



Fort Bowie National Historic Site

Visitor Study **Spring 1996**

Report 86
Visitor Services Project
Cooperative Park Studies Unit



University of Idaho



Fort Bowie National Historic Site

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Chris Wall

Visitor Services Project
Report 86

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 Fort Bowie National Historic Site 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 Fort Bowie National Historic Site Report Summary

- This report describes the results of a visitor study at Fort Bowie National Historic Site during March 26-April 1, 1996. A total of 86 questionnaires were distributed to visitors. Visitors returned 76 questionnaires for an 88% response rate.
- This report profiles Fort Bowie visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of visitors' comments.
- Fifty-nine percent of the visitor groups were family groups; 22% were groups of friends. Fifty percent of visitor groups were groups of two. Sixty-four percent of visitors were aged 41-70.
- International visitors came from England (35%), Germany (29%), and three other countries. United States visitors came from Arizona (33%), Michigan (8%), and 25 other states.
- Forty-two percent of visitor groups spent three hours at the site; 35% of the groups spent four hours. For 76% of the visitors, this was a first visit to Fort Bowie.
- On this visit, the most common activities were walking/day hiking (92%), touring the Fort Bowie ruins (88%), and taking photographs (80%).
- The most frequently used pre-trip information sources were travel guides/tour books (33%), highway signs (21%), and friends or relatives (20%).
- Eight percent of visitor groups arrived in recreational vehicles, and one group (2%) pulled a trailer or other vehicle. Ninety-seven percent of the groups used a car, pickup truck or van at the park.
- The most commonly visited sites at the park were the cemetery (99%), the ranger station (99%), and the Fort Bowie ruins trail (93%). The site that most visitor groups stopped at first was the cemetery (96%).
- One hundred percent of the visitor groups made the walk from the parking area to the fort, and 83% made the walk through the Fort Bowie ruins. Eighty-four percent of the groups felt the amount of information on the trails was about right.
- Seventy-five percent of the visitor groups indicated a special interest in Western history, and listed topics such as military history, Apache Indians, and Native American history. Visitor groups expressed an interest in learning about historic resources/ruins preservation (87%) and wilderness (56%) on a future visit.
- Eighty-eight percent of visitor groups supported the NPS management objective of maintaining a remote site with minimal improvements. Ninety-two percent of the groups felt that this objective was being achieved.
- The most used visitor services and facilities were trails (93%), trailside exhibits (88%), the Fort Bowie ruins (85%), and parking (84%). Trailside exhibits received the highest proportion of "extremely important" and "very important" ratings (94%) and information from park employees received the highest proportion of "very good" and "good" quality ratings (97%). All services and facilities were rated as above "average" in importance and quality.
- Visitor groups rated historic setting (97%), scenery (92%), and clean air (86%) as "extremely important" or "very important" park qualities.
- Ninety-eight percent of the visitor groups rated the overall quality of visitor services and facilities as "very good" or "good." None of the groups rated services and facilities as "very poor."

<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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INTRODUCTION

This report describes the results of a study of visitors at Fort Bowie National Historic Site (referred to as "Fort Bowie"). 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.

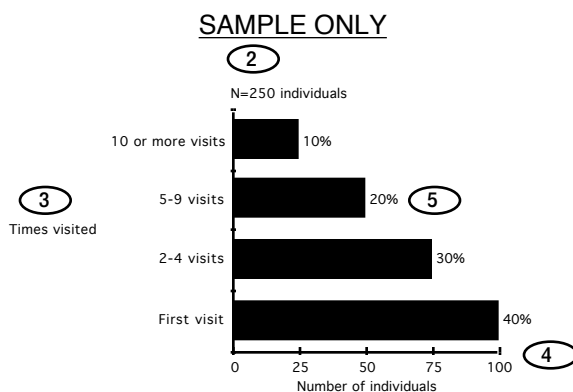


Figure 4: Number of visits

- 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 Fort Bowie NHS during the period from March 26-April 1, 1996. Visitors were sampled as they arrived at the Fort Bowie ranger station.

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, a front-end 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 presented with 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 76 visitor groups, Figure 3 presents data for 197 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 create missing data and cause the number in the sample to vary from figure to figure. For example, although 76 questionnaires were returned by Fort Bowie visitors, Figure 6 shows data for only 72 visitor groups.

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.

RESULTS

Visitors contacted

At Fort Bowie, 95 visitor groups were contacted; 86 groups (91%) accepted questionnaires. Seventy-six visitor groups completed and returned their questionnaires for an 88% response rate.

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)	81	49.3	75	50.0
Group size	85	2.7	76	2.6

Demographics

Figure 1 shows group sizes, which ranged from one person to seven people. Fifty percent of visitor groups were groups of two, 15% were groups of four, 13% were groups of three, and 13% were people traveling alone. Fifty-nine percent of visitor groups consisted of family members, and 22% of groups consisted of friends (see Figure 2).

Figure 3 indicates that the most common age group, accounting for 28% of the visitors, was from 41-50 years old, followed by 61-70 years old (19%) and 51-60 years old (17%). Fourteen percent of the visitors were fifteen years old or younger. The majority of visitors (76%) were making their first visit to Fort Bowie (see Figure 4). None of the visitor groups reported that they were with an organized tour or educational group (see Figure 5).

There were a total of seventeen international visitors (9% of total visitation), with 35% coming from England and 29% coming from Germany, although there were not enough international visitors to provide reliable information (see Table 2). The largest numbers of United States visitors were from Arizona (33%), Michigan (8%), and California (6%). Smaller numbers of U.S. visitors came from another twenty-four states (see Map 1 and Table 3).

