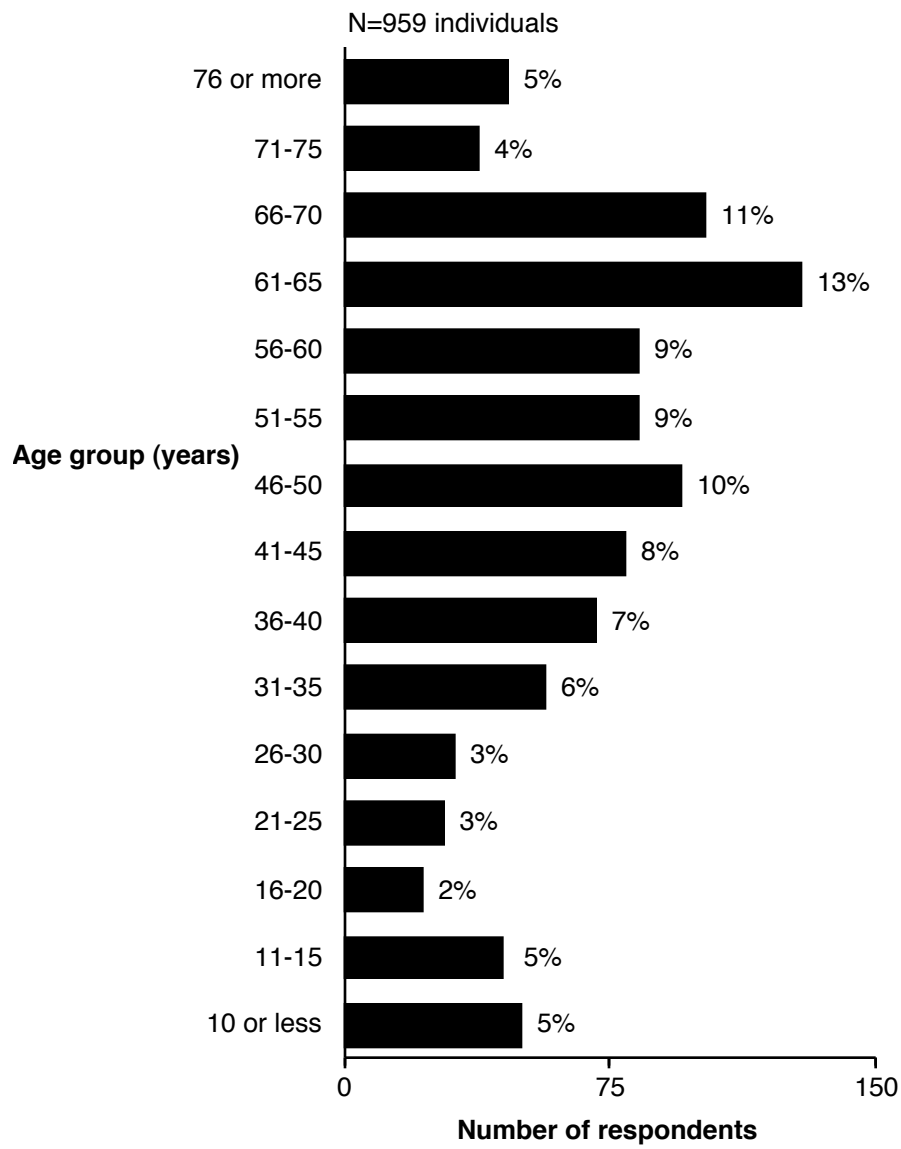


Figure 1: Visitor group sizes

**Figure 2: Visitor group types****Figure 3: Traveling with tour/educational group?**

**Figure 4: Visitor ages**

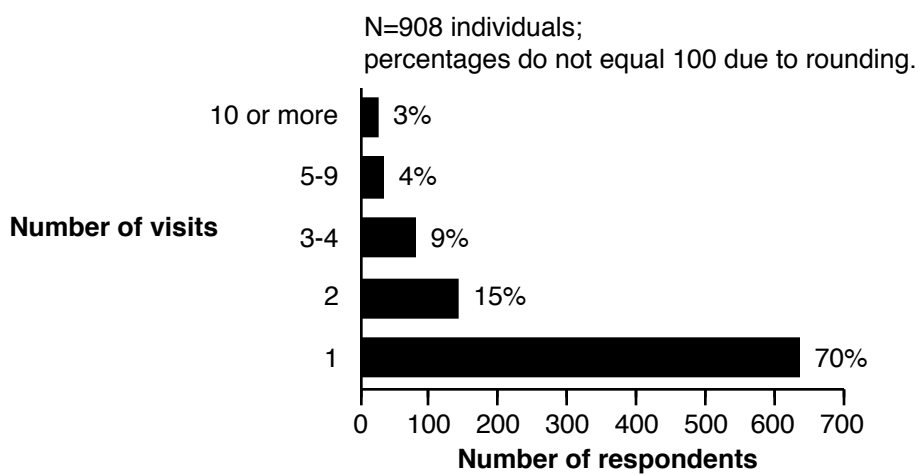
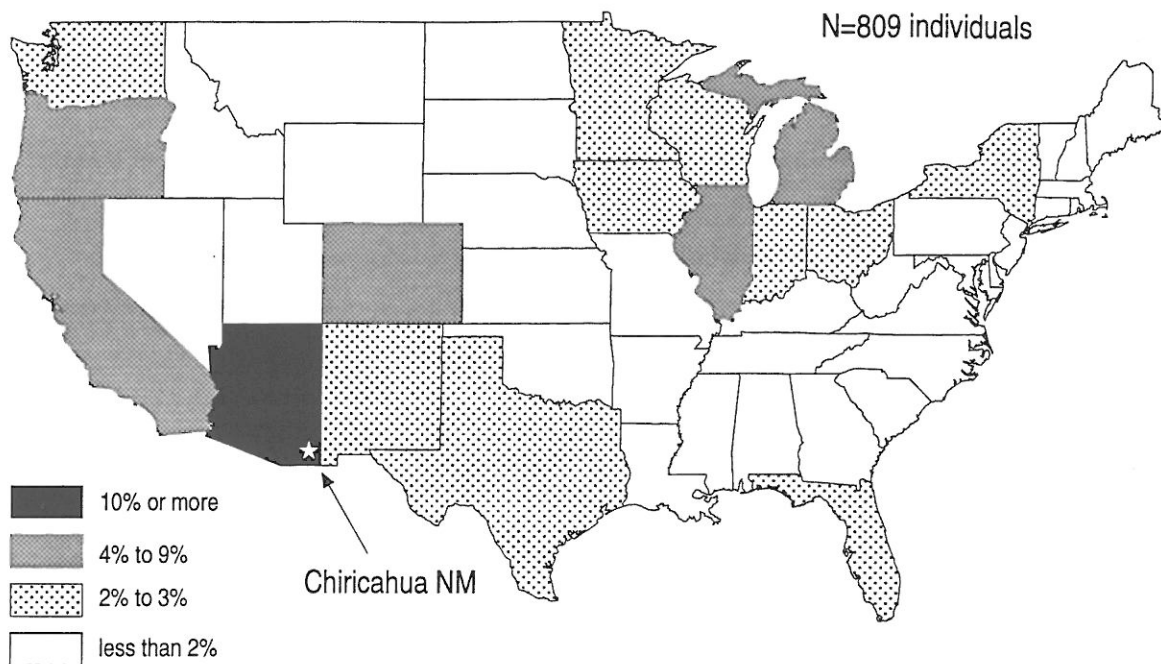


Figure 5: Number of visits to Chiricahua

Table 2: International visitors by country of residence

N=61 individuals;
percentages do not equal 100 due to rounding

Country	Number of individuals	Percent of international visitors
Germany	31	51
Canada	14	23
Switzerland	5	8
Holland	4	7
Slovakia	4	7
France	3	5



Map 1: Proportion of United States visitors by state

Table 3: United States visitors by state of residence

N=809 individuals;
percentages do not equal 100 due to rounding

State	Number of individuals	Percent of U.S. visitors
Arizona	247	31
California	74	9
Michigan	61	8
Colorado	41	5
Illinois	31	4
Oregon	31	4
Washington	27	3
Texas	26	3
Minnesota	24	3
Ohio	21	3
New York	20	3
Florida	18	2
New Mexico	18	2
Indiana	15	2
Iowa	13	2
Wisconsin	13	2
25 other states	129	16

Length of stay

Visitor groups were asked how much time they spent at Chiricahua National Monument. Of those visitor groups which spent less than a day at the monument, 25% spent four hours, 21% spent three hours, and 15% spent two hours (see Figure 6). Of those visitor groups which spent a day or more, 61% spent two days and 18% spent three days (see Figure 7). The longest visit listed by a group was ten days.

Visitor groups were also asked about whether they had visited Fort Bowie National Historic Site, which is administered by Chiricahua NM, on their visit. Twelve percent of visitor groups also visited Fort Bowie on this visit (see Figure 8). Of those who listed a reason for not visiting the fort, 55% indicated that they didn't have enough time to do so (see Table 4).

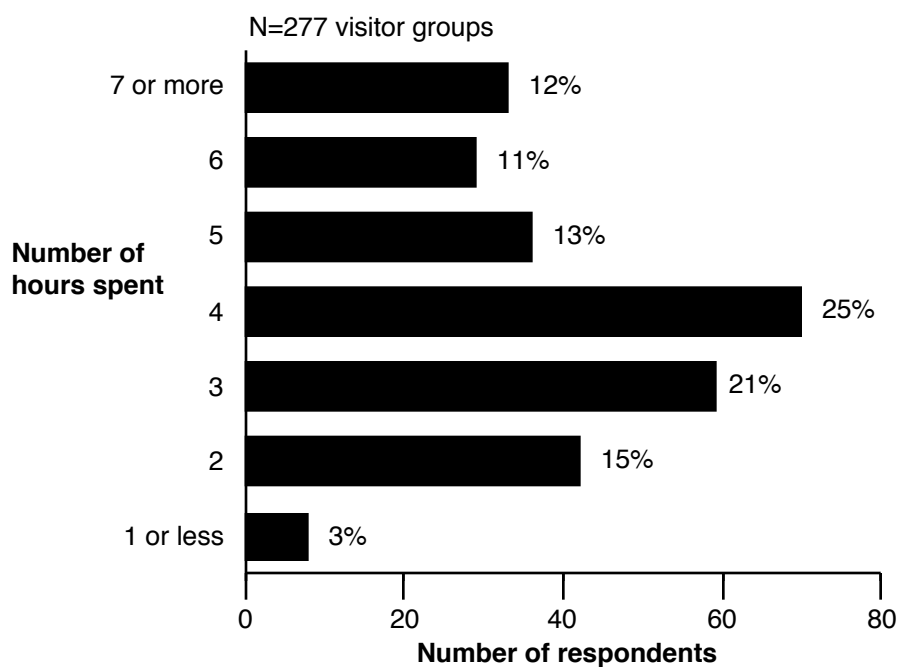


Figure 6: Hours spent at Chiricahua NM

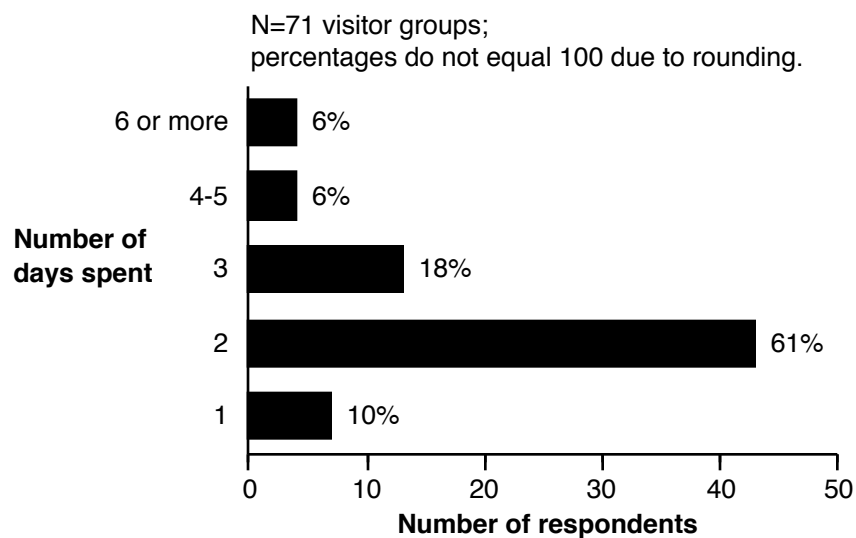


Figure 7: Days spent at Chiricahua NM

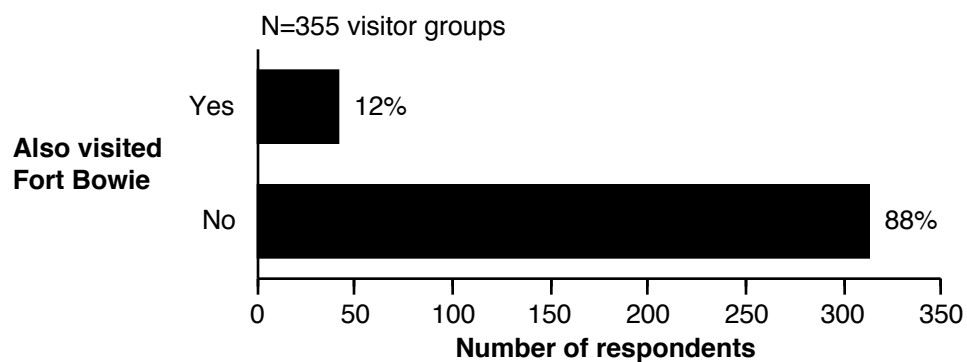


Figure 8: Visited Fort Bowie NHS on this trip

Table 4: Reasons for not visiting Fort Bowie

N=323 comments

Comment	Number of times mentioned
Not enough time	179
Unpaved or bad road	28
Not interested	21
Have been there before	18
Wasn't aware of it	13
Not enough information about it	10
Too far to walk	8
Out of our way	6
Wasn't planning to do so	6
Next time	4
More interested in scenic or wilderness areas	4
Not on route	4
Don't care for forts	4
Too tired	2
Bad weather	2
No reason	2
Not of interest to foreigners	2
Other comments	10

Figure 9 shows the percentages of visitor groups which participated in a variety of activities at Chiricahua. The most common activities were taking the scenic drive (91%), photography (74%), walking or day hiking (68%), birdwatching (38%), and viewing wildlife (38%). Visitor groups participated in a number of "other" activities including using the visitor center, nature study, viewing geology, and attending amphitheater presentations.

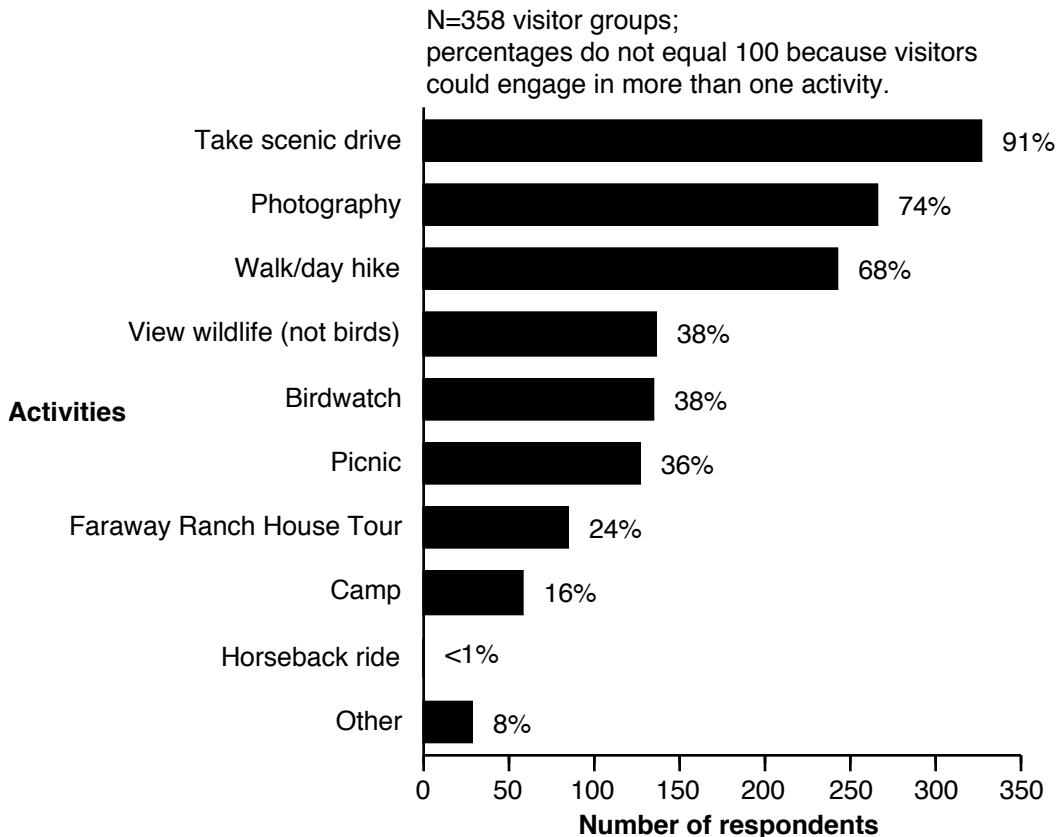


Figure 9: Visitor activities

Sources of information

Visitor groups were asked to indicate the sources from which they had received information about Chiricahua National Monument prior to their visit. Forty-two percent of visitor groups received information from a travel guide or tour book, 35% received information from friends or relatives, and 29% received information during a previous visit (see Figure 10). Six percent of visitor groups received no information prior to their visit. Other sources of information used by visitor groups were maps and recommendations from previous visitors.