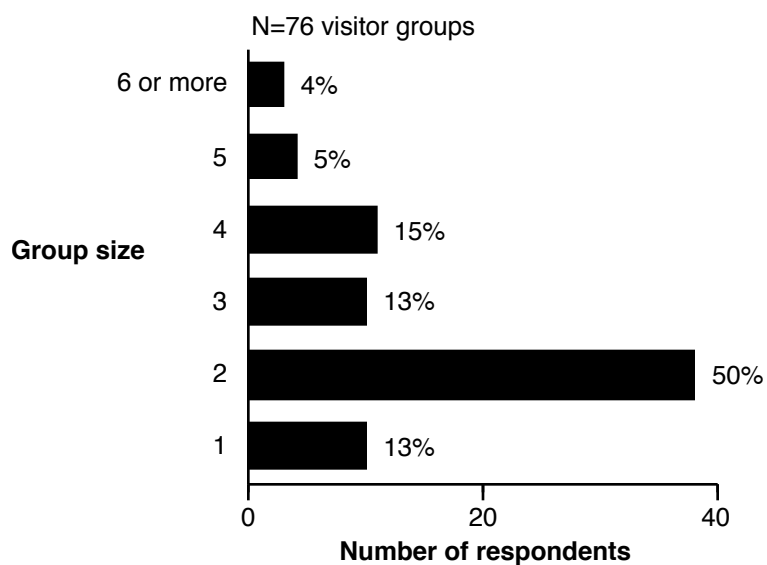


Figure 1: Visitor group sizes

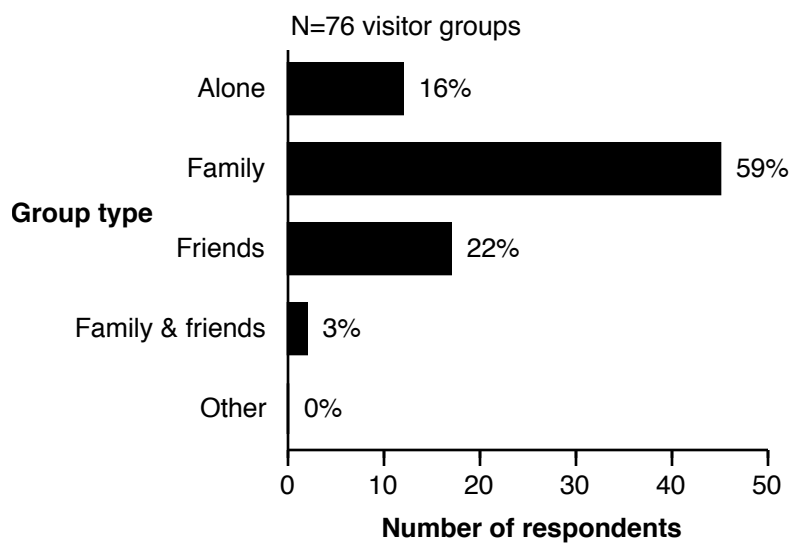
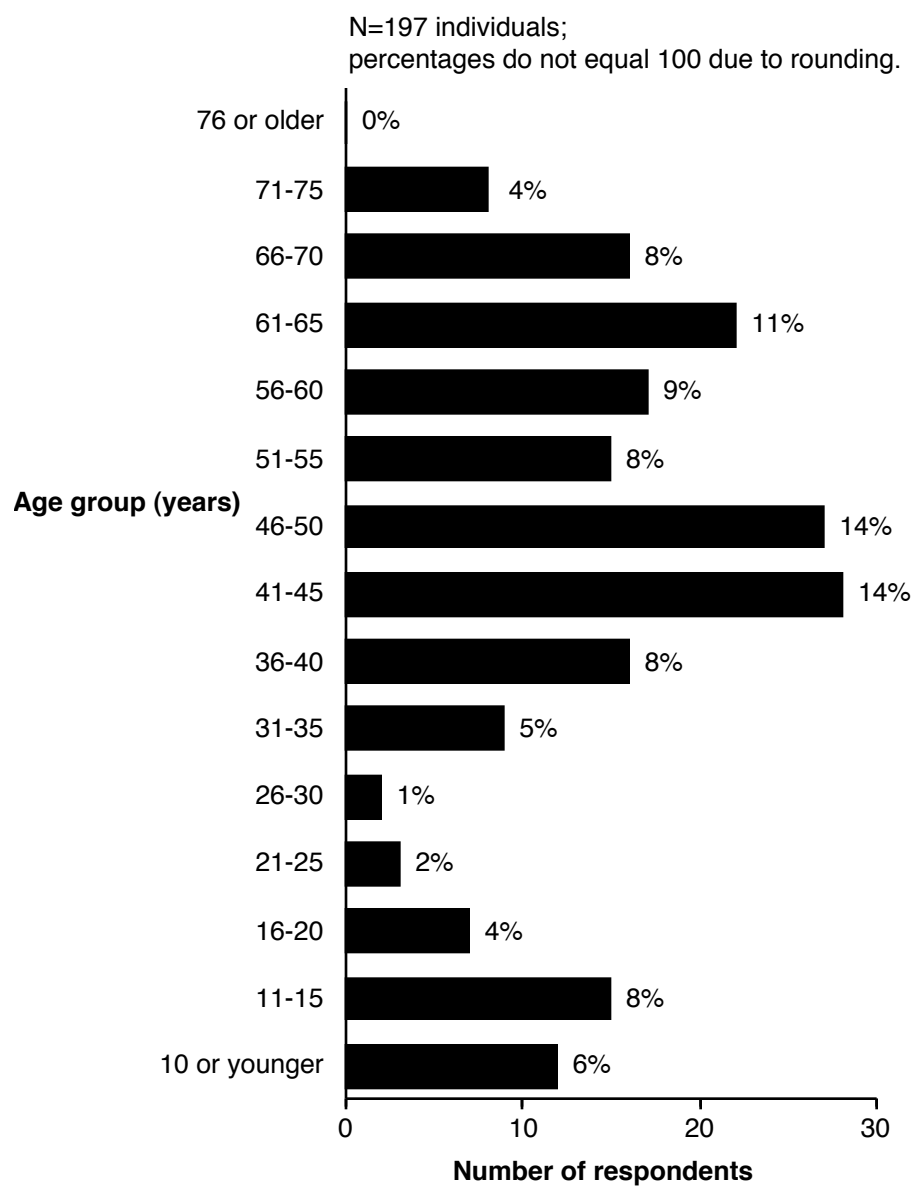