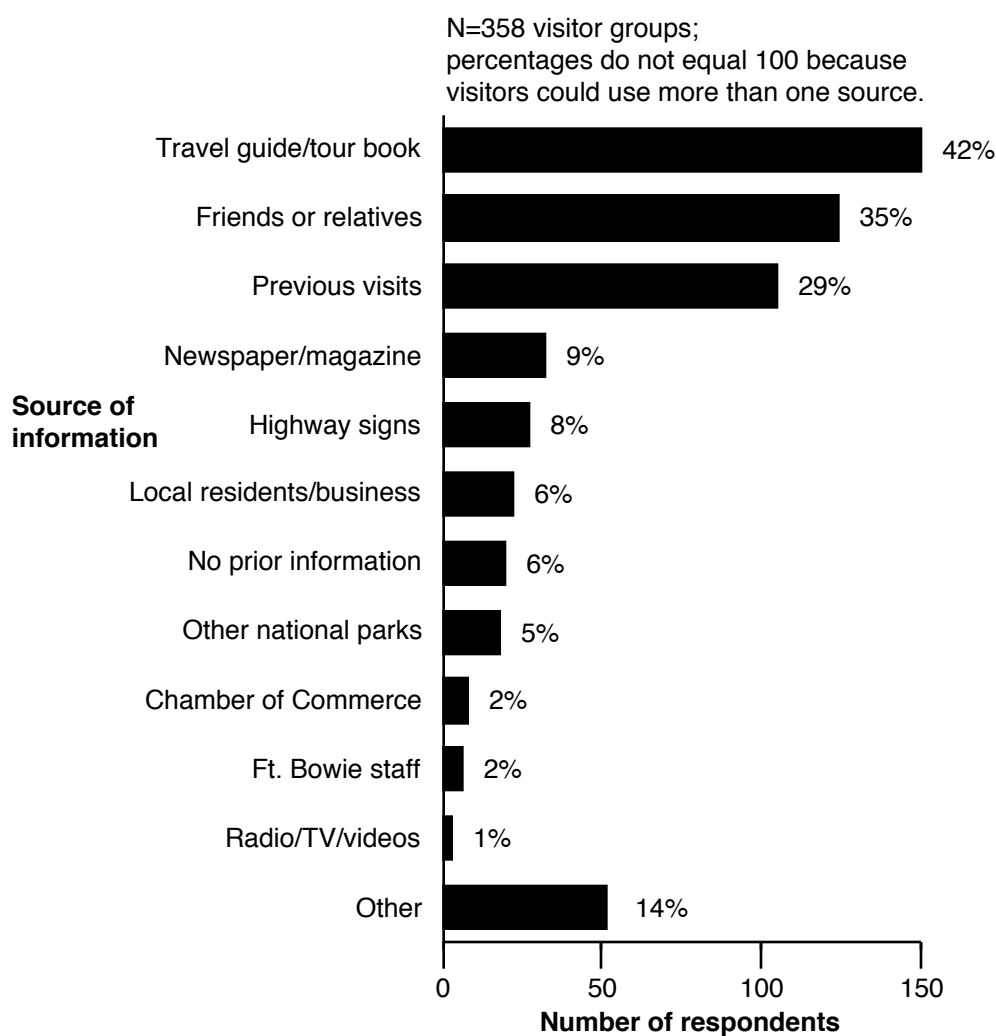


Figure 10: Sources of information used by visitors

Forms of transportation

Twelve percent of visitor groups arrived at Chiricahua in recreational vehicles (see Figure 11). Thirty-one percent of visitor groups arriving in recreational vehicles were in vehicles that were 26-30 feet in length, with another 22% in vehicles that were 21-25 feet in length (see Figure 12).

Six percent of visitor groups were pulling trailers or other vehicles when they arrived at Chiricahua (see Figure 13). The trailer or vehicle lengths ranged from 4-37 feet (see Figure 14), but the small number of respondents (N=18) suggests that this data should be viewed with caution.

Of those visitor groups that did not arrive in recreational vehicles, 97% arrived in cars, pickup trucks, or vans (see Figure 15). The most common "other" form of transportation used by visitor groups was a sport utility vehicle.

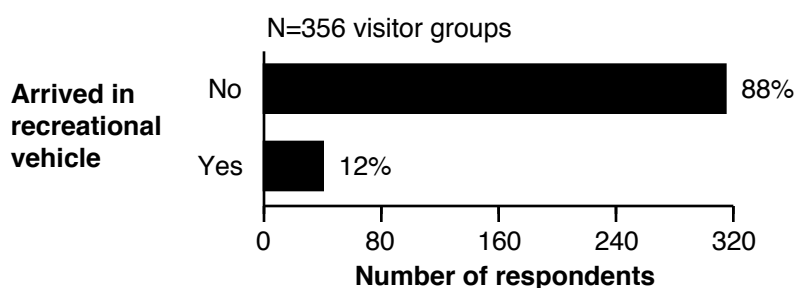


Figure 11: Arrived in recreational vehicle

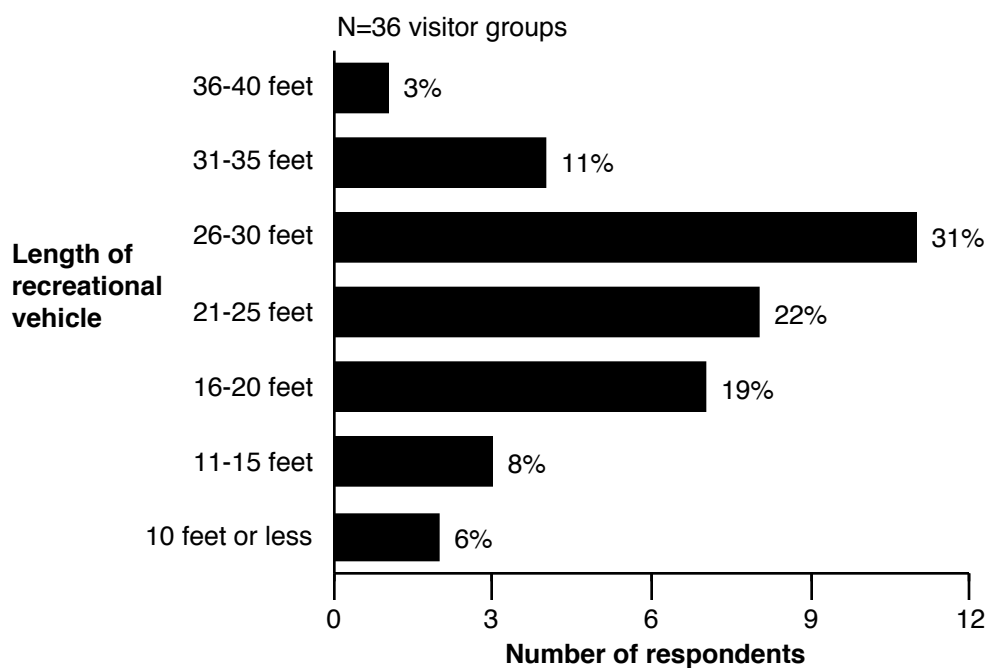


Figure 12: Length of recreational vehicles

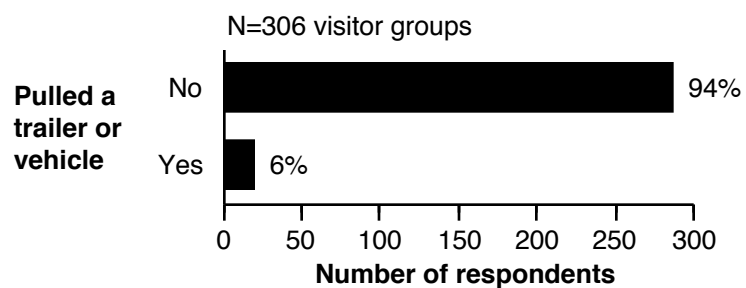


Figure 13: Pulling a trailer or other vehicle

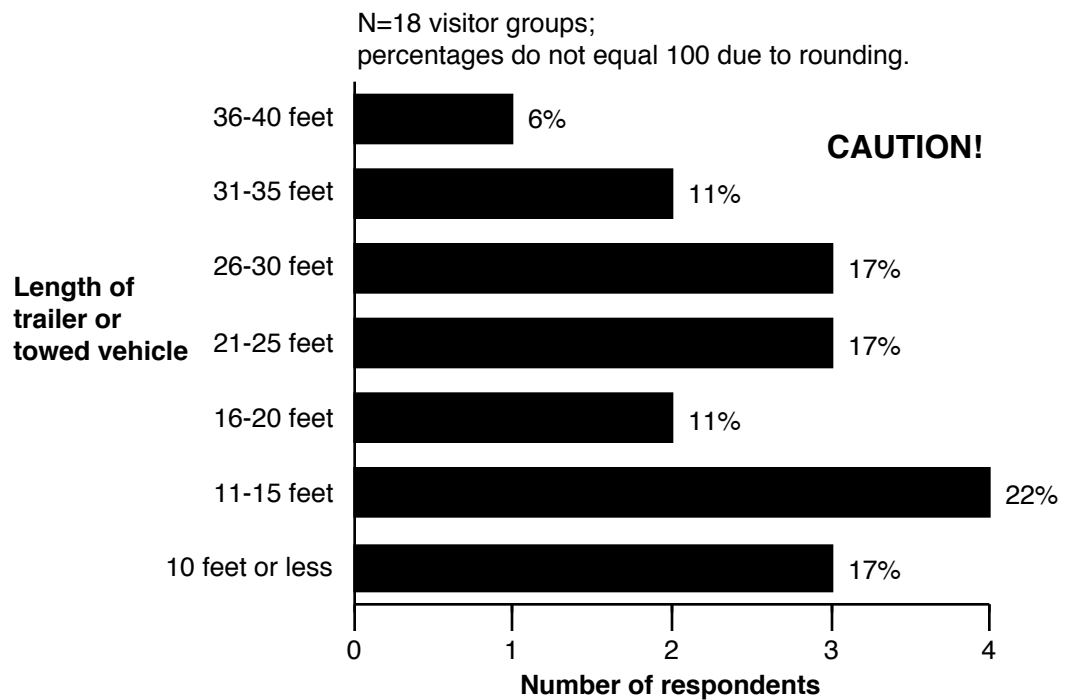


Figure 14: Length of trailer or towed vehicle

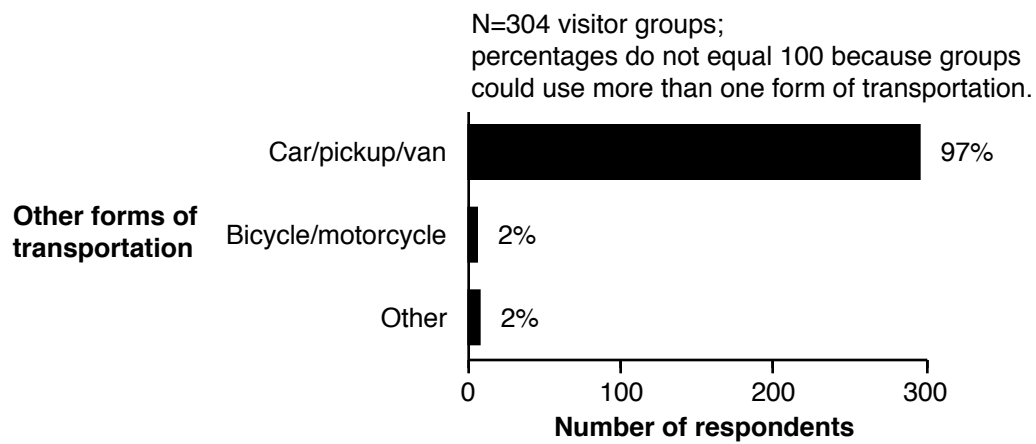
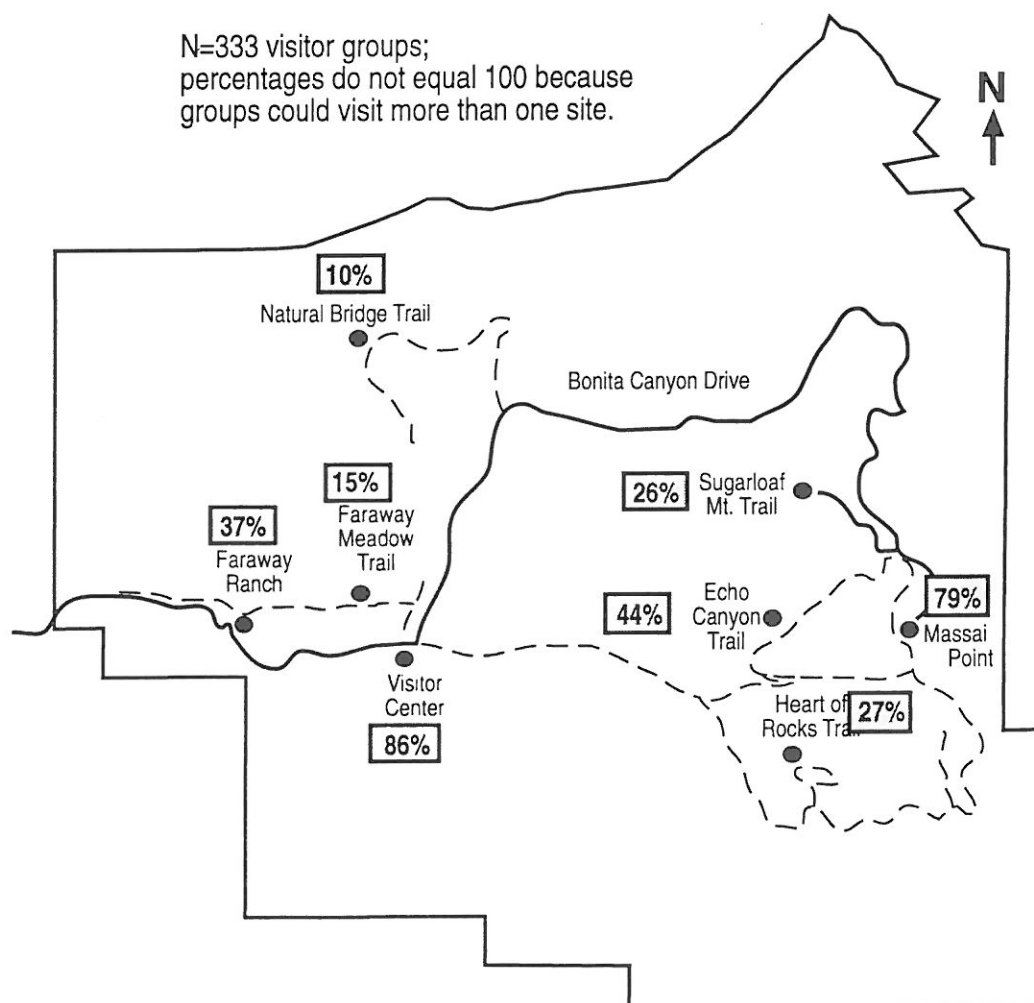


Figure 15: Other forms of transportation used

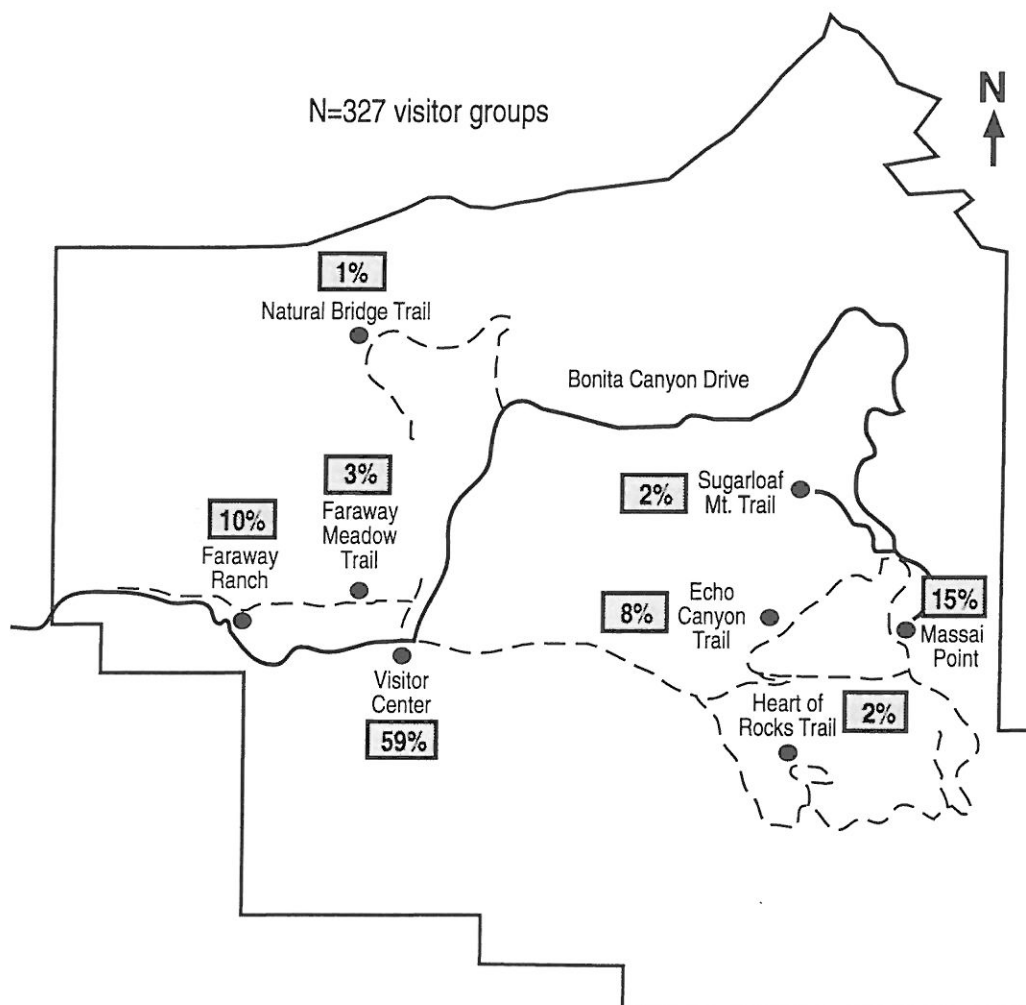
Sites visited

Visitor groups were asked to indicate on a map of the monument the sites they had visited at Chiricahua, and the order in which they visited them. The site receiving the highest visitation was the visitor center, which was visited by 86% of the visitor groups, followed by Massai Point, which was visited by 79% of the visitor groups. The lowest visitation was the Natural Bridge Trail, which received 10% visitation (see Map 2).

A total of 327 respondents listed a site that they had visited first. Fifty-nine percent of the respondents stopped at the visitor center first, followed by 15% for Massai Point (see Map 3).



Map 2: Sites visited at Chiricahua NM



Map 3: Sites visited first at Chiricahua NM

Subjects of interest

Visitors were asked if anyone in their group had a special interest in Western history, and, if so, which topics they were most interested in. Fifty-six percent of visitor groups indicated that they had members with a special interest in Western history (see Figure 16). Groups listed topics such as Apache Indian history, Native American history, and the history of the western United States (see Table 5).

Visitor groups were also asked about the subjects they would be most interested in learning about on a future visit to Chiricahua. Sixty-seven percent of visitor groups expressed an interest in learning about wilderness, followed by 61% with an interest in learning about historic resources (see Figure 17). Subjects listed in the "other" category included geology, wildlife, and local history.