Figure 2: Visitor group types

**Figure 3: Visitor ages**

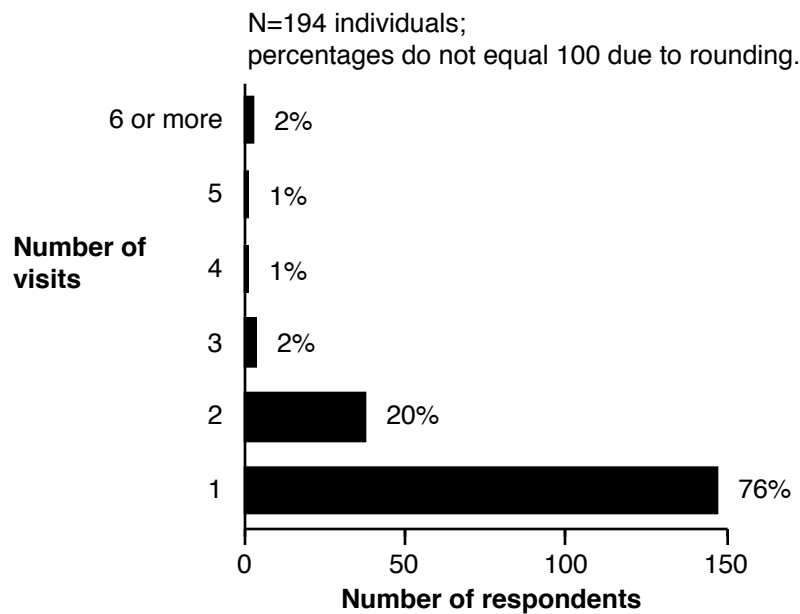


Figure 4: Number of visits to Fort Bowie NHS

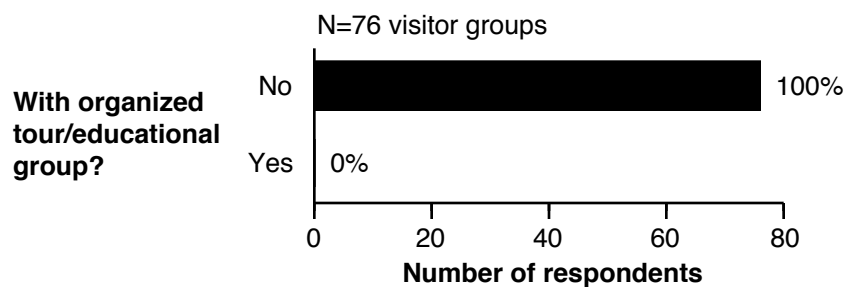


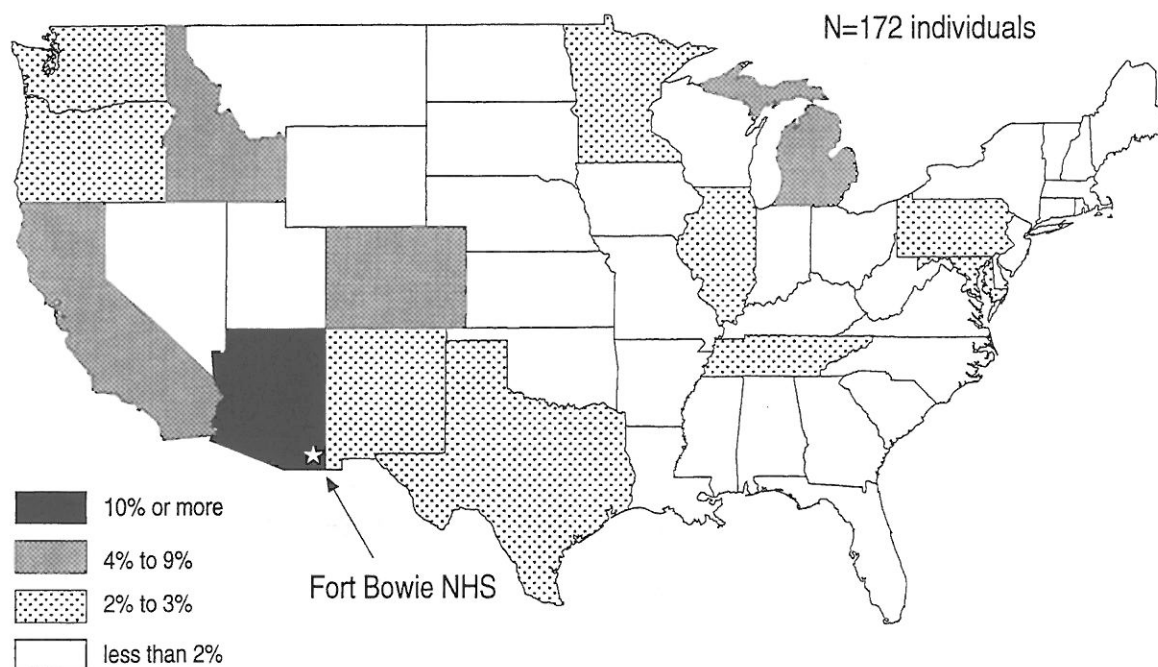
Figure 5: Traveling with organized tour or educational group?

Table 2: International visitors by country of residence

N=17 individuals

CAUTION!

Country	Number of individuals	Percent of international visitors
England	6	35
Germany	5	29
Austria	2	12
Canada	2	12
Panama	2	12



Map 1: Proportion of United States visitors by state

Table 3: United States visitors by state of residence

N=172 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors
Arizona	57	33
Michigan	14	8
California	11	6
Idaho	9	5
Colorado	8	5
Illinois	7	4
Minnesota	7	4
New Mexico	6	4
Oregon	6	4
Texas	6	4
Tennessee	5	3
Pennsylvania	4	2
Washington	4	2
Maryland	3	2
13 other states	25	15

**Length
of stay**

Visitor groups were asked how much time they spent at Fort Bowie NHS. Forty-two percent of visitor groups spent three hours at Fort Bowie, 35% of the groups spent four hours at the site, and 14% spent two hours (see Figure 6).

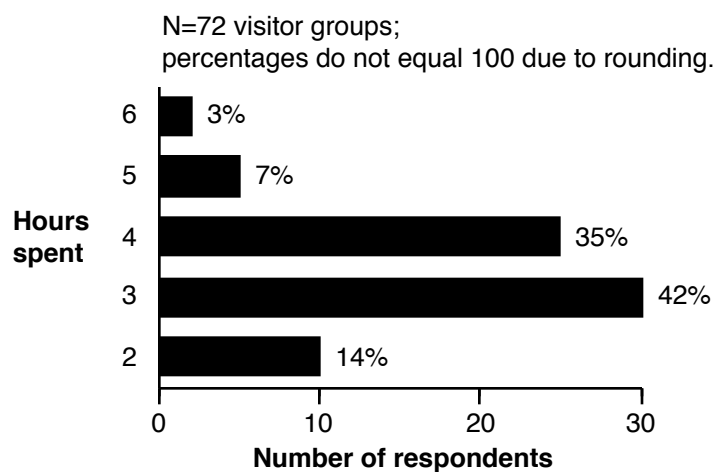


Figure 6: Time spent at Fort Bowie

Figure 7 shows the proportions of visitor groups that participated in a variety of activities at Fort Bowie NHS. The most common activities were walking or day hiking (92%), touring the Fort Bowie ruins (88%), taking photographs (80%), and scenic driving (66%). Following historic events was the most common "other" activity listed by visitor groups.

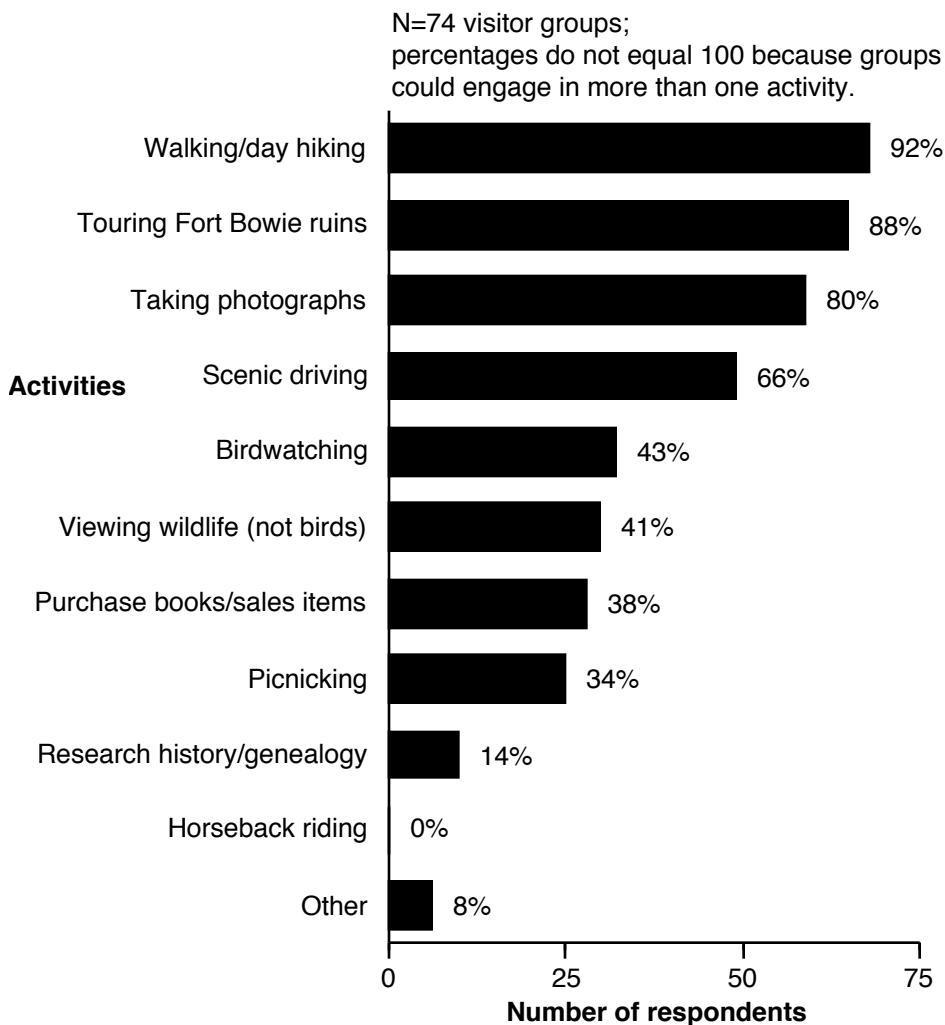


Figure 7: Visitor activities

Sources of information

Visitor groups were asked to indicate the sources from which they had received information about Fort Bowie NHS prior to their visits. Thirty-three percent of visitor groups received information from a travel guide or tour book, 21% received information from highway signs, and 20% received information from friends or relatives (see Figure 8). Twelve percent of visitor groups received no information prior to their visit. The most common response to "other" as a source of information was books and/or magazines, followed by friend or acquaintance.