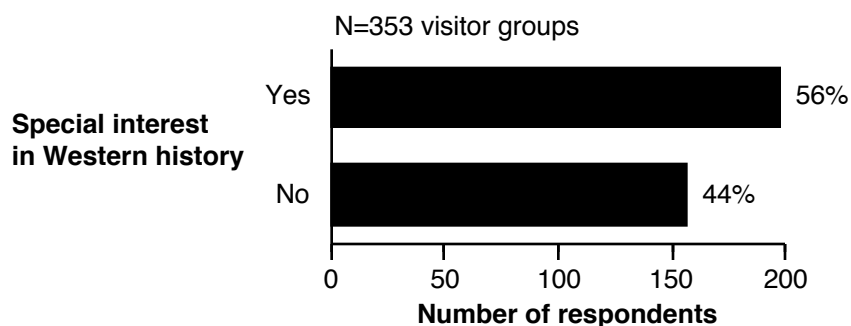
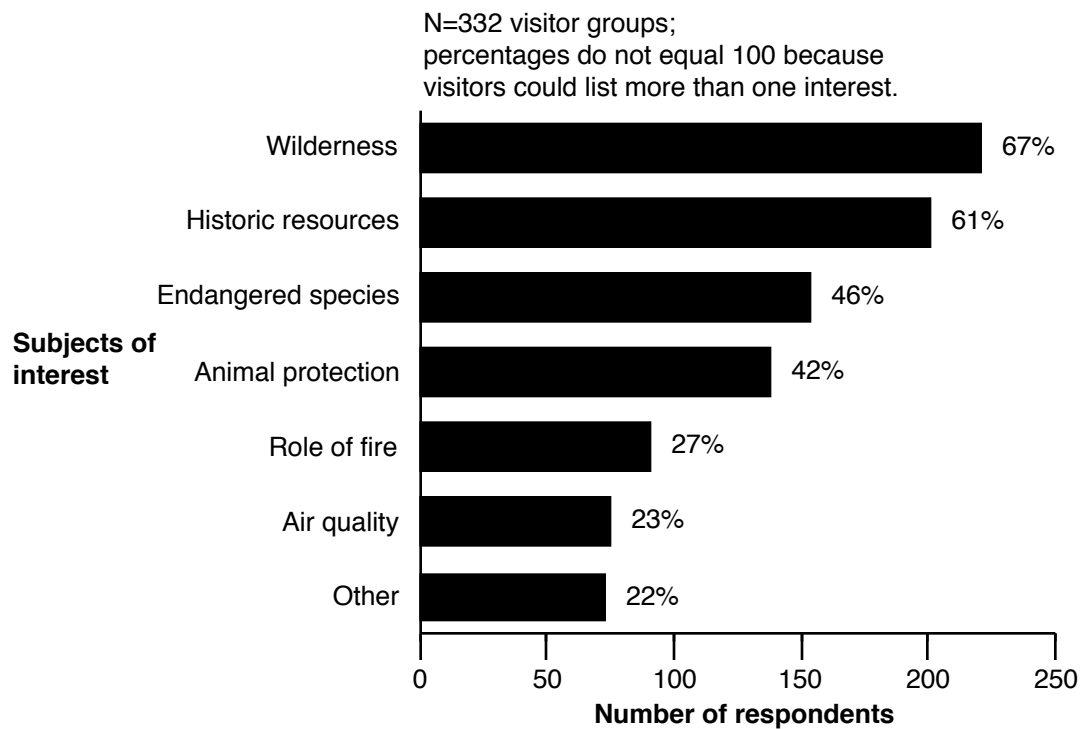


Figure 16: Special interest in Western history

Table 5: Special Western history interests

N=342 comments;
many visitors made more than one comment

Comment	Number of times mentioned
Apache Indian history	51
Native American history	49
History of the western United States	28
Military history	25
Spanish history	17
Ranching	16
Buffalo soldiers	13
Early homesteaders	12
Native American culture or art	11
CCC	11
All of the topics listed	10
Interested in all history	9
Natural or environmental history	7
Ancient Indian culture	6
Local history	5
Geology	5
Interest in general history only	5
Mining	4
Spanish exploration	4
Arizona history	4
Indian wars	4
Natural beauty	3
Spanish culture	3
Southwest history	3
Indian ruins	3
Spanish colonial era	3
Land and resource use	2
All southwestern Indians	2
Wildlife	2
Old Spanish buildings or missions	2
Pioneer women	2
Other comments	21

**Figure 17: Subjects of interests**

Visitor groups were asked to rate the importance of several park qualities to their visit to Chiricahua NM. These qualities included wildlife, scenery, clean air, quiet, solitude, wilderness, and historic setting. The following scale was used to rate these qualities:

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

Importance of park qualities

The qualities which received the highest proportion of "extremely important" and "very important" ratings included scenery (96%), quiet (81%), and clean air (79%). The qualities which received the highest proportion of "not important" ratings included historic setting (8%), clean air (5%), and solitude (5%). Figures 18-24 show the ratings for each of the seven qualities rated by visitor groups.

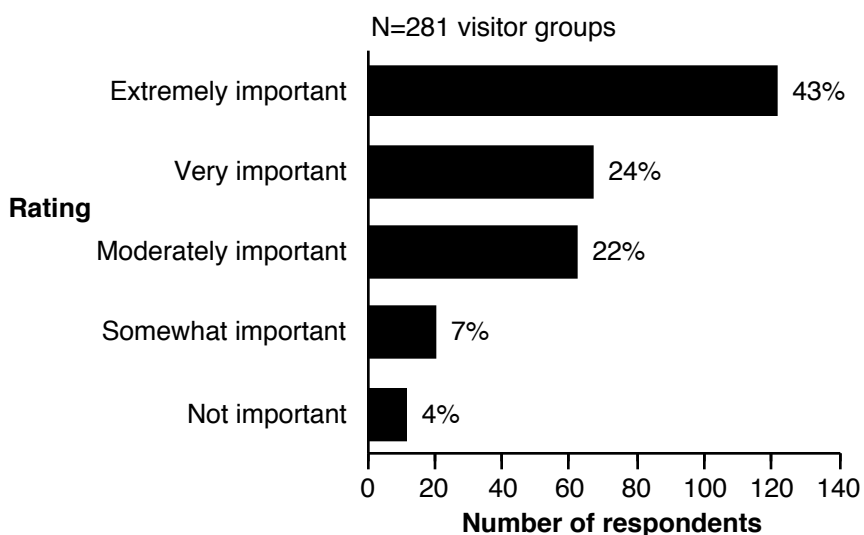
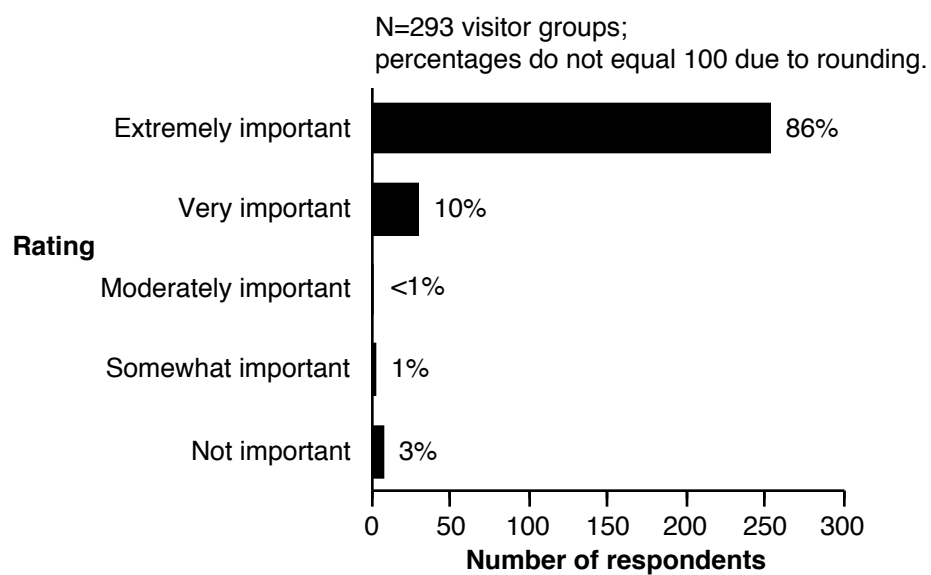
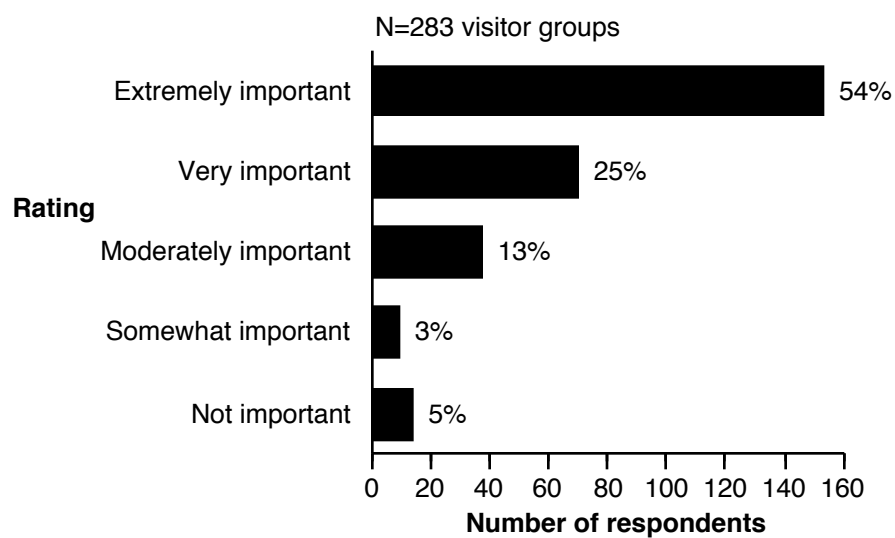
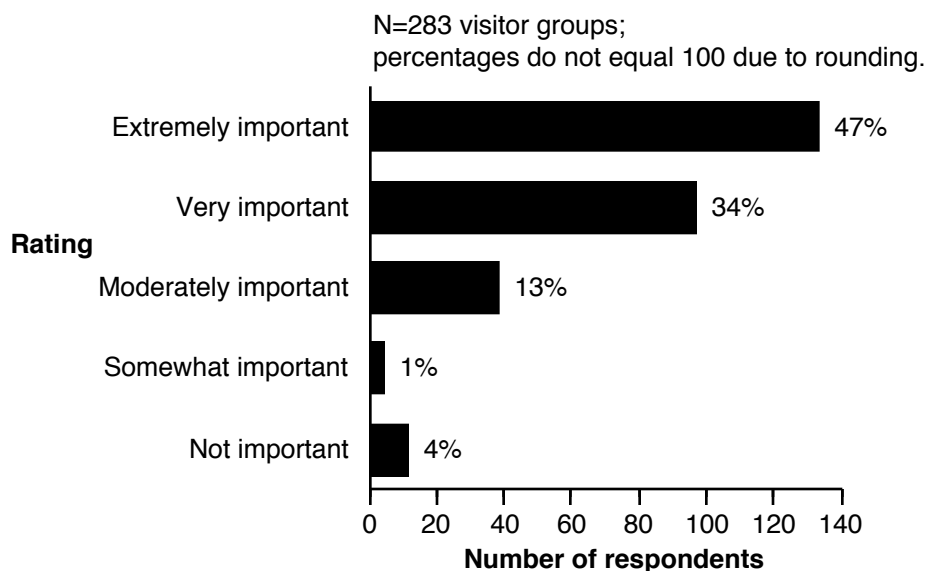
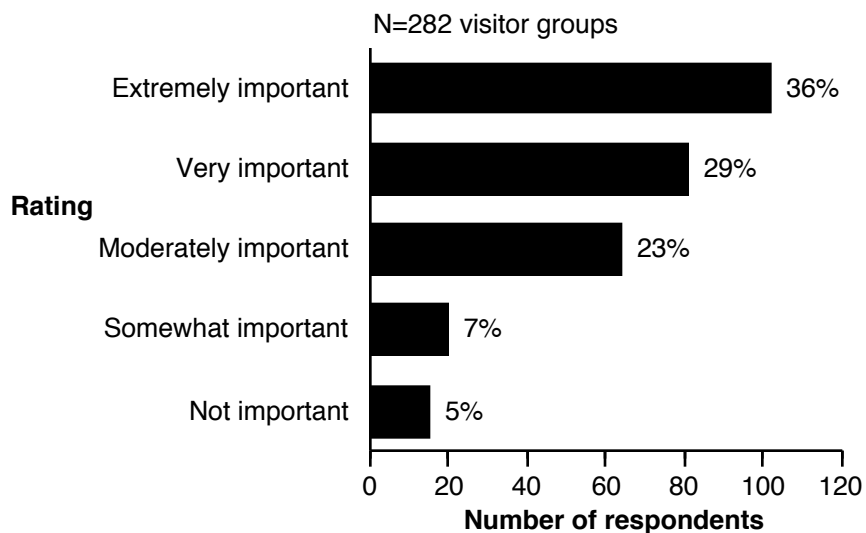
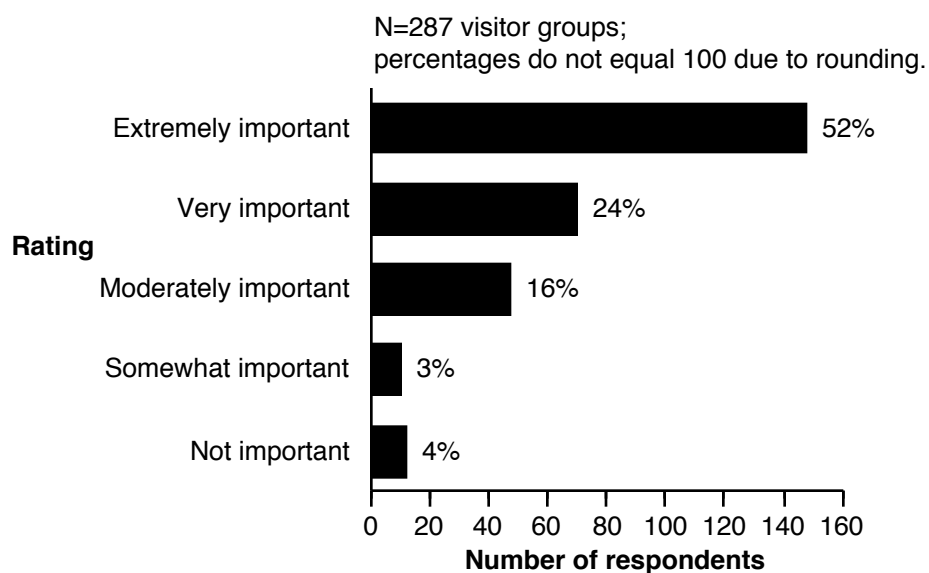
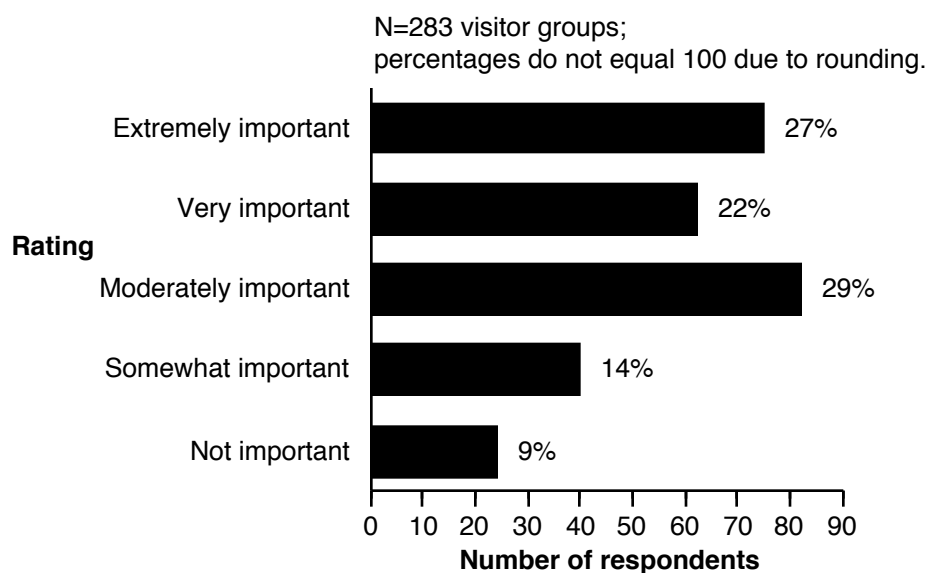


Figure 18: Importance of wildlife

**Figure 19: Importance of scenery****Figure 20: Importance of clean air**

**Figure 21: Importance of quiet****Figure 22: Importance of solitude**

**Figure 23: Importance of wilderness****Figure 24: Importance of historic setting**

Visitor groups were asked whether they were aware that most of Chiricahua National Monument has been designated as wilderness. Twenty-eight percent of the visitor groups that responded were aware of the wilderness designation for the monument (see Figure 25). Visitor groups were also asked about how they found out about the wilderness designation. The sources of this information included maps, previous visits, and park brochures (see Table 6).

Chiricahua NM wilderness

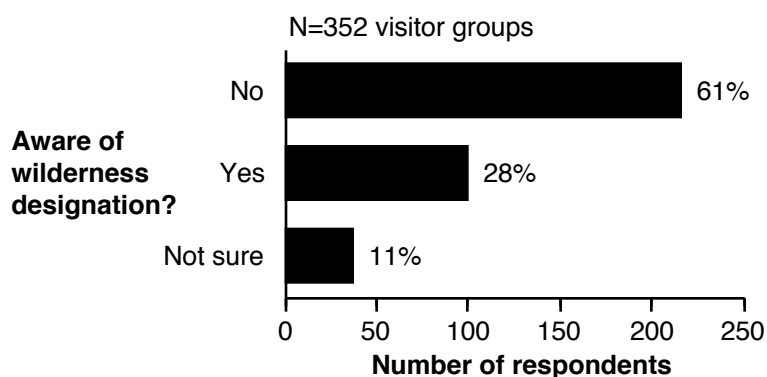


Figure 25: Aware of wilderness designation?

Table 6: Sources of wilderness awareness

N=128 comments

Comment	Number of times mentioned
Saw on map	20
Previous visits	18
Park brochure	12
Travel guide	11
Read it somewhere	10
Books	9
Friends	8
Visitor center	5
<i>Arizona Highways</i> magazine	3
Familiar with local area	3
Because it is a national park	3
National magazine	2
Unsure	2
Rangers	2
Wilderness areas are an interest	2
Information center	2
Other comments	16

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

Visitor groups were asked to note the park information services they used during their visit to Chiricahua. As is indicated by Figure 26, the information services that were most commonly used by visitor groups were the park brochure/map (96%), the park entrance station (72%), and information from park employees (61%). The least used information service was the evening programs in the park (4%).

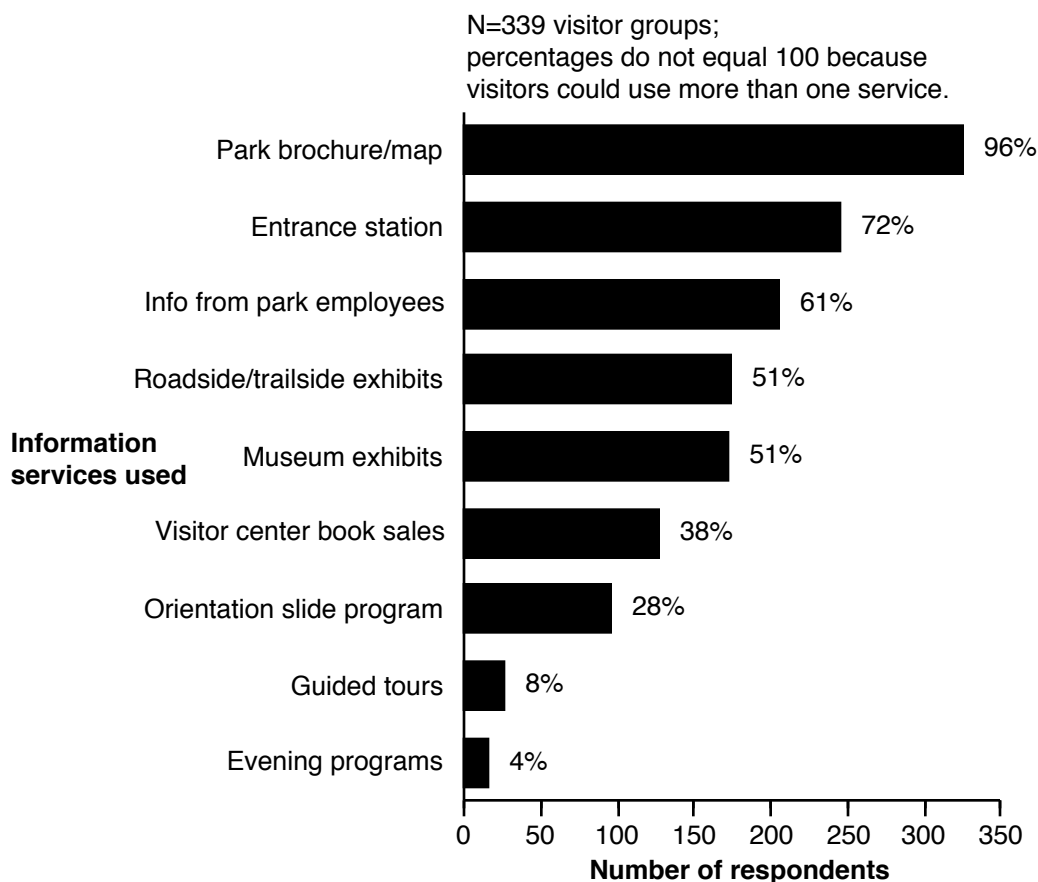


Figure 26: Information services used

Visitor groups rated the importance and quality of each of the information services they used. The following five point scale was used in the questionnaire:

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

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

Figure 27 shows the average importance and quality ratings for each information service. An average score was determined for each information service based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grid shown in Figure 27. All information services were rated as above "average" both in importance and quality. It should be noted that guided tours and evening programs were not rated by enough people to provide reliable data.

Figures 28-36 show the importance ratings that were provided for each of the individual information services. Those services receiving the highest proportion of "extremely important" and "very important" ratings included the park brochure/map (89%), information from park employees (77%), and roadside/trailside exhibits (73%). The highest proportion of "not important" ratings was for information from the entrance station (5%).

Figures 37-45 show the quality ratings that were provided for each of the individual information services. Those services receiving the highest proportion of "very good" and "good" ratings included information from park employees (87%), park brochure/map (85%), and visitor center book sales (84%). The highest proportions of "very poor" ratings were for information from park employees (3%), entrance station (3%), and orientation slide program (3%).