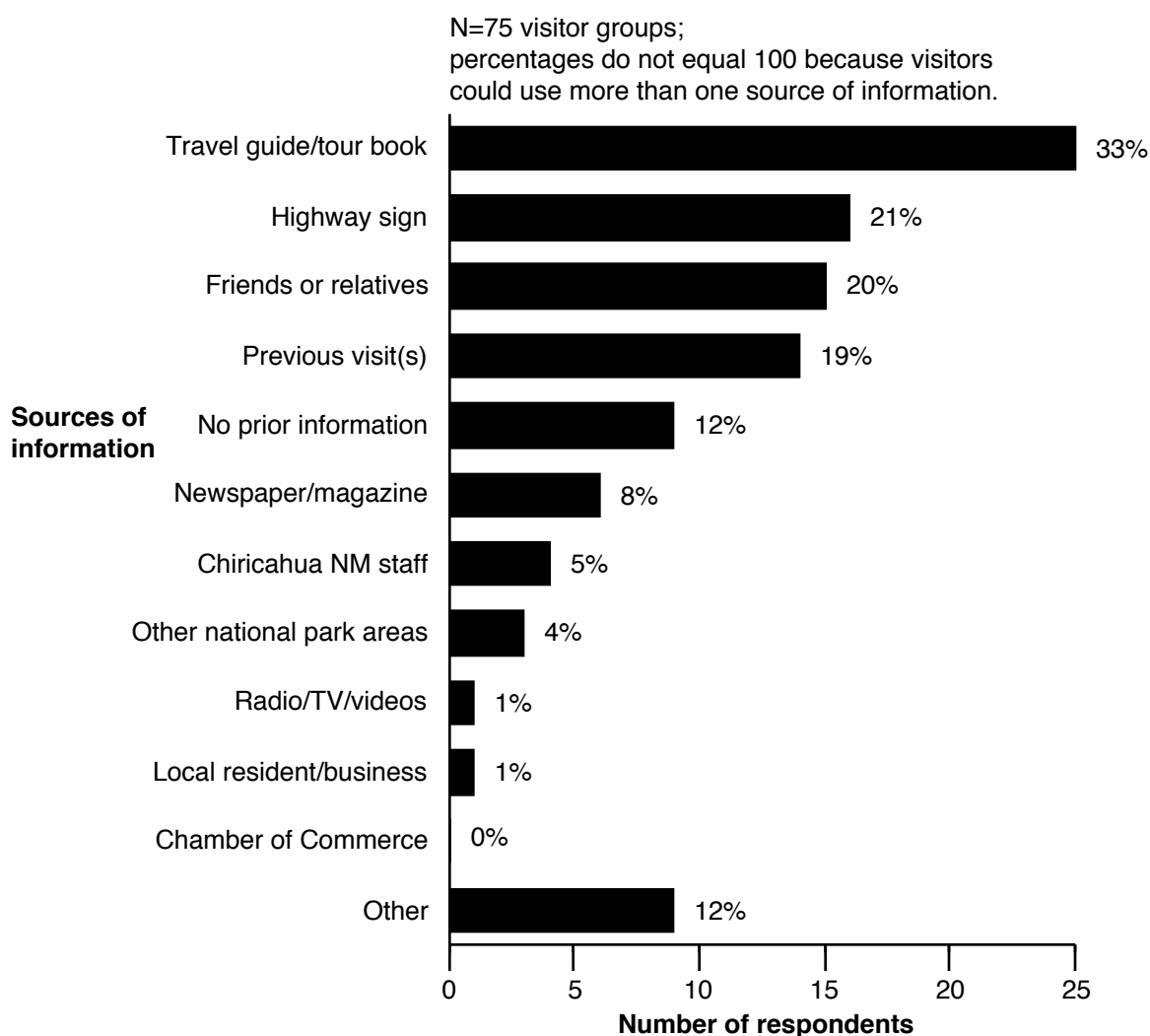


Figure 8: Sources of information used by visitor groups

Eight percent of visitor groups arrived at Fort Bowie in recreational vehicles (see Figure 9). Thirty-three percent of the groups arriving in recreational vehicles were in vehicles that were 15-20 feet in length, 33% were in vehicles that were 21-25 feet in length, and 33% were in vehicles that were 26-30 feet in length (see Figure 10).

Only one visitor group (2%) was pulling a trailer or other vehicle when it arrived at Fort Bowie (see Figure 11). The trailer or vehicle that the group was pulling was fifteen feet in length.

Of those visitor groups that did not arrive in recreational vehicles, 97% arrived in cars, pickup trucks, or vans (see Figure 12). The four responses listed as "other" were motorhome, desert stroller, cabover camper on pickup truck, and feet.

Forms of transportation used

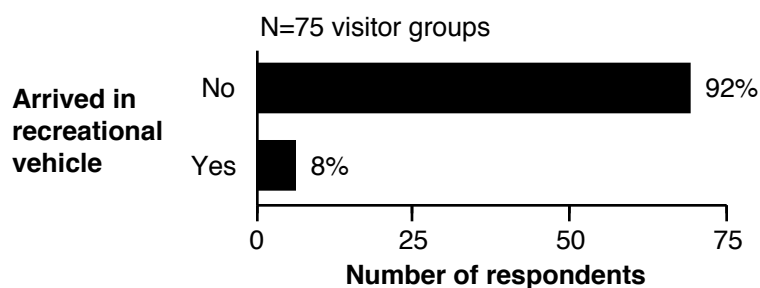


Figure 9: Arrived in recreational vehicle

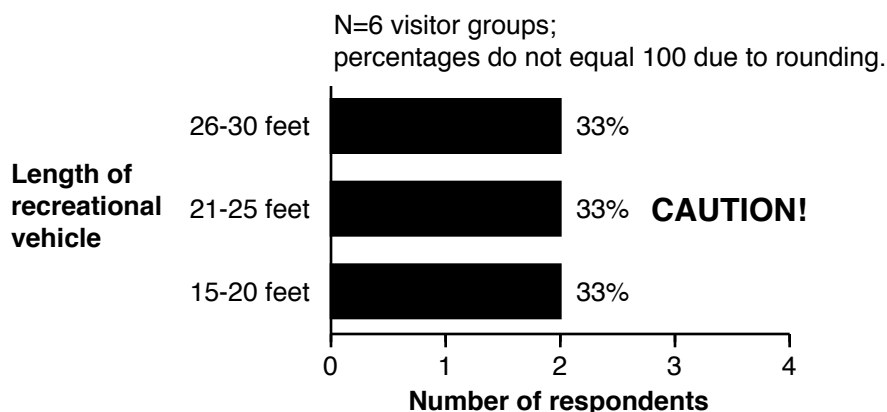


Figure 10: Length of recreational vehicle

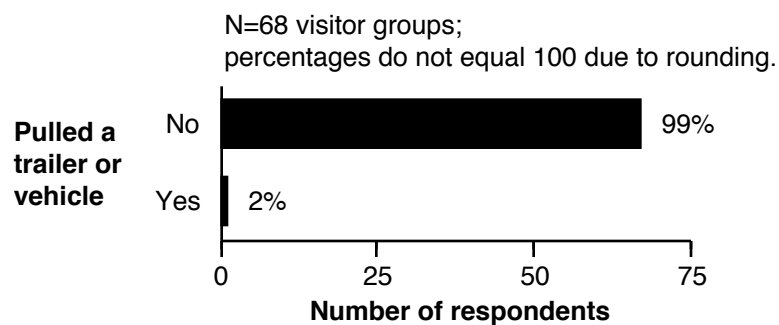


Figure 11: Pulled trailer or other vehicle

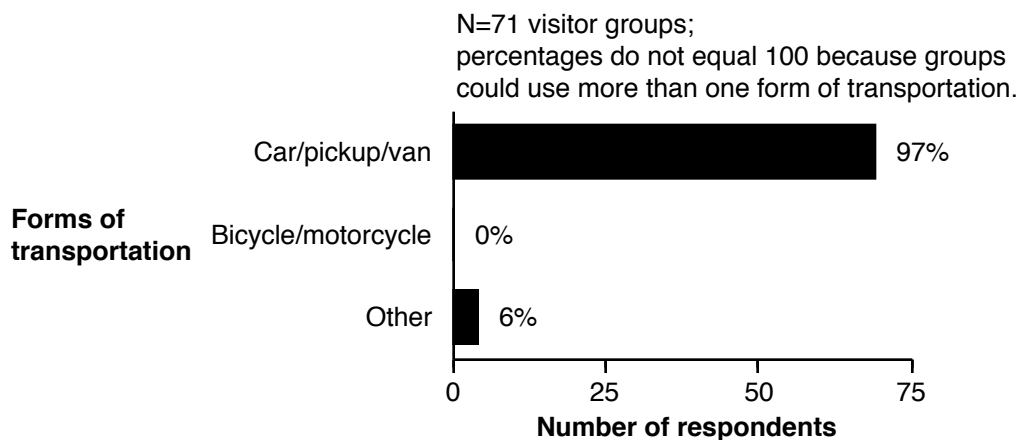
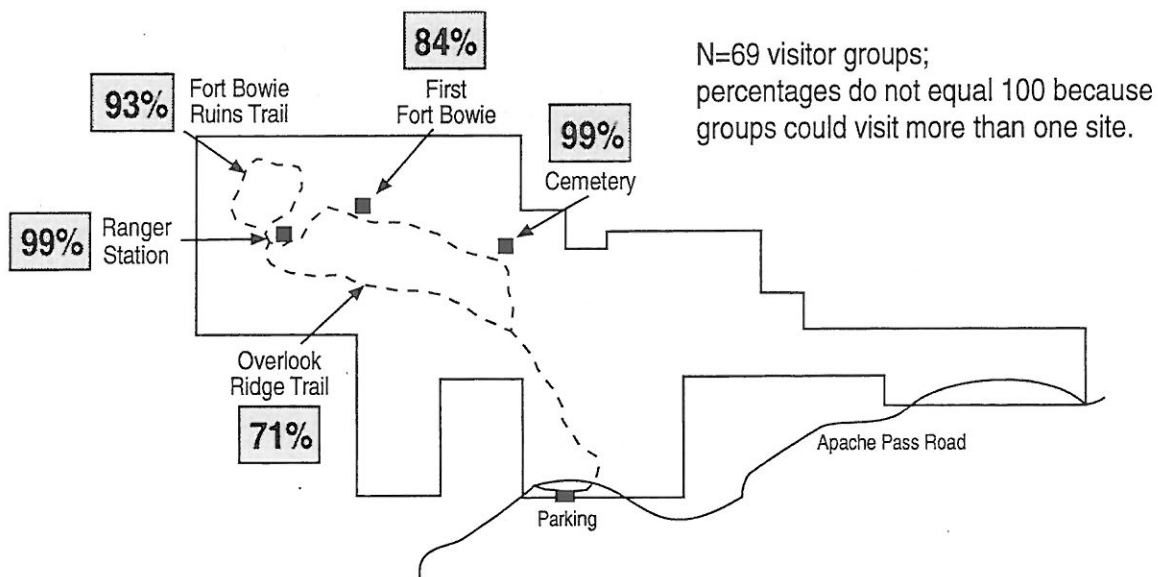


Figure 12: Other forms of transportation

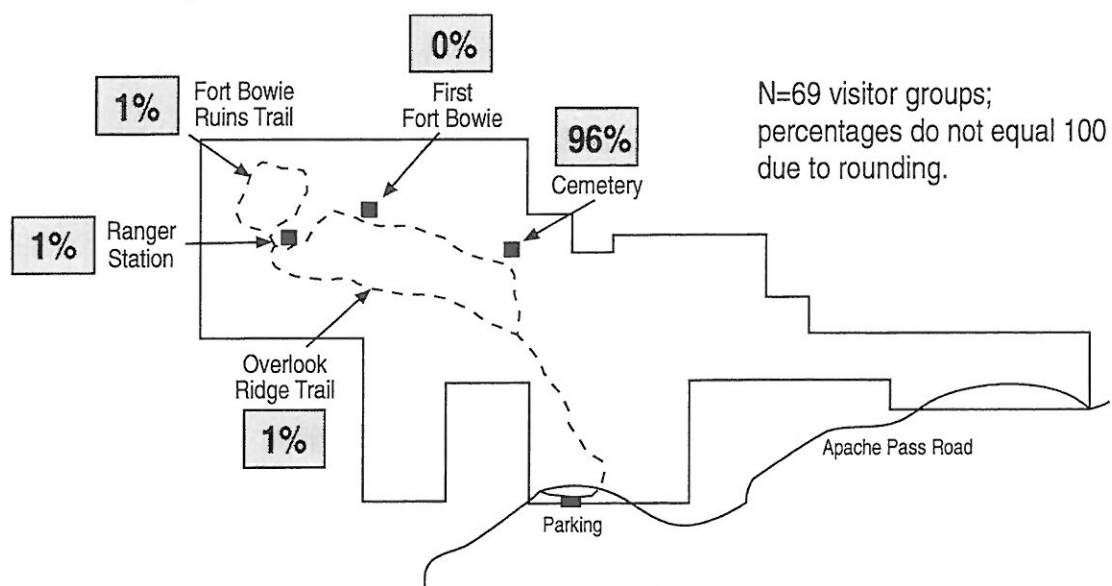
Visitor groups were asked to indicate on a map of Fort Bowie the sites they had visited at the park, and the order in which they visited them. The sites receiving the highest visitation were the cemetery and the ranger station, each of which was visited by 99% of the groups. The lowest visitation was the Overlook Ridge Trail, which was visited by 71% of the groups (see Map 2). Ninety-six percent of the visitor groups made their first stop at the cemetery (see Map 3).

Sites visited

Visitor groups were also asked to indicate whether they had walked the park's trails and comment on the amount of information they received on those trails. One hundred percent of the visitor groups made the 1.5 mile walk from the parking area to the fort (see Figure 13). Eighty-three percent of visitor groups walked the trail through the Fort Bowie ruins (see Figure 14). Eighty-four percent of visitor groups felt that the amount of information on the trails was "about right." None of the visitor groups indicated that they felt there was too much information on the trails (see Figure 15).