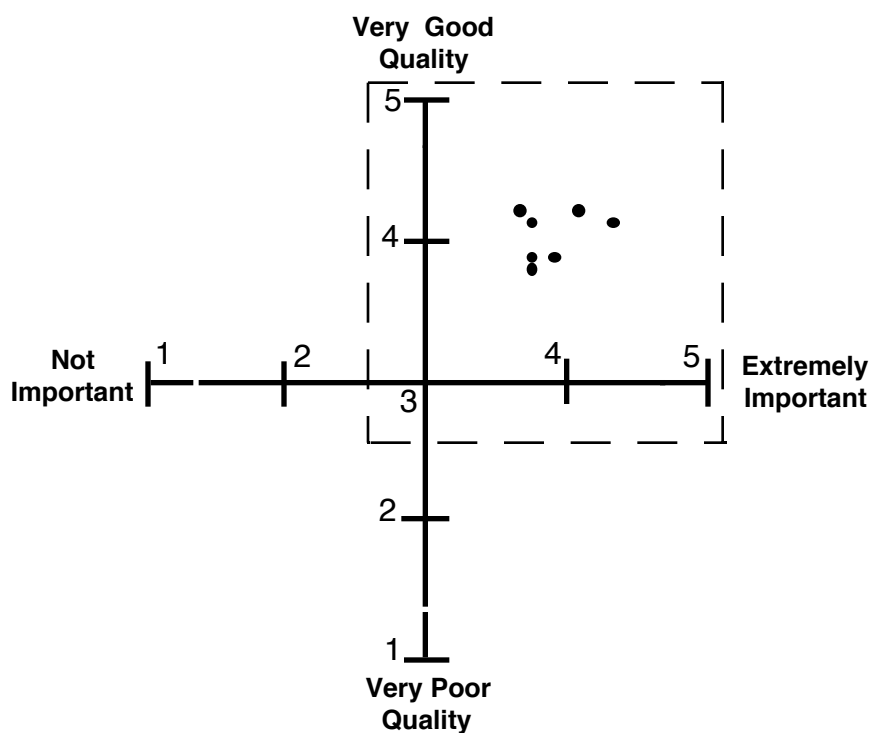


Figure 27: Average ratings of information service importance and quality

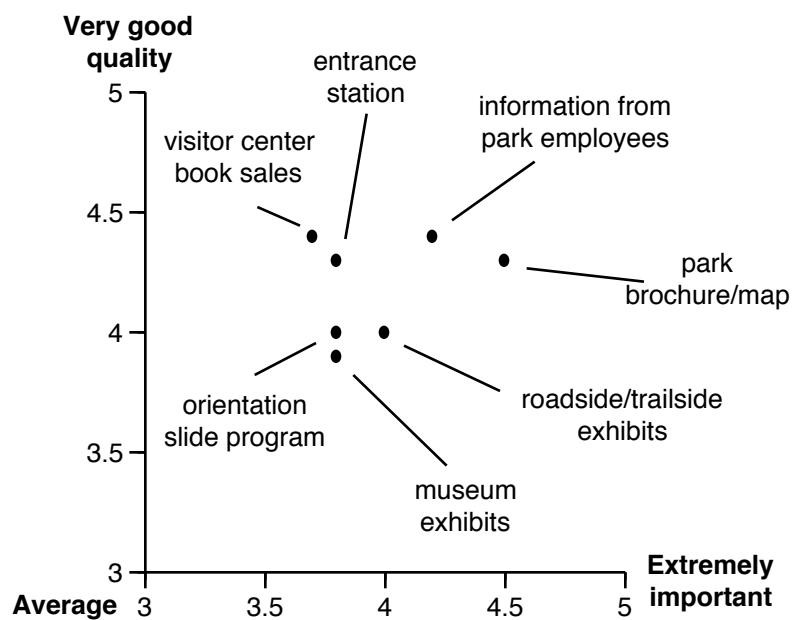


Figure 27 : Detail

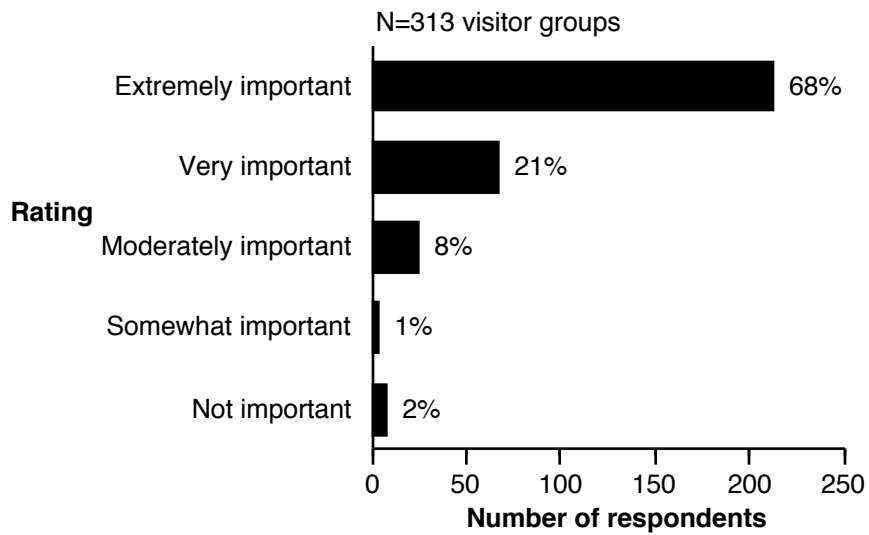


Figure 28: Importance of park brochure/map

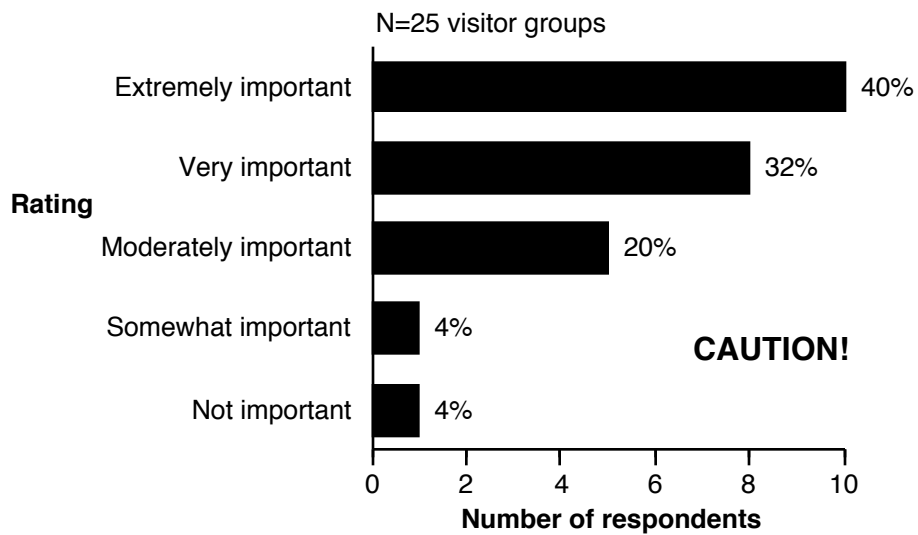


Figure 29 Importance of guided tours

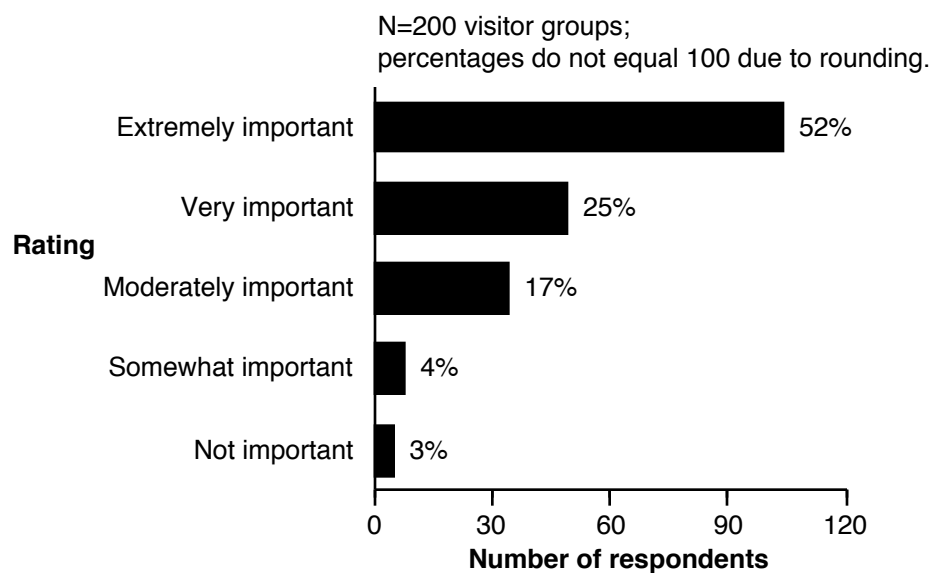


Figure 30: Importance of information from park employees

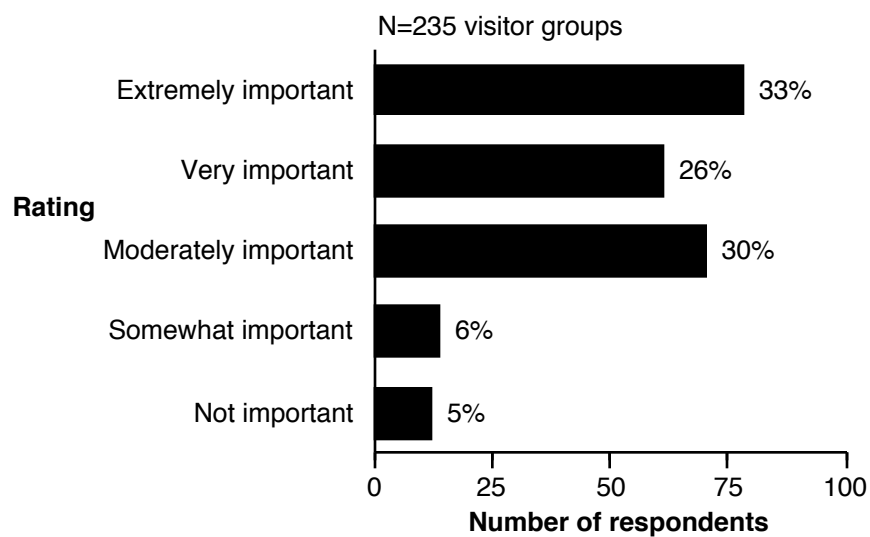


Figure 31: Importance of entrance station

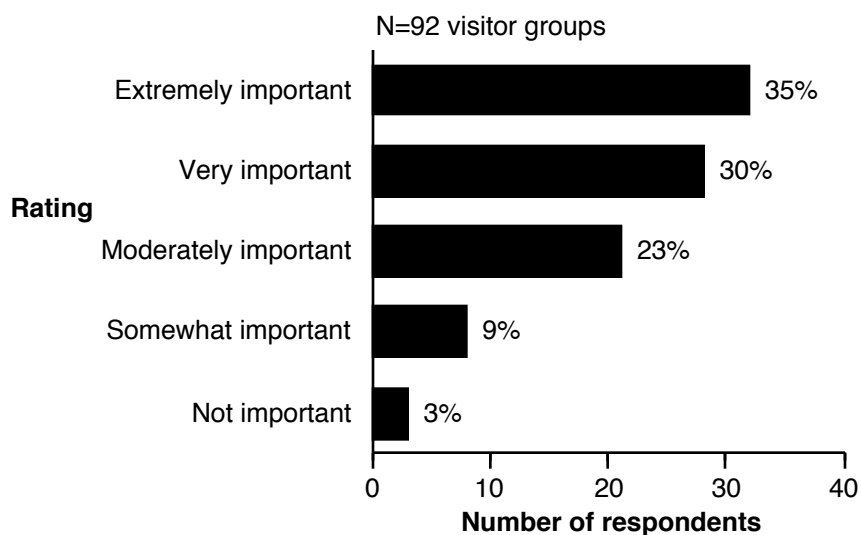


Figure 32: Importance of orientation slide program

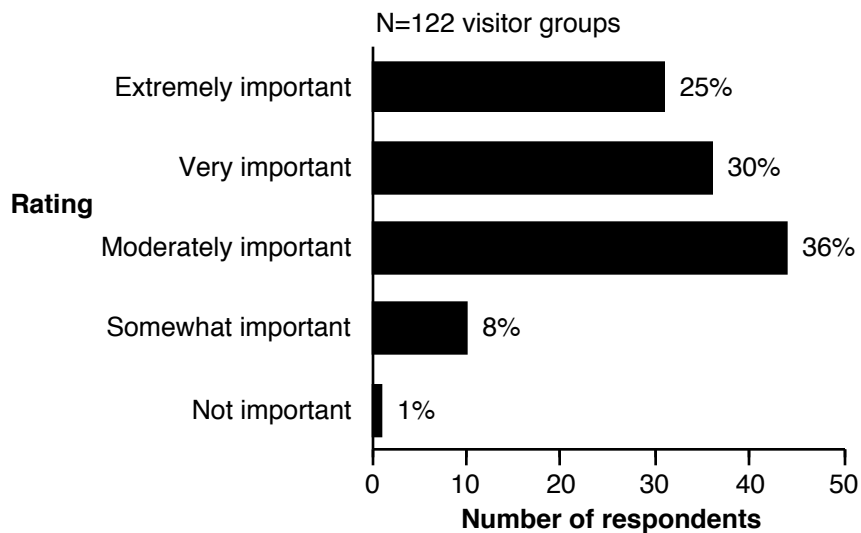


Figure 33: Importance of visitor center book sales

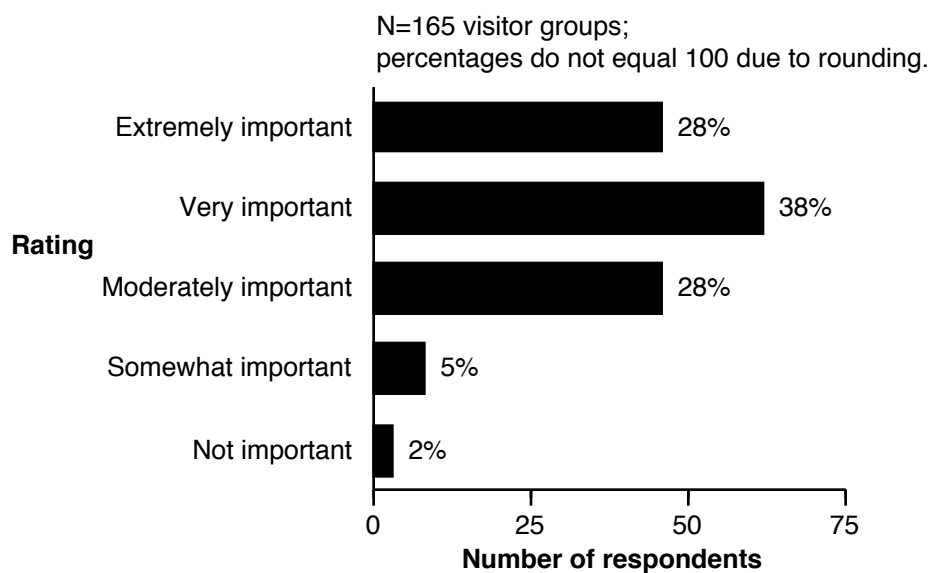


Figure 34: Importance of museum exhibits

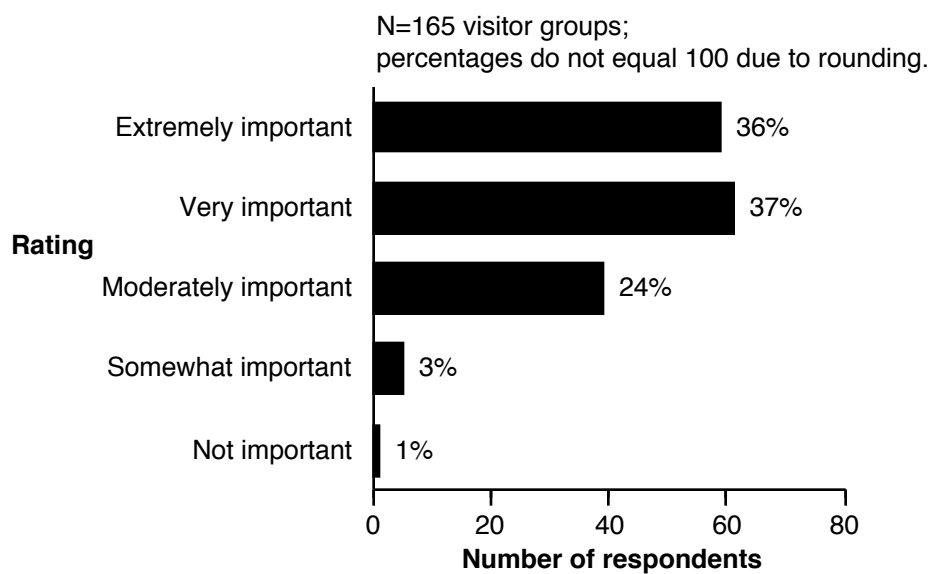


Figure 35: Importance of roadside/trailside exhibits

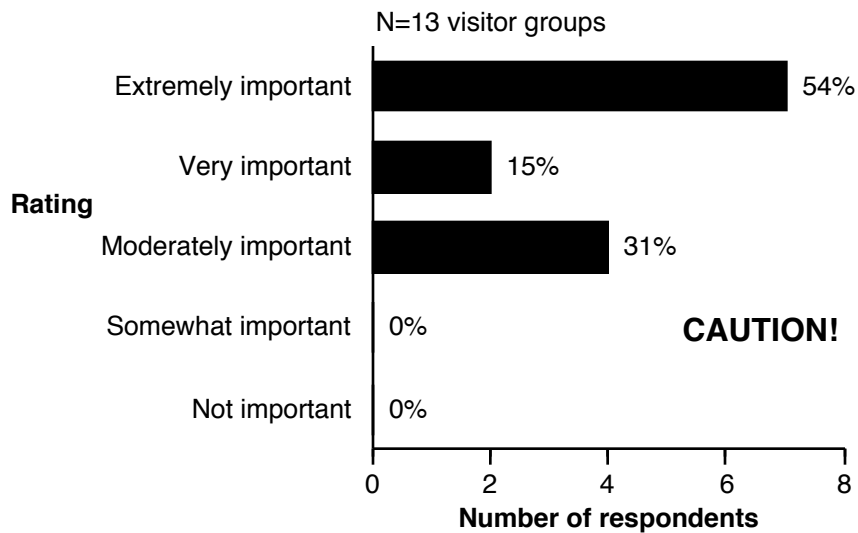


Figure 36: Importance of evening programs

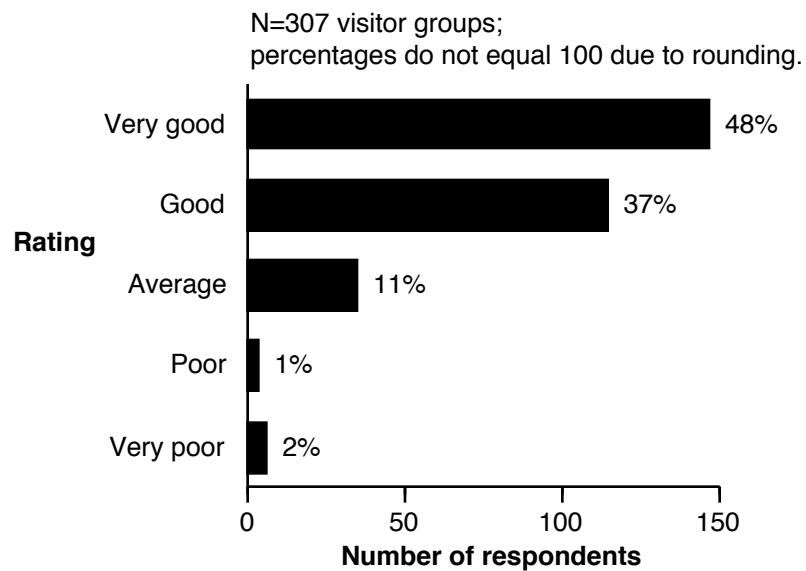


Figure 37: Quality of park brochure/map

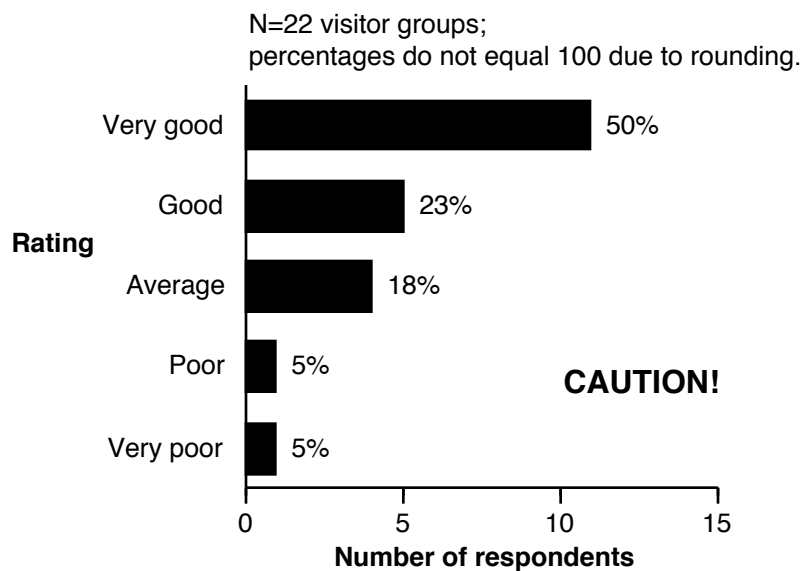


Figure 38: Quality of guided tours

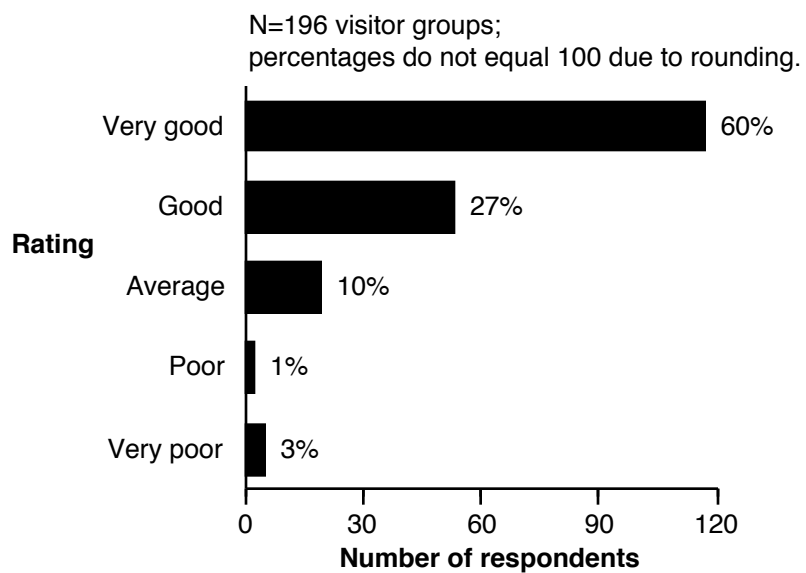


Figure 39: Quality of information from park employees

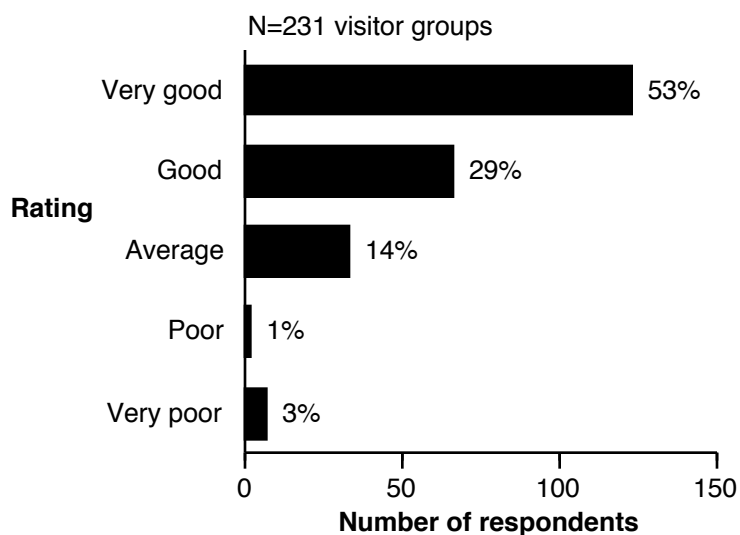


Figure 40: Quality of entrance station

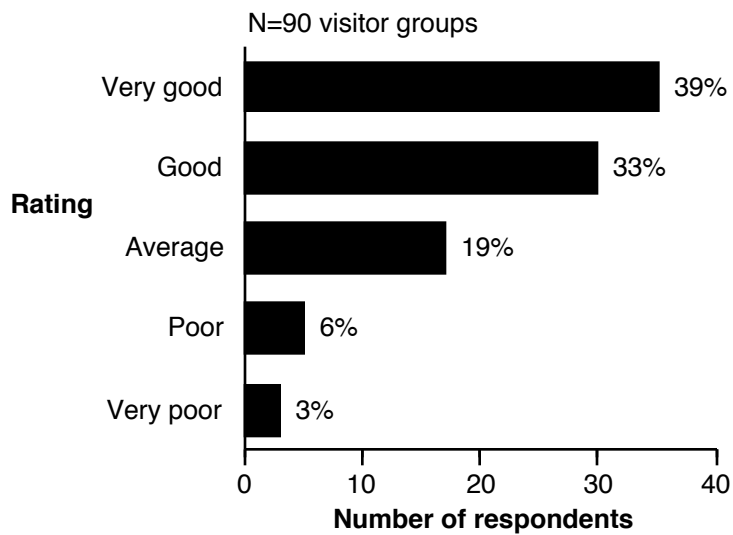


Figure 41: Quality of orientation slide program

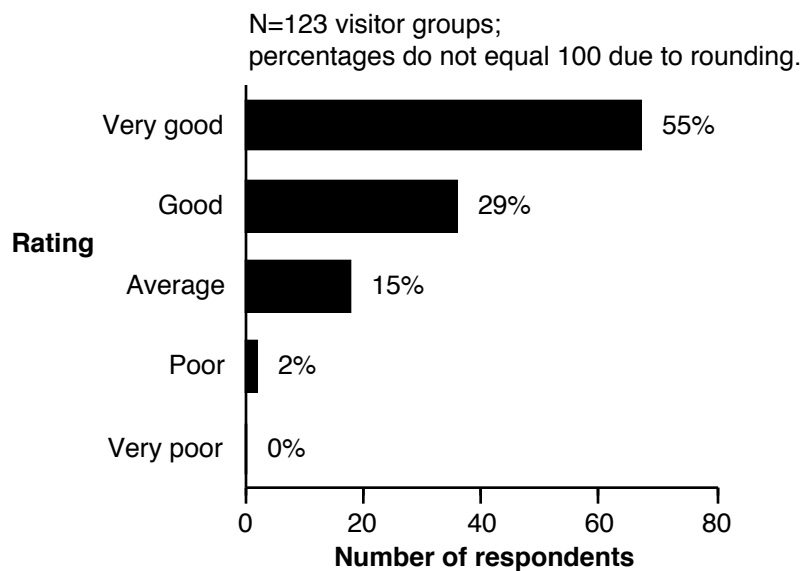


Figure 42: Quality of visitor center book sales

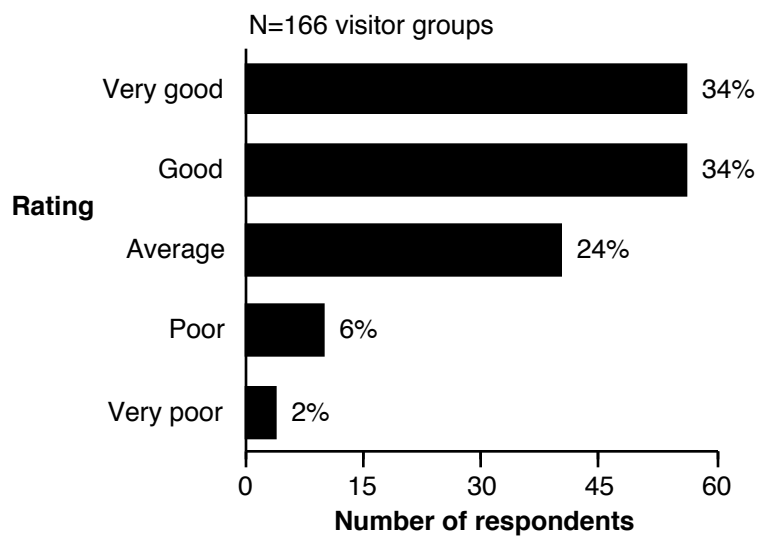


Figure 43: Quality of museum exhibits

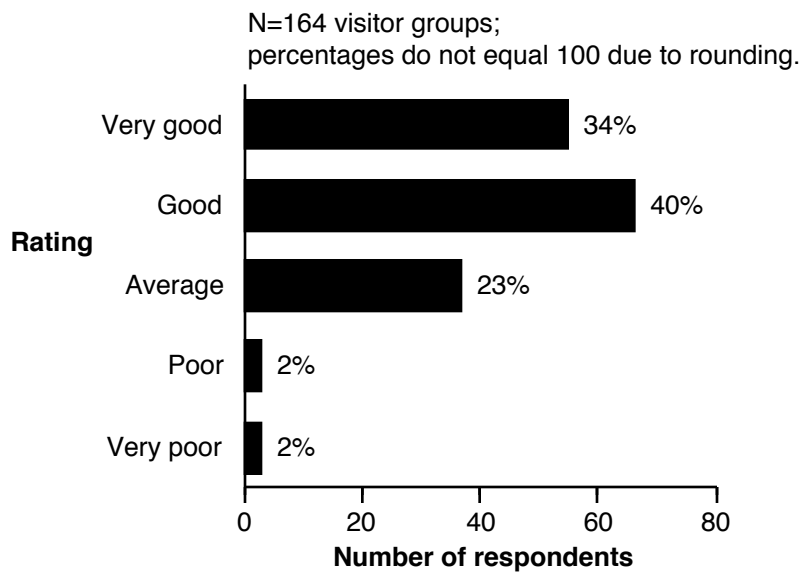


Figure 44: Quality of roadside/trailside exhibits

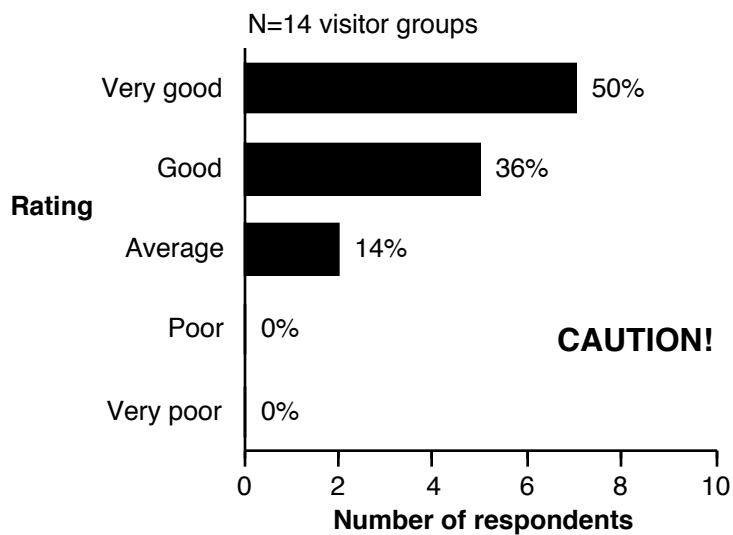
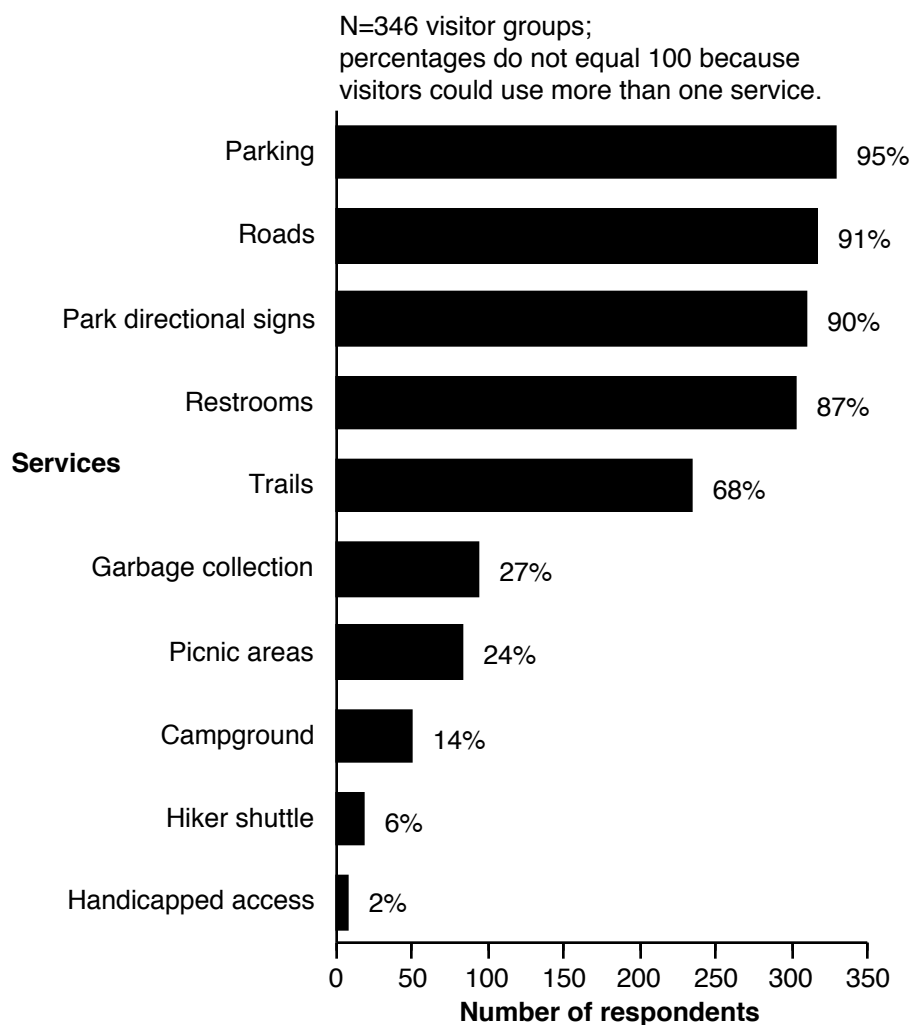


Figure 45: Quality of evening programs

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

Visitor groups were asked to note the visitor services and facilities they used during their visit to Chiricahua NM. As is indicated in Figure 46, the visitor services and facilities that were most commonly used by visitor groups were parking (95%), roads (91%), park directional signs (90%), and restrooms (87%). The least used visitor service or facility was handicapped access, used by 2% of visitor groups, followed by the hiker shuttle, which was used by 6% of visitor groups.