Map 2: Sites visited at Fort Bowie NHS



Map 3: Sites visited first at Fort Bowie NHS

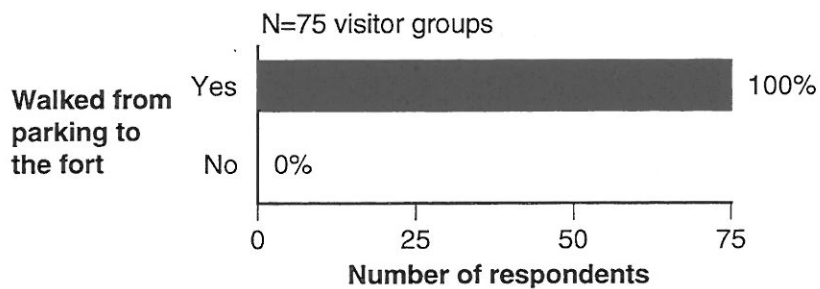


Figure 13: Walked from parking area to fort

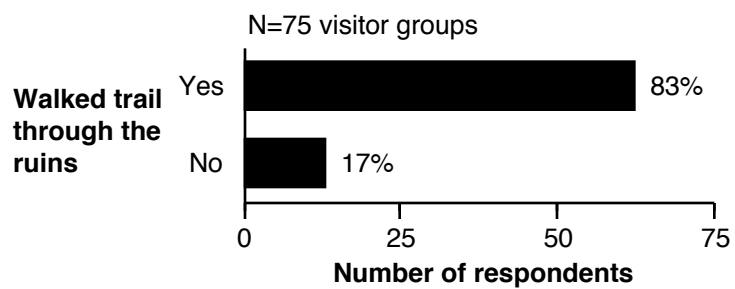


Figure 14: Walked trail through Fort Bowie ruins

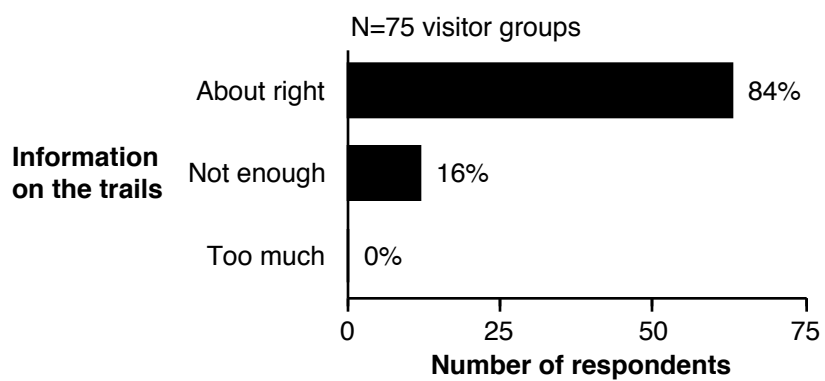


Figure 15: Information on the trails

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. Seventy-five percent of visitor groups indicated that they had members with a special interest in Western history (see Figure 16). Groups listed topics such as military history, Apache Indians, and Native American history (see Table 4).

Visitor groups were also asked about the subjects they would be most interested in learning about on a future visit to Fort Bowie NHS. Eighty-seven percent of visitor groups indicated an interest in learning about historic resources/ruins preservation, followed by 56% with an interest in learning about wilderness (see Figure 17). Subjects listed in the "other" category included more history of the area and more detail of daily life at the fort.

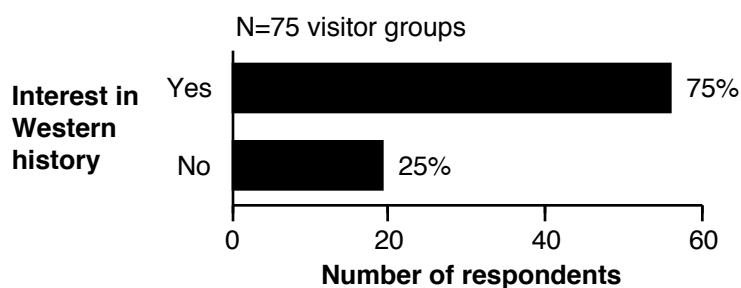
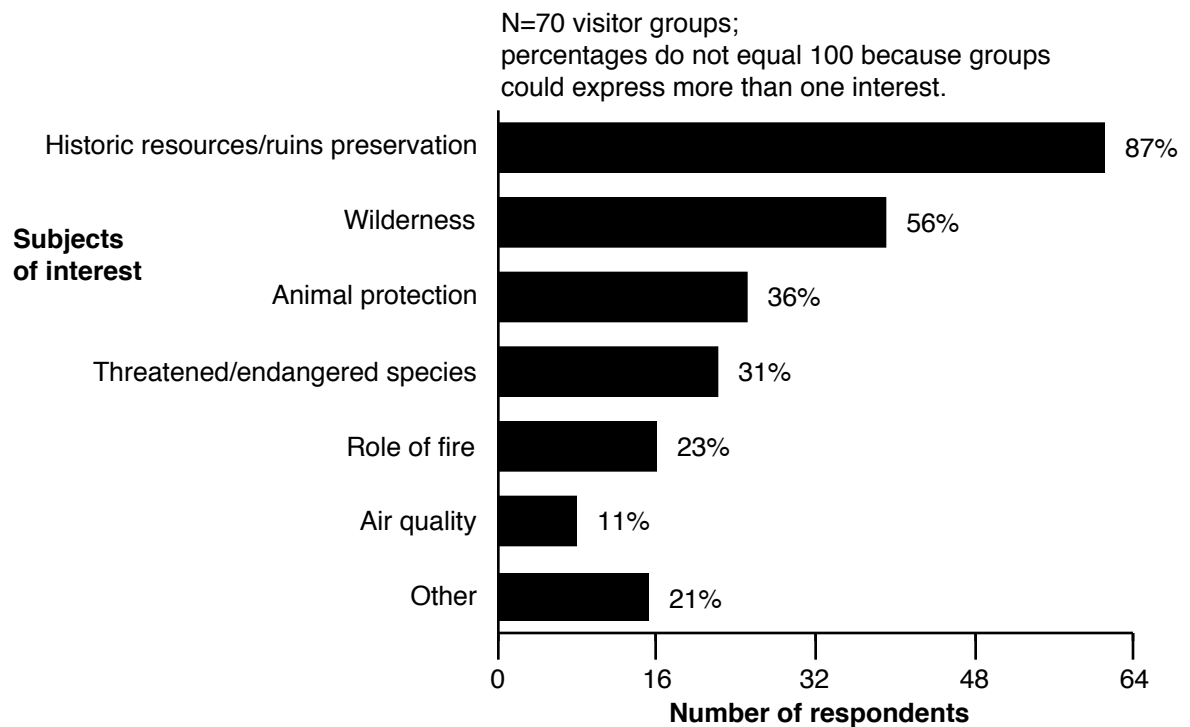


Figure 16: Special interest in Western history

Table 4: Special Western history interests

N=91 comments

Comment	Number of times mentioned
Military history	16
Apache Indians	15
Native American history	14
Western history	7
Exploration or settling of west	5
Arizona history	4
Buffalo soldiers	3
Ranching or cowboys	3
Indian wars	3
Spanish history	2
Gunfighters or outlaws	2
Archaeological findings or prehistory	2
Southwestern history or culture	2
Forts	2
Spanish exploration period	2
Other comments	9

**Figure 17: Other subjects visitors are interested in learning about**

**Meeting
management
objective**

The current National Park Service objective for the management of Fort Bowie NHS is to maintain the remote setting of the site with a minimal number of improvements. Visitor groups were asked to comment on whether or not they support this objective. As is indicated by Figure 18, 88% of visitor groups support this management objective. Five percent of visitor groups did not support the objective while 7% were unsure.

Visitor groups were also asked to comment on whether or not they felt that the NPS had achieved this management objective. Ninety-two percent of visitor groups felt that this objective was being met. Four percent of visitor groups said the objective was not being met, while another 4% was not sure (see Figure 19).

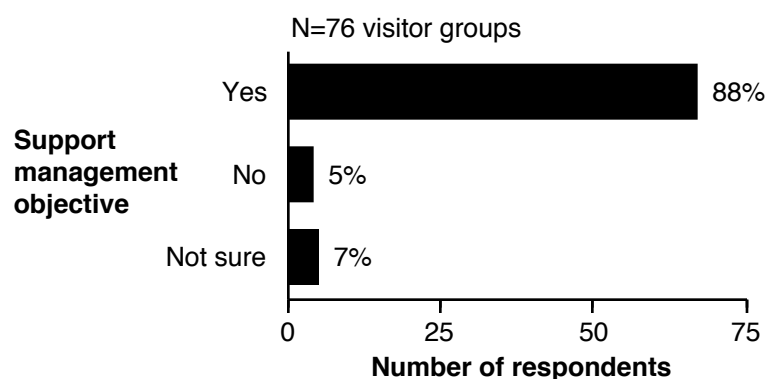


Figure 18: Support management objective

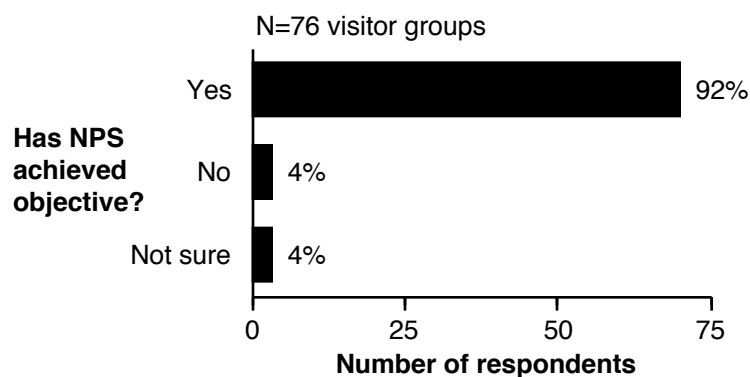


Figure 19: Has NPS achieved management objective?

Visitor groups were asked to indicate the other places they visited in the Fort Bowie NHS area. Sixty-three percent of visitor groups also visited Chiricahua National Monument, 54% visited Tombstone, 54% visited Willcox, and 43% visited Bowie (see Figure 20). Visitor groups listed fifteen "other" places that they visited, but each of these places was mentioned only once.

Other places visited

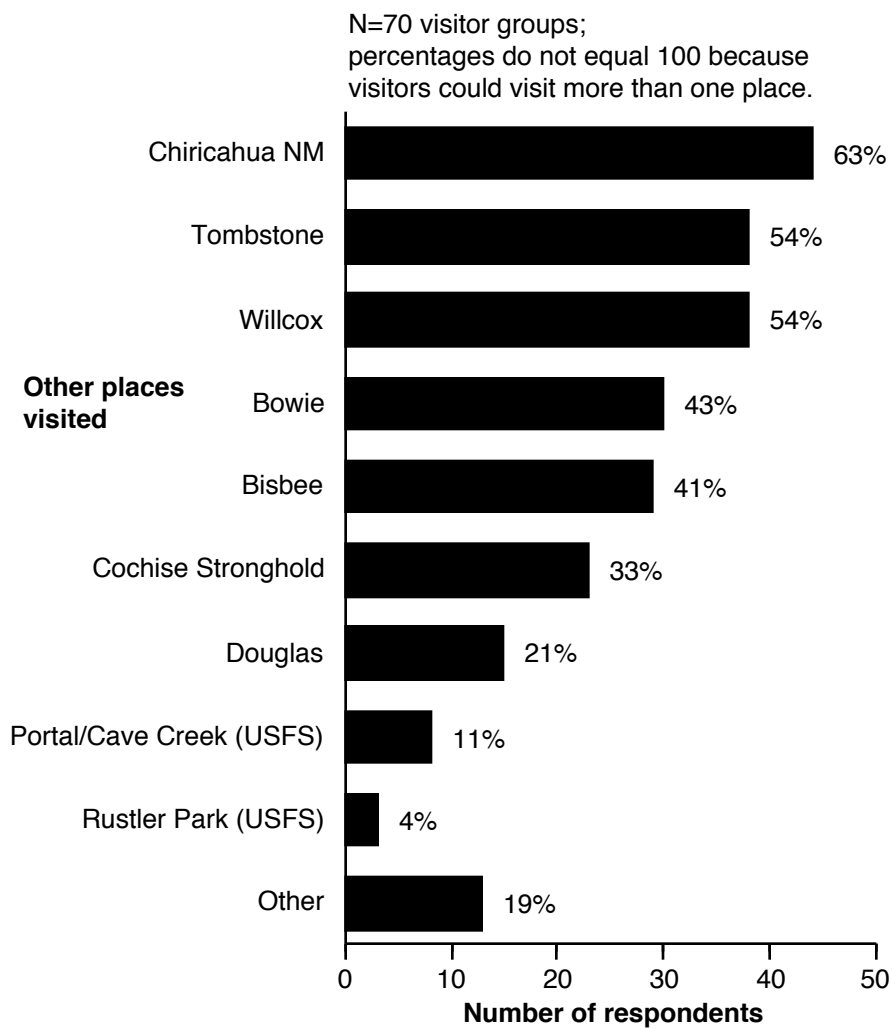


Figure 20: Other places visited

**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 Fort Bowie NHS. As is indicated by Figure 21, the visitor services and facilities that were most commonly used by visitor groups were trails (93%), trailside exhibits (88%), the Fort Bowie ruins (85%), and parking (84%). The least used visitor services and facilities were guided tours (3%) and picnic areas (30%).