**Figure 46: Visitor services and facilities used**

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five point scale was used in the questionnaire:

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

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

Figure 47 shows the average importance and quality ratings for each visitor service and facility. An average score was determined for each visitor service and facility based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grid shown in Figure 47. All services and facilities were rated as above "average" in importance. With the exception of handicapped access, all services and facilities were also rated as above "average" in quality. It should be noted that the hiker shuttle and handicapped access were not rated by enough visitor groups to provide reliable data.

Figures 48-57 show the importance ratings that were provided for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "extremely important" and "very important" ratings included campground (100%) and trails (96%). The highest proportion of "not important" ratings was for the picnic area (6%), followed by garbage collection (4%).

Figures 58-67 show the quality ratings that were provided for each of the individual services and facilities. Those services and facilities receiving the highest proportion of "very good" and "good" ratings included trails (93%), garbage collection (88%), and roads (86%). The highest proportion of "very poor" ratings was for the picnic area (5%), followed by restrooms (4%).

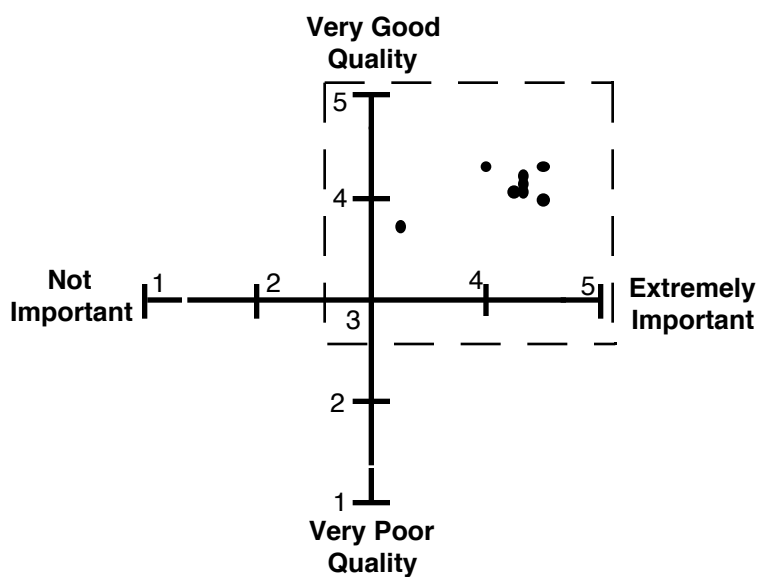


Figure 47: Average ratings of visitor service importance and quality

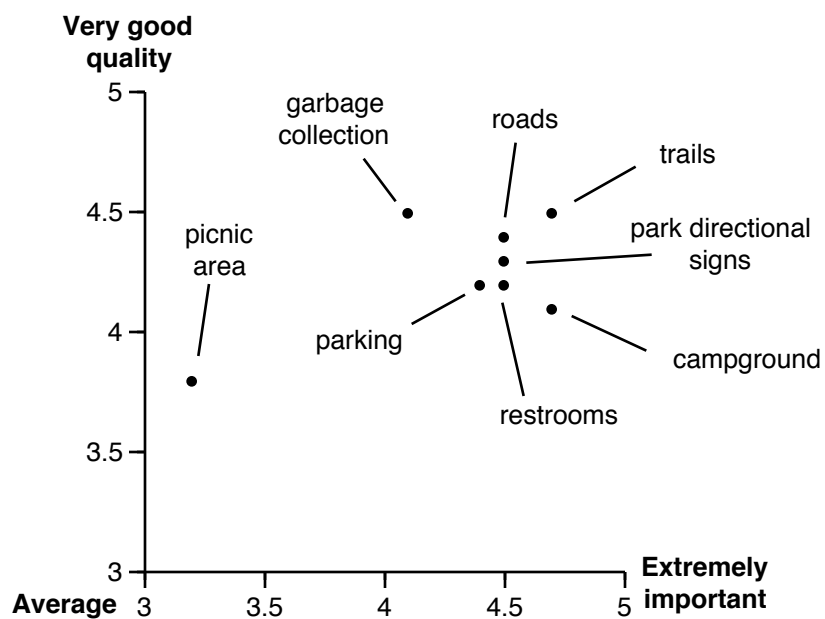


Figure 47: Detail

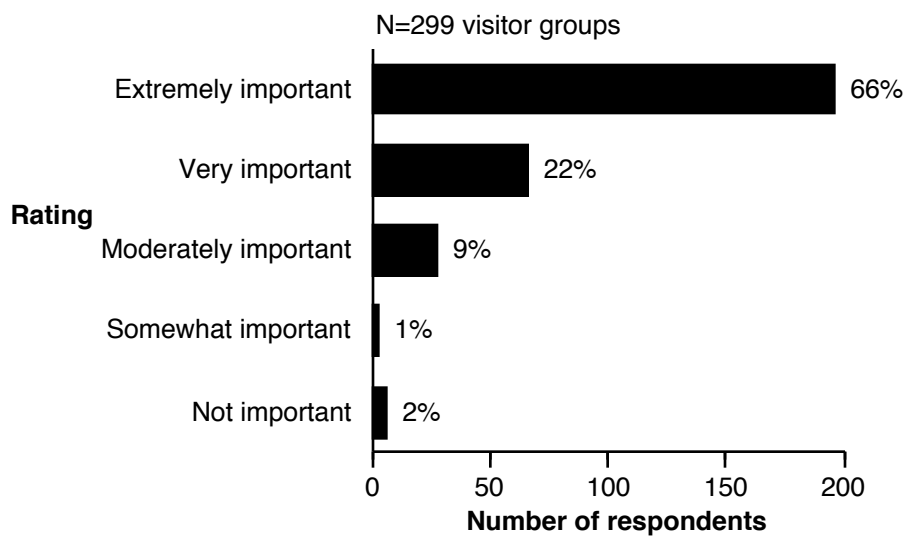


Figure 48: Importance of park directional signs

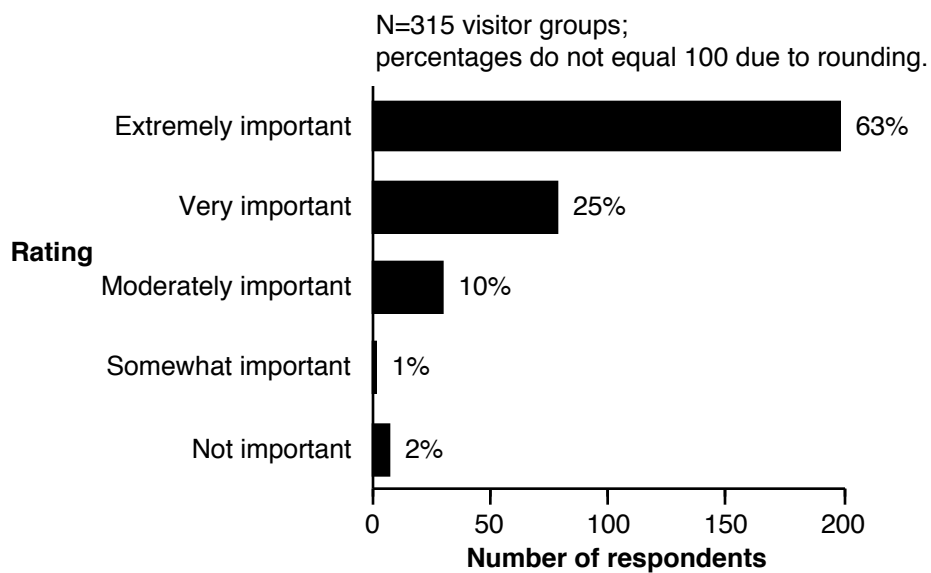
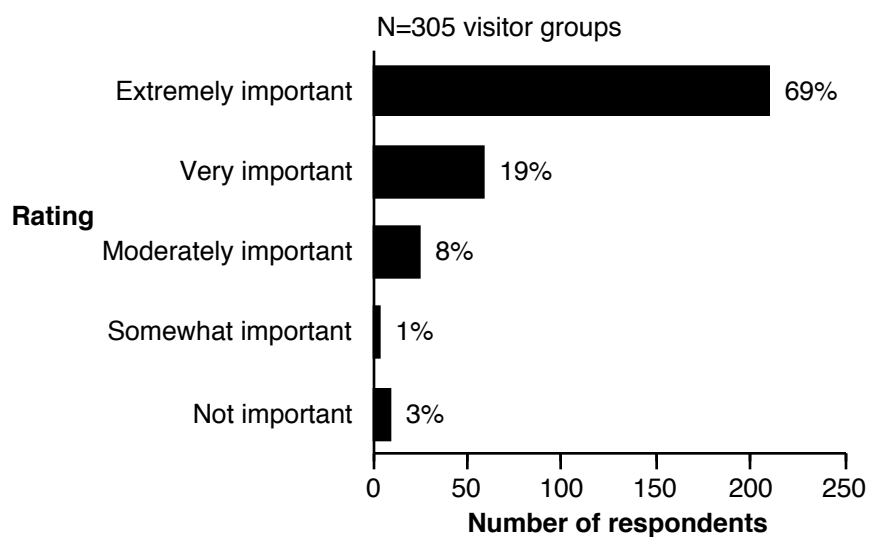
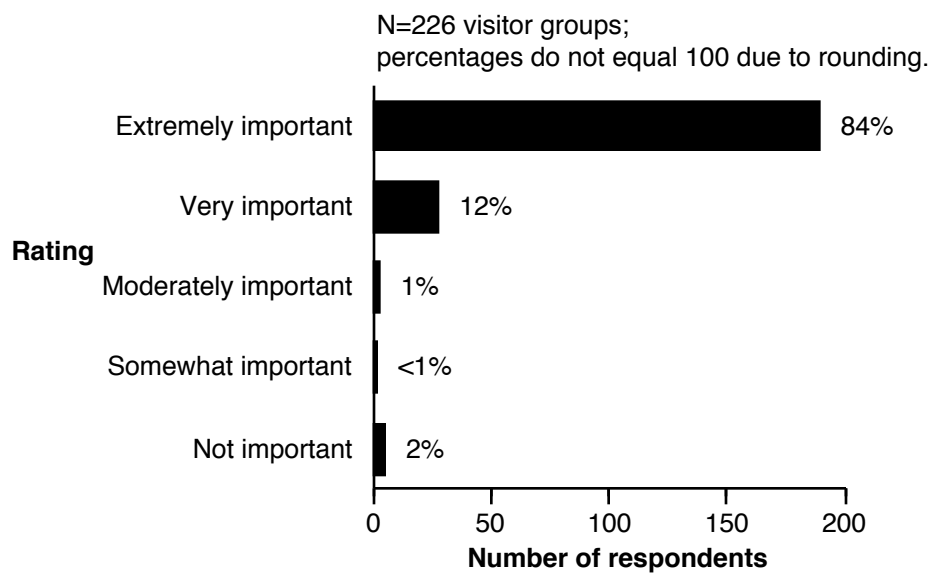


Figure 49: Importance of parking

**Figure 50: Importance of roads****Figure 51: Importance of trails**

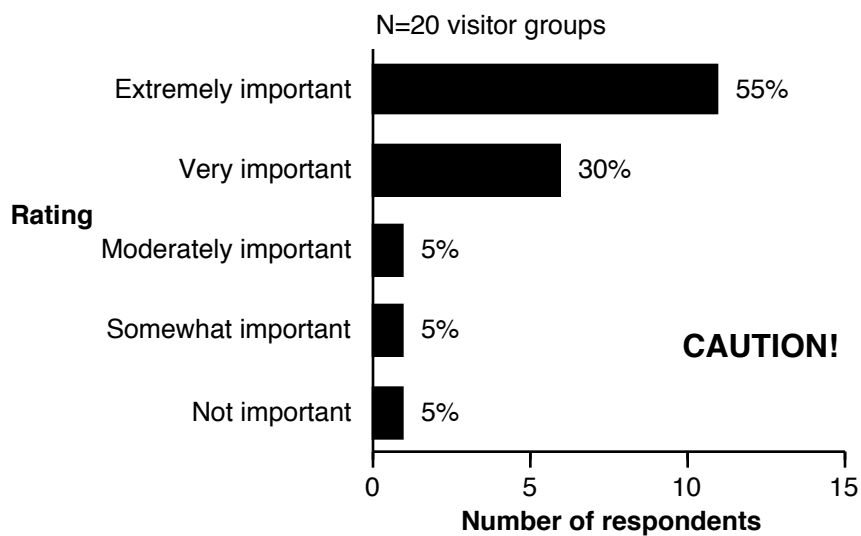


Figure 52: Importance of hiker shuttle

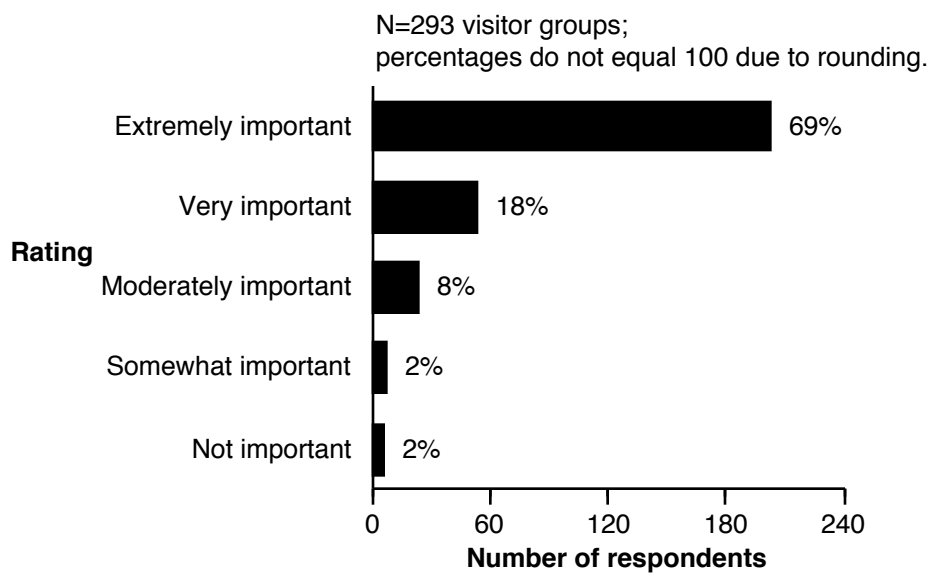


Figure 53: Importance of restrooms

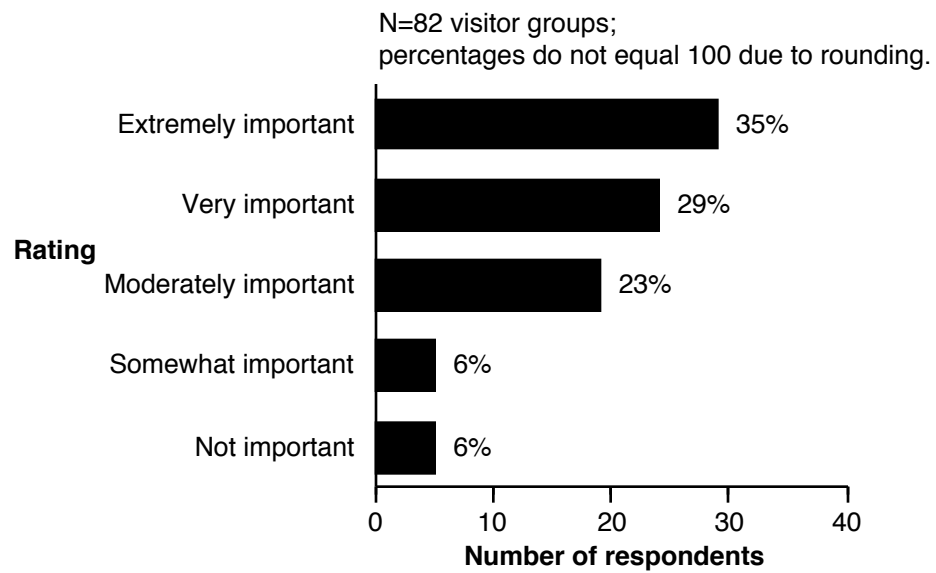


Figure 54: Importance of picnic area

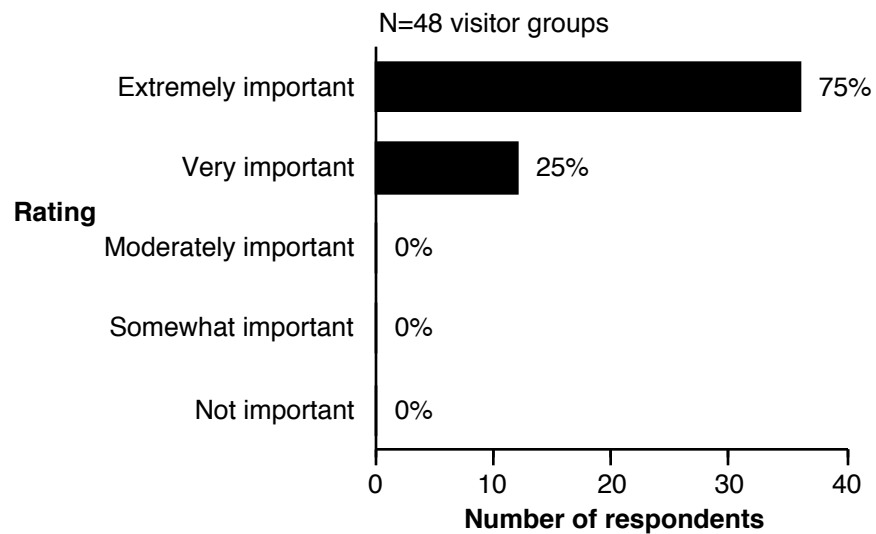


Figure 55: Importance of campground

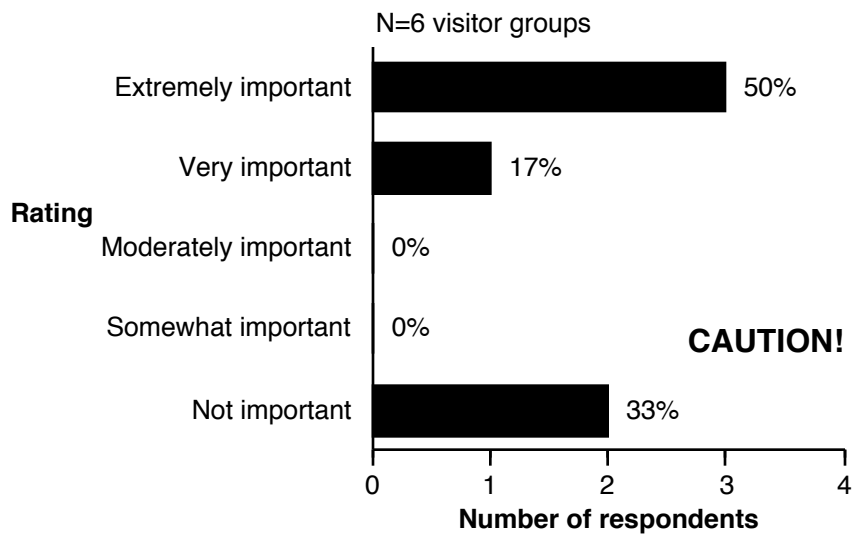


Figure 56: Importance of handicapped access

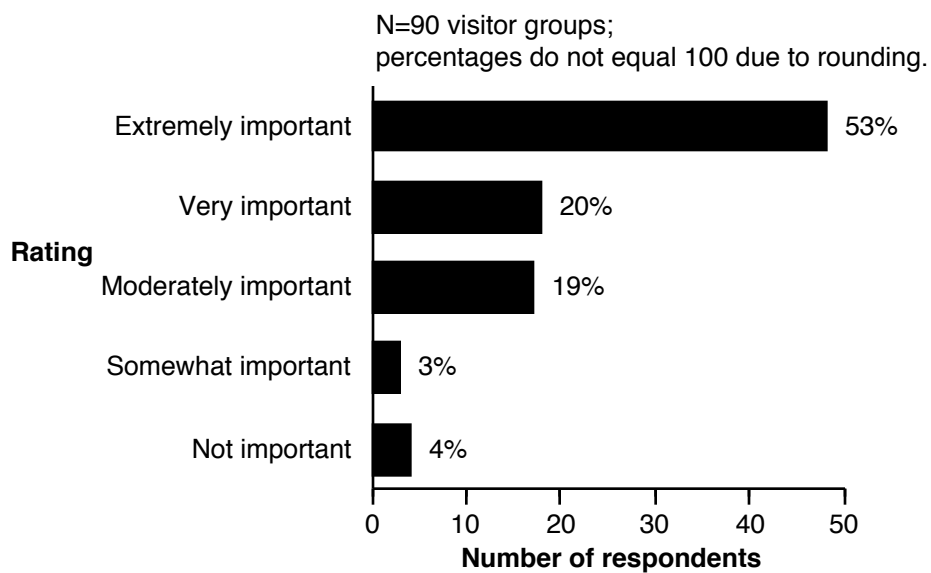


Figure 57: Importance of garbage collection

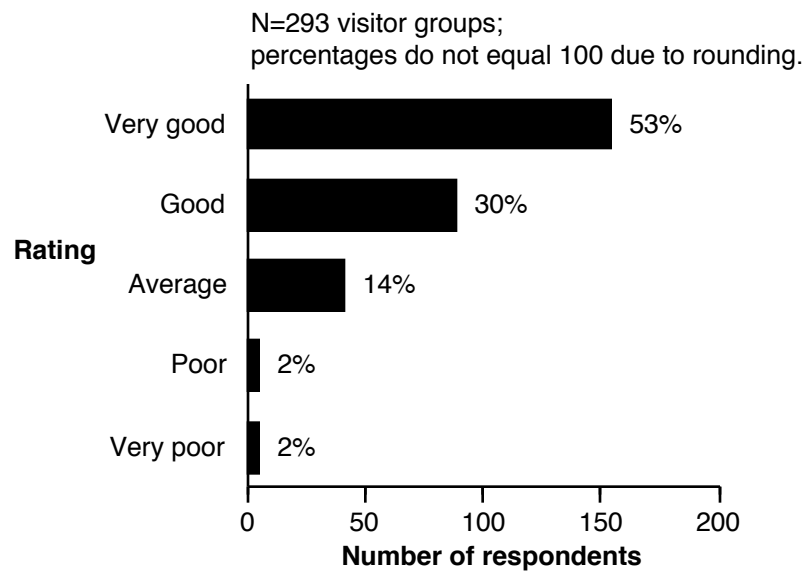


Figure 58: Quality of park directional signs

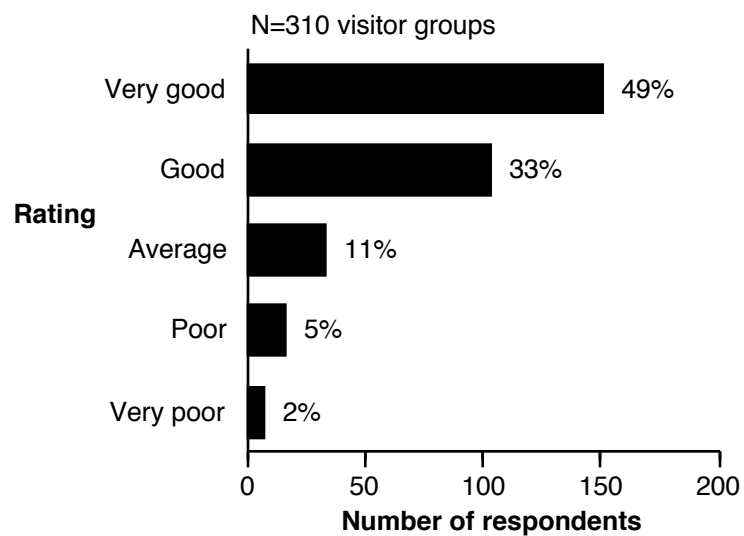
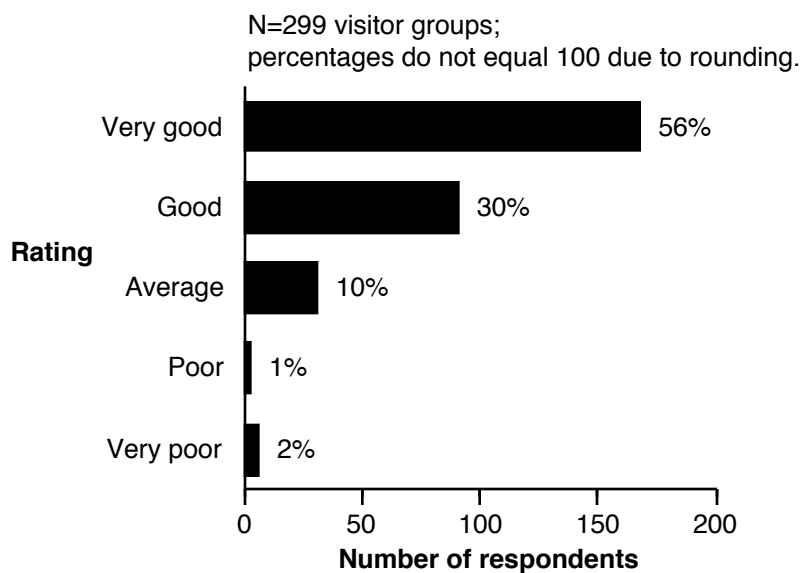
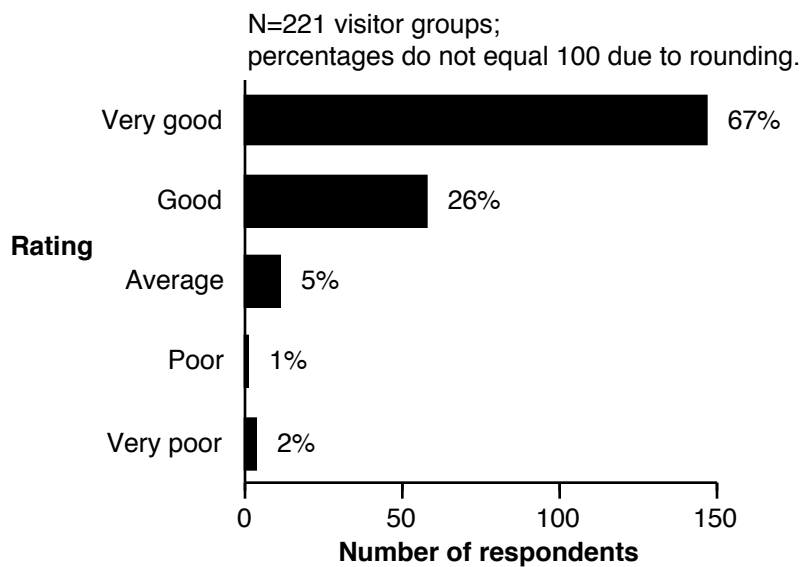


Figure 59: Quality of parking

**Figure 60: Quality of roads****Figure 61: Quality of trails**

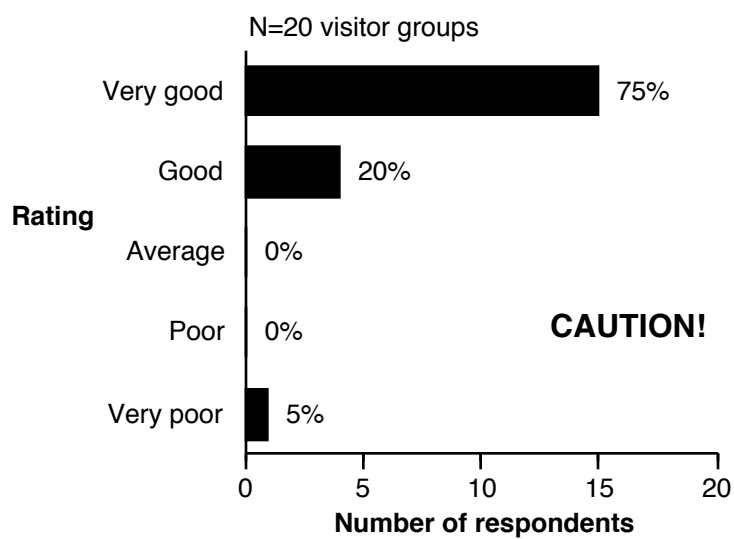


Figure 62: Quality of hiker shuttle

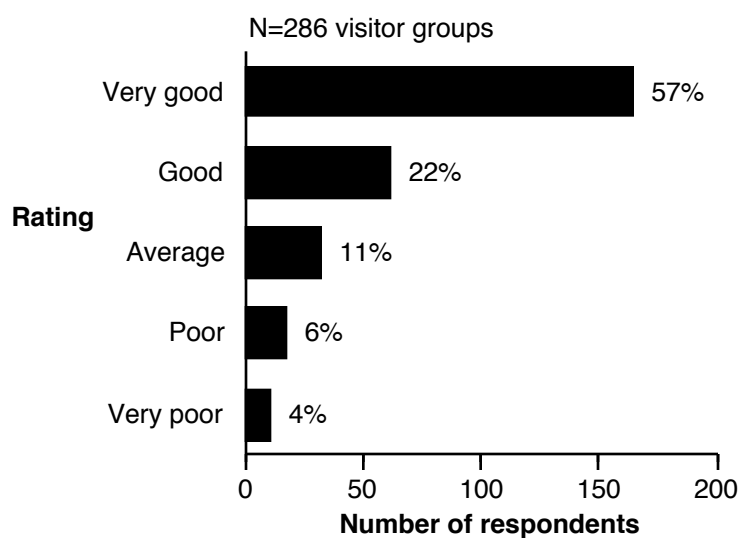


Figure 63: Quality of restrooms

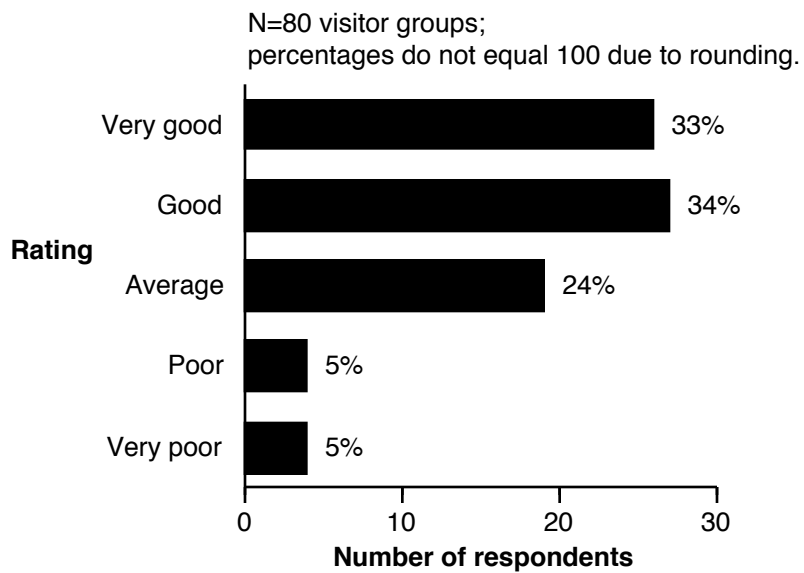


Figure 64: Quality of picnic area

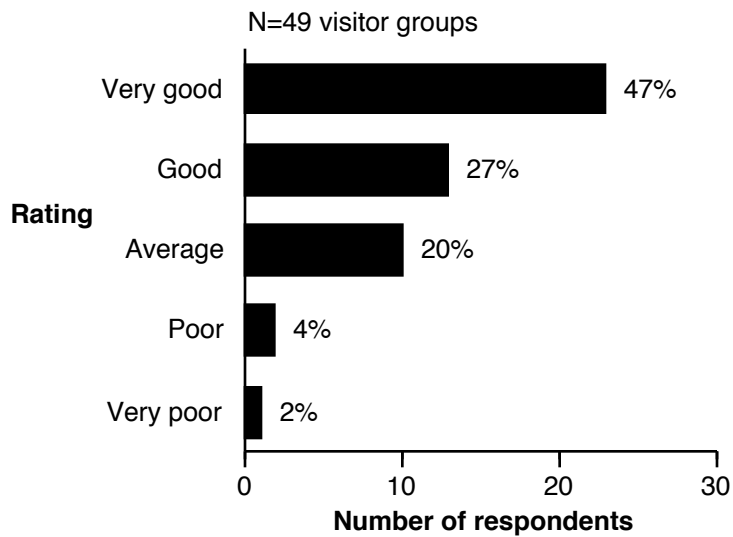


Figure 65: Quality of campground

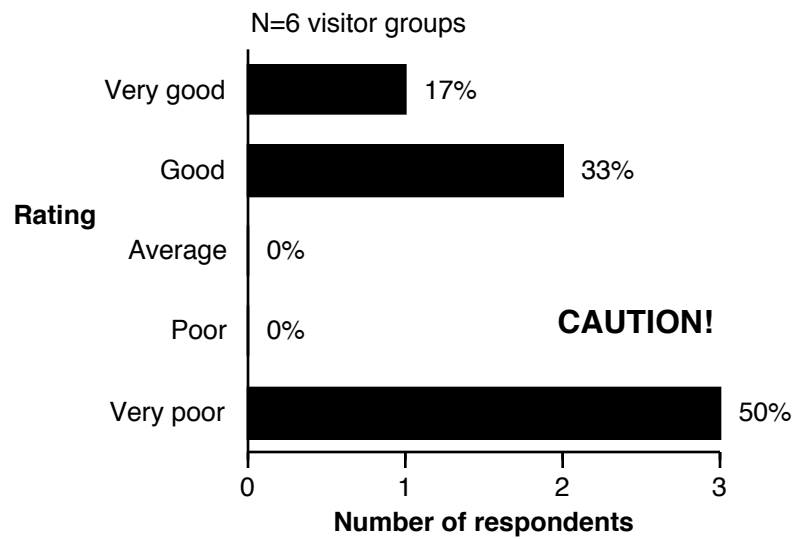


Figure 66: Quality of handicapped access

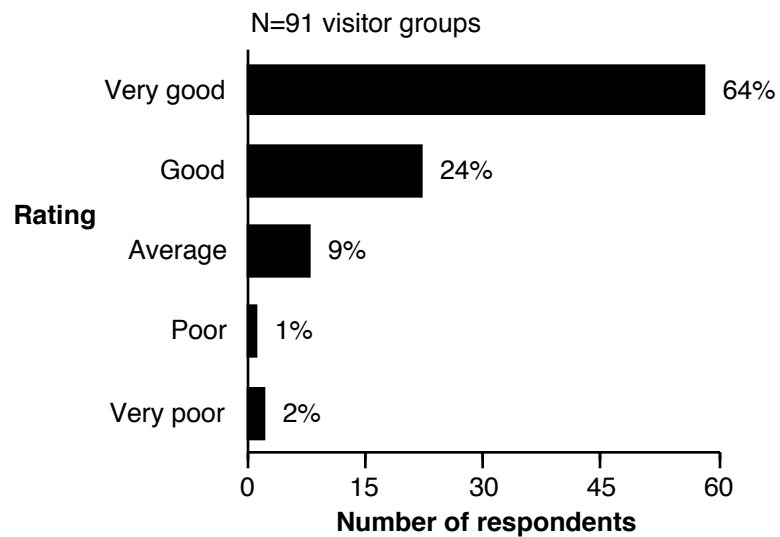


Figure 67: Quality of garbage collection

Several different methods to reduce visitor congestion at Chiricahua National Monument are under consideration by park management. Visitor groups were asked to note their preferences from among these alternatives, or to indicate another preference they might have had. As is indicated by Figure 68, 41% of those groups which responded to this question selected "first come, first served until the monument is full" as their preferred alternative. Twenty-six percent of visitor groups preferred the use of a shuttle bus to reduce visitor congestion. "Other" preferences included combining first come, first served with reservations, eliminating motorhomes, and giving preference to United States citizens.

Reducing visitor congestion

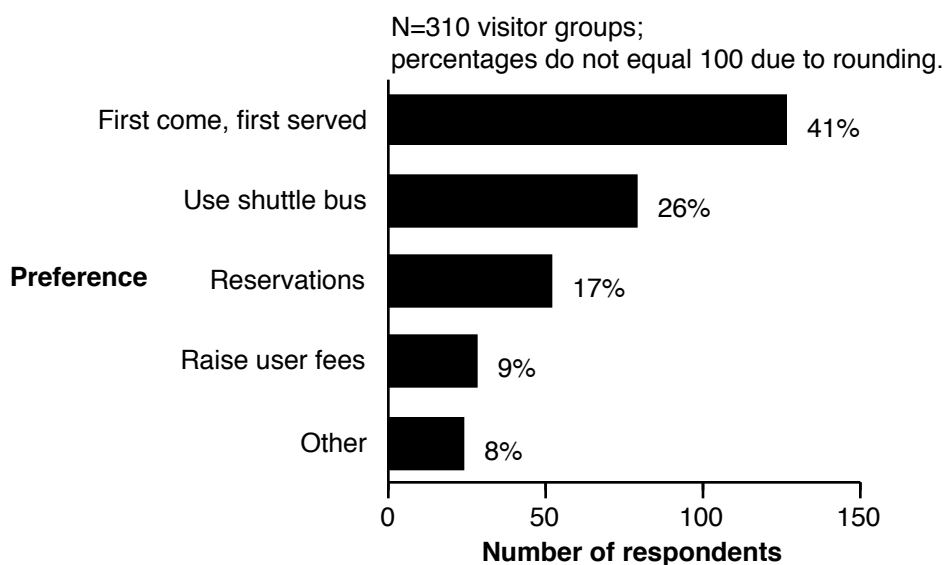


Figure 68: Preferences for reducing visitor congestion

**Overall quality
of visitor
services**

Visitor groups were asked to rate the overall quality of the visitor services provided at Chiricahua National Monument during this visit. The majority of visitor groups (93%) rated services as "very good" or "good" (see Figure 69). Only one visitor group (less than 1% of respondents) rated services as "very poor."

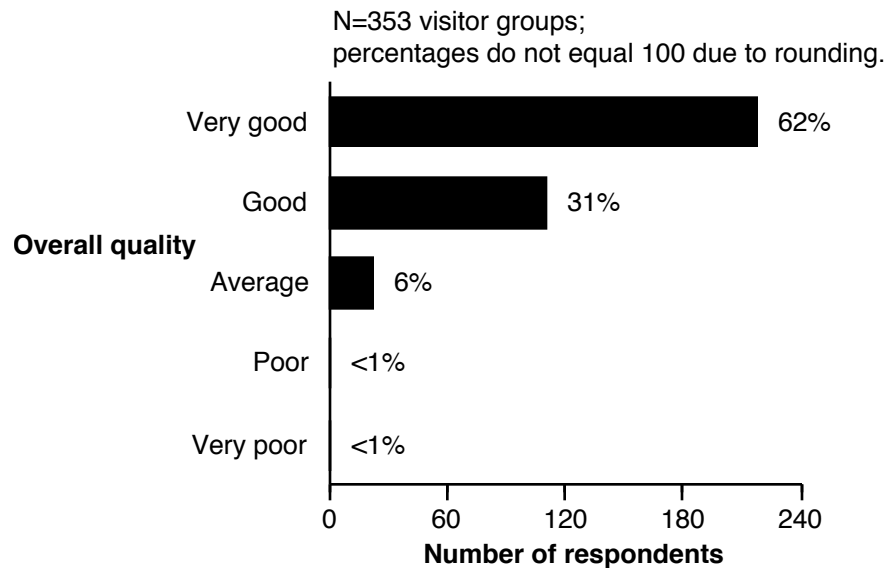


Figure 69: Overall quality of visitor services

Visitor groups were asked "What advice would you give a manager planning for the future of Chiricahua National Monument? Please be specific." Sixty-five percent of visitor groups (233 groups) responded to this question. A summary of their responses is listed below and in the appendix.

Planning for the future

Planning for the future

N=451 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comments	3
INTERPRETIVE SERVICES	
Provide more exhibits about flora and fauna	4
Trail designations in brochure are confusing	4
Provide more roadside exhibits and signs	4
Promote conservation of resources	3
Provide more information about local history	3
Publicize the park	3
Acknowledge Indian settlement and use of area	3
Update and expand visitor center display area	3
Provide more information about ecology and natural history	2
Develop a good park video	2
Provide information about other camping and hiking opportunities	2
Provide information for photographers	2
Put information signs on both sides of road	2
Other comments	17
FACILITIES AND MAINTENANCE	
Expand campground and/or add new camping area(s)	20
Expand or improve parking	19
Provide additional or larger pullouts along roads	12
Improve trail signs	10
Expand or improve bathroom facilities	7
Provide camp spaces for longer and wider RV's	7
Construct more trails (both short and long)	6
Designate tent camping sites or area	6
Add showers	6
Casual trails and short-cutting need to be controlled	5
Improve campground	5
Make dips in campground less deep	4

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

FACILITIES AND MAINTENANCE (con't)

Improve stroller and/or handicap access	3
Provide overflow area for RV parking/camping	3
Some trailheads seem hard to find	3
Some road sections too narrow	3
Provide more benches	2
Keep campground small and quiet	2
Improve roadway signage	2
Clean and /or empty the bathrooms	2
Make current campground tent only, and construct a new RV campground	2
Provide more drinking water	2
Provide better views at pullouts	2
Provide shade structures for parking	2
Maintain the hiking trails	2
Provide more picnic tables or areas	2
Trail grading system is helpful	2
Other comments	28

POLICIES

Continue and/or expand shuttle service	25
Limit commercialism/development	12
Restrict RV and bus access to park	6
Keep number of visitors under control	5
Don't sacrifice wilderness and solitude to increase access	4
Work with USFS to develop alternate camping and hiking to take pressure off monument	4
Limit vehicles entering the park	4
Widen publicity about the monument	3
Prohibit large vehicles from park	3
Take reservation at campground for long distance travelers	3
Limit size of RV's that can use campground	2
Don't allow overcrowding of trails	2
Don't build additional roads	2
Charge less for tents and more for RV campers	2
Don't use a reservation system	2
Use shuttle for all park access except campground	2
Institute a recycling program	2
Keep it accessible while protecting the wilderness	2
Other comments	43

RESOURCE MANAGEMENT

Keep it natural and undisturbed	15
Let the place be remote and uncrowded	4
Priority should be to protect and interpret the resource	4
Not very crowded	2
Park is vulnerable to overuse and crowding	2
Other comments	5

<u>Comment</u>	<u>Number of times mentioned</u>
CONCESSIONS	
Provide food and drink	4
Other comments	4
GENERAL IMPRESSIONS	
Park is fine as it is	8
Keep up the good work	5
Keep it the way it is	4
Park is excellent	3
Very well planned and/or run	3
Weren't there long enough to give advice to others	3
Fight for the park	3
Had a good time	2
Beautiful	2
Preserve our Arizona or local history	2
Chiricahua is a well kept secret	2
Other comments	20

**Comment
summary**

Many visitor groups (60%) wrote additional comments, which are included in the separate appendix of this report. Their comments about Chiricahua National Monument 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 about their visit.

Visitor Comment Summary

N=422 comments;
many visitors made more than one comment.

<u>Comment</u>	<u>Number of times mentioned</u>
----------------	--------------------------------------

PERSONNEL

Rangers and staff were helpful, informed, and friendly	23
Employees should know more about resources and activities	3
Other comments	3

INTERPRETIVE SERVICES

Enjoyed interpretive displays and presentations	8
Don't minimize the non-European social history of the area	3
Provide more information about animals, plants, and birds	3
Provide less info on ranch and more on biological communities	3
Trailheads and trails poorly marked on park brochure/map	2
Provide information about national and local environmental concerns	2
Enjoyed computer programs	2
Provide more educational information	2
Interested in natural history of area	2
Interested in human history of area	2
Other comments	10

FACILITIES AND MAINTENANCE

Enjoyed hiking trails	12
Well-maintained and clean facilities	10
Trails were well-maintained	7
Shuttle service is great	5
Expand campground or build additional campground	5
Provide more parking at visitor center	3
Campground is excellent	3
Overflow camping should be available	2
Provide showers	2
Trails had good signs	2
Other comments	20

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

POLICIES

Continue or expand shuttle service	5
Disappointed about dog restrictions	3
Don't raise fees beyond ordinary people's means	3
Foreigners wouldn't have full/easy access to campground reservation system	2
Maintain ranger visibility throughout park	2
Noise from airplanes or RV radios was bothersome	2
Large RV's should park somewhere other than visitor center lot	2
Other comments	5

RESOURCE MANAGEMENT

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

CONCESSIONS

Would be nice to have food and drink available	2
Other comments	2

GENERAL IMPRESSIONS

Enjoyed park	54
Scenery is beautiful	39
Will be back	29
Park is a wonderful place	15
Very good experience	9
Glad it is preserved and protected	7
Want to return	6
Visit was too short	5
Maintain quiet and/or solitude	5
Park wasn't too crowded	5
Keep up the good work	5
Enjoyed the hiking	4
Thank you for keeping up Chiricahua N.M.	3
Thank you	3
Please take care of it	3
Would have hiked more if wind wasn't bad	3
Try to maintain the wilderness atmosphere	2
Really splendid facility	2
Important to preserve as national monument and as wilderness	2
It was a highlight	2
Park is competition for other, more famous parks	2
Hope it stays open	2
Keep it well preserved	2

Comment	Number of times mentioned
GENERAL IMPRESSIONS (con't)	
Most people don't know how nice it is	2
Didn't even know this facility existed	2
An easy way to entertain people	2
One of my favorite places for scenery and solitude	2
Other comments	36

Chiricahua National Monument Additional Analysis

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

Additional Analysis:

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/ service/ facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- | | | |
|-----------------------------|------------------------------------|----------------------------------|
| • Sources of information | • Length of trailer or vehicle | • Importance of park qualities |
| • Hours spent | • Other forms of transportation | • Wilderness awareness |
| • Days spent | • Group size | • Information service use |
| • Visited Fort Bowie | • Organized tour/educational group | • Information service importance |
| • Sites visited | • Group type | • Information service quality |
| • Order of sites visited | • Age | • Visitor service use |
| • Activities | • State of residence | • Visitor service importance |
| • Drove RV to park | • Country of residence | • Visitor service quality |
| • Length of RV | • Number of visits | • Reducing visitor congestion |
| • Pulled trailer or vehicle | • Western history interests | • Overall quality rating |
| | • Subjects of interest | |

Database

A database has been developed which contains all the VSP visitor study results from 1988 through the present. The database became operational in April, 1996. In order to use the database it will be necessary to have a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:mail, e:mail or fax, and the same forms of media will be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those from studies held at NPS sites across the nation, with those within a specific region or type of NPS site, or with those that meet criteria that are of interest to you as a park manager.

Phone/ send requests to:

Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133
Phone: 208-885-2819
FAX: 208-885-4261
cc:mail: VSP Database NP- -PNR

QUESTIONNAIRE

Chiricahua National Monument

Visitor Study

Summer 1995

Appendix

Report 78

Visitor Services Project
Cooperative Park Studies Unit

Chiricahua National Monument

Visitor Study

Spring 1996

Appendix

Chris Wall

Visitor Services Project Report 85

November 1996

This volume contains a summary of visitors' comments for Questions 19 and 20. The summary is followed by their unedited comments.

Chris Wall is a VSP Research Associate based at the Cooperative Park Studies Unit, University of Idaho. We thank Mark Patterson and the staff of Chiricahua 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.

Planning for the future

N=451 comments;
many visitors made more than one comment.

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

PERSONNEL

Comments	3
----------	---

INTERPRETIVE SERVICES

Provide more exhibits about flora and fauna	4
Trail designations in brochure are confusing	4
Provide more roadside exhibits and signs	4
Promote conservation of resources	3
Provide more information about local history	3
Publicize the park	3
Acknowledge Indian settlement and use of area	3
Update and expand visitor center display area	3
Provide more information about ecology and natural history	2
Develop a good park video	2
Provide information about other camping and hiking opportunities	2
Provide information for photographers	2
Put information signs on both sides of road	2
Other comments	17

FACILITIES AND MAINTENANCE

Expand campground and/or add new camping area(s)	20
Expand or improve parking	19
Provide additional or larger pullouts along roads	12
Improve trail signs	10
Expand or improve bathroom facilities	7
Provide camp spaces for longer and wider RV's	7
Construct more trails (both short and long)	6
Designate tent camping sites or area	6
Add showers	6
Casual trails and short-cutting need to be controlled	5
Improve campground	5
Make dips in campground less deep	4
Improve stroller and/or handicap access	3
Provide overflow area for RV parking/camping	3
Some trailheads seem hard to find	3
Some road sections too narrow	3
Provide more benches	2
Keep campground small and quiet	2
Improve roadway signage	2
Clean and /or empty the bathrooms	2
Make current campground tent only, and construct a new RV campground	2
Provide more drinking water	2
Provide better views at pullouts	2

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

FACILITIES AND MAINTENANCE (con't)

Provide shade structures for parking	2
Maintain the hiking trails	2
Provide more picnic tables or areas	2
Trail grading system is helpful	2
Other comments	28

POLICIES

Continue and/or expand shuttle service	25
Limit commercialism/development	12
Restrict RV and bus access to park	6
Keep number of visitors under control	5
Don't sacrifice wilderness and solitude to increase access	4
Work with USFS to develop alternate camping and hiking to take pressure off monument	4
Limit vehicles entering the park	4
Widen publicity about the monument	3
Prohibit large vehicles from park	3
Take reservation at campground for long distance travelers	3
Limit size of RV's that can use campground	2
Don't allow overcrowding of trails	2
Don't build additional roads	2
Charge less for tents and more for RV campers	2
Don't use a reservation system	2
Use shuttle for all park access except campground	2
Institute a recycling program	2
Keep it accessible while protecting the wilderness	2
Other comments	43

RESOURCE MANAGEMENT

Keep it natural and undisturbed	15
Let the place be remote and uncrowded	4
Priority should be to protect and interpret the resource	4
Not very crowded	2
Park is vulnerable to overuse and crowding	2
Other comments	5

CONCESSIONS

Provide food and drink	4
Other comments	4

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Park is fine as it is	8
Keep up the good work	5
Keep it the way it is	4
Park is excellent	3
Very well planned and/or run	3
Weren't there long enough to give advice to others	3
Fight for the park	3
Had a good time	2
Beautiful	2
Preserve our Arizona or local history	2
Chiricahua is a well kept secret	2
Other comments	20

Visitor Comment Summary

N=422 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers and staff were helpful, informed, and friendly	23
Employees should know more about resources and activities	3
Other comments	3
INTERPRETIVE SERVICES	
Enjoyed interpretive displays and presentations	8
Don't minimize the non-European social history of the area	3
Provide more information about animals, plants, and birds	3
Provide less info on ranch and more on biological communities	3
Trailheads and trails poorly marked on park brochure/map	2
Provide information about national and local environmental concerns	2
Enjoyed computer programs	2
Provide more educational information	2
Interested in natural history of area	2
Interested in human history of area	2
Other comments	10
FACILITIES AND MAINTENANCE	
Enjoyed hiking trails	12
Well-maintained and clean facilities	10
Trails were well-maintained	7
Shuttle service is great	5
Expand campground or build additional campground	5
Provide more parking at visitor center	3
Campground is excellent	3
Overflow camping should be available	2
Provide showers	2
Trails had good signs	2
Other comments	20
POLICIES	
Continue or expand shuttle service	5
Disappointed about dog restrictions	3
Don't raise fees beyond ordinary people's means	3
Foreigners wouldn't have full/easy access to campground reservation system	2
Maintain ranger visibility throughout park	2
Noise from airplanes or RV radios was bothersome	2
Large RV's should park somewhere other than visitor center lot	2
Other comments	5

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Comments	2
CONCESSIONS	
Would be nice to have food and drink available	2
Other comments	2
GENERAL IMPRESSIONS	
Enjoyed park	54
Scenery is beautiful	39
Will be back	29
Park is a wonderful place	15
Very good experience	9
Glad it is preserved and protected	7
Want to return	6
Visit was too short	5
Maintain quiet and/or solitude	5
Park wasn't too crowded	5
Keep up the good work	5
Enjoyed the hiking	4
Thank you for keeping up Chiricahua N.M.	3
Thank you	3
Please take care of it	3
Would have hiked more if wind wasn't bad	3
Try to maintain the wilderness atmosphere	2
Really splendid facility	2
Important to preserve as national monument and as wilderness	2
It was a highlight	2
Park is competition for other, more famous parks	2
Hope it stays open	2
Keep it well preserved	2
Most people don't know how nice it is	2
Didn't even know this facility existed	2
An easy way to entertain people	2
One of my favorite places for scenery and solitude	2
Other comments	36