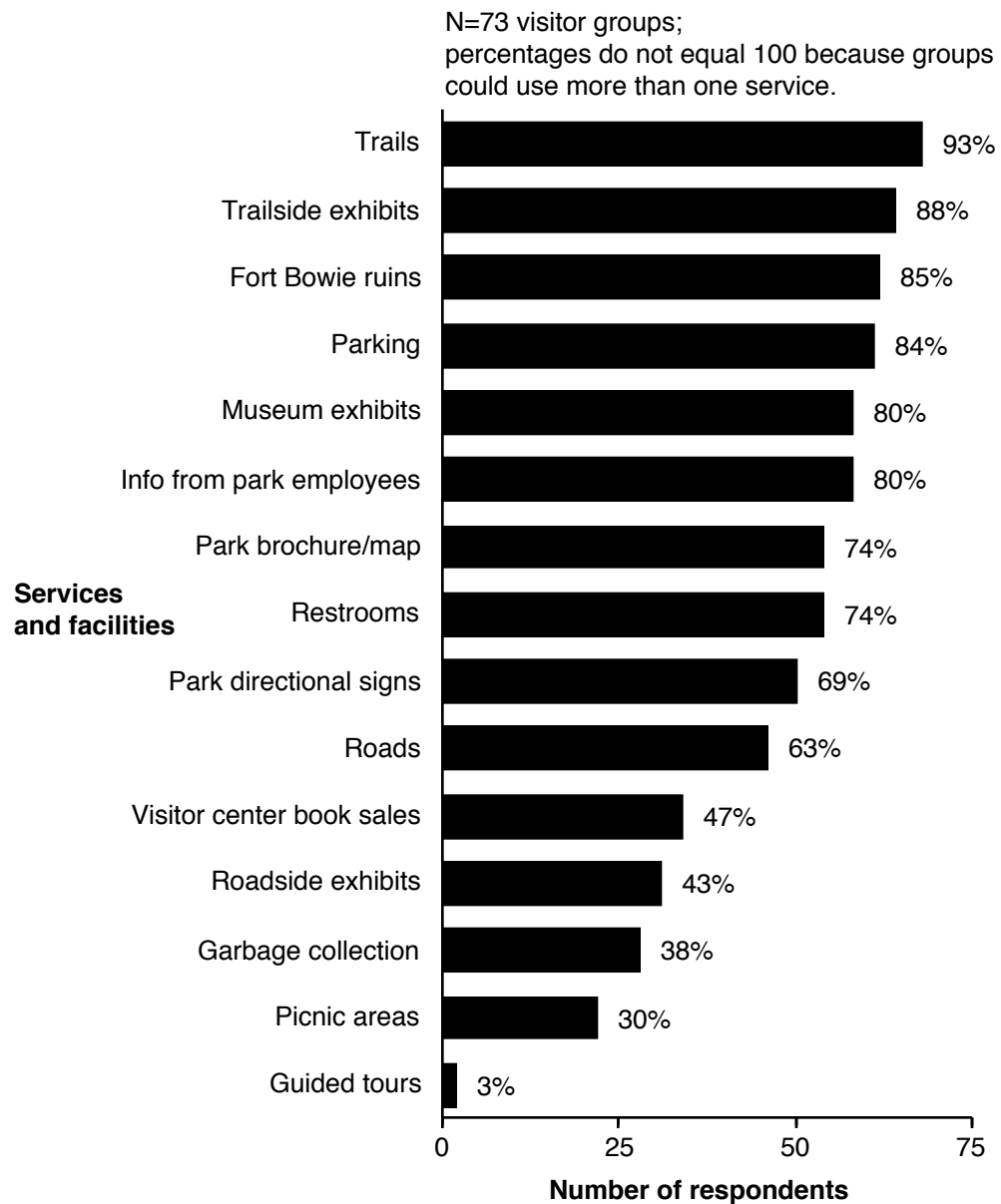


Figure 21: Use of visitor services and facilities

Visitors 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 22 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 22. All services and facilities were rated as above "average" in importance to visitor groups. All services and facilities were also rated as above "average" in quality. It should be noted that guided tours, picnic areas, and garbage collection were not rated by enough visitor groups to provide reliable data.

Figures 23-37 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 trailside exhibits (94%), park brochure/map (89%), and trails (87%). The highest proportion of "not important" ratings were for parking (5%) and roads (5%).

Figures 38-52 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 information from park employees (97%), trails (91%), and park brochure/map (90%). The highest proportion of "very poor" ratings was for restrooms (8%), followed by roads (5%).

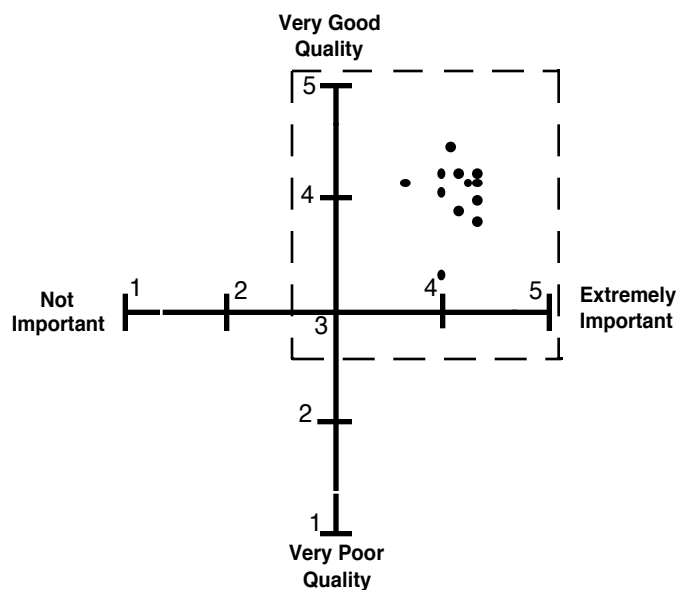


Figure 22: Average ratings of importance and quality of visitor services and facilities

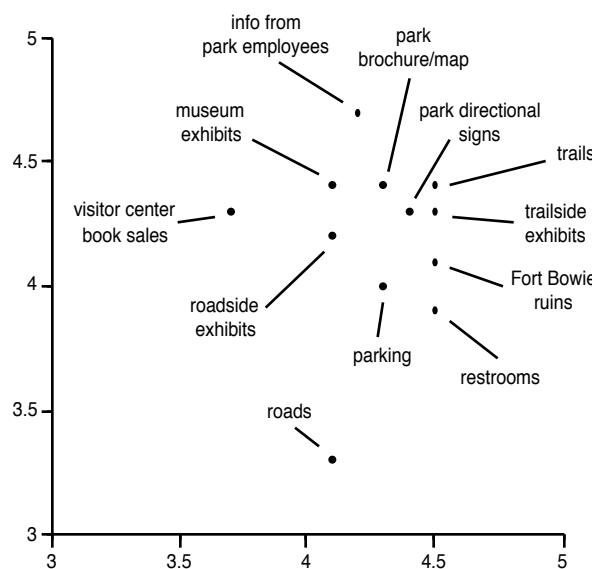


Figure 22: Detail

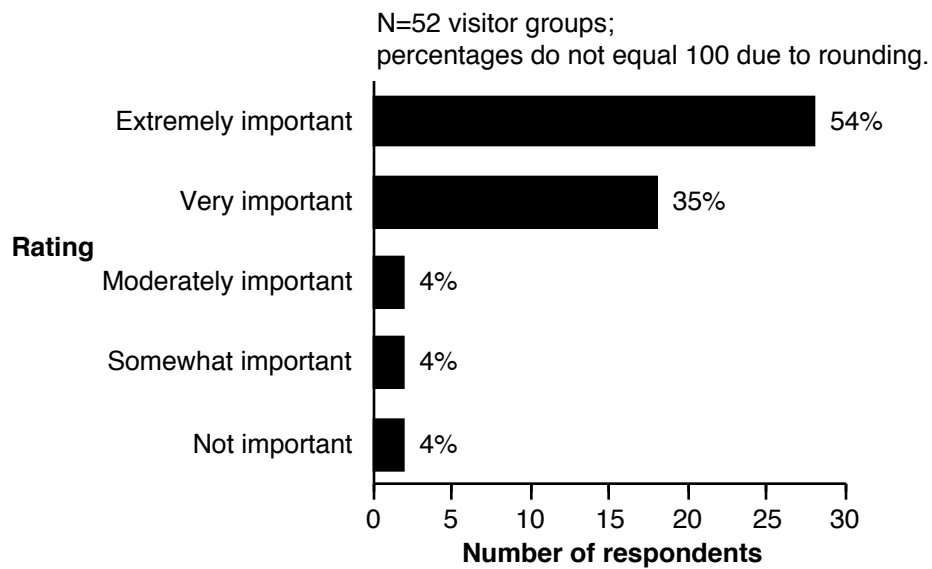


Figure 23: Importance of park brochure/map

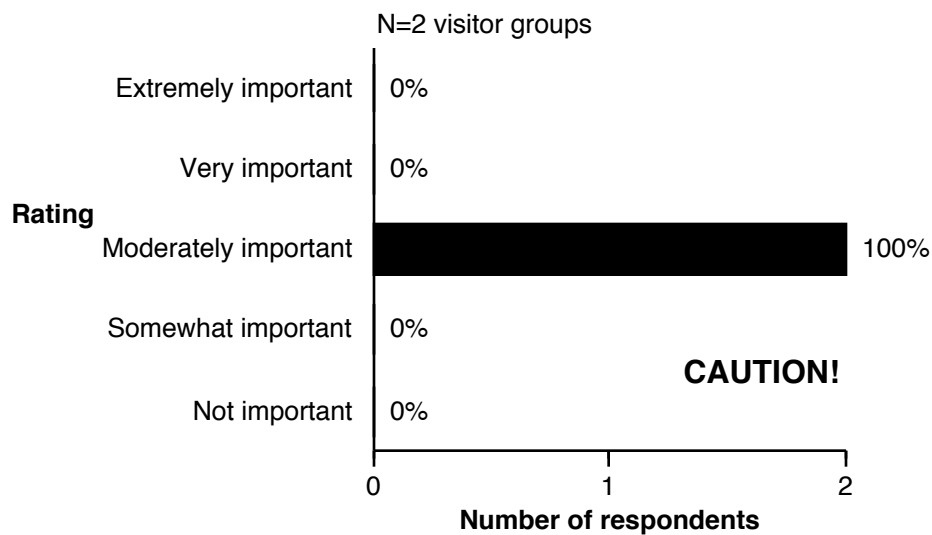


Figure 24: Importance of guided tours

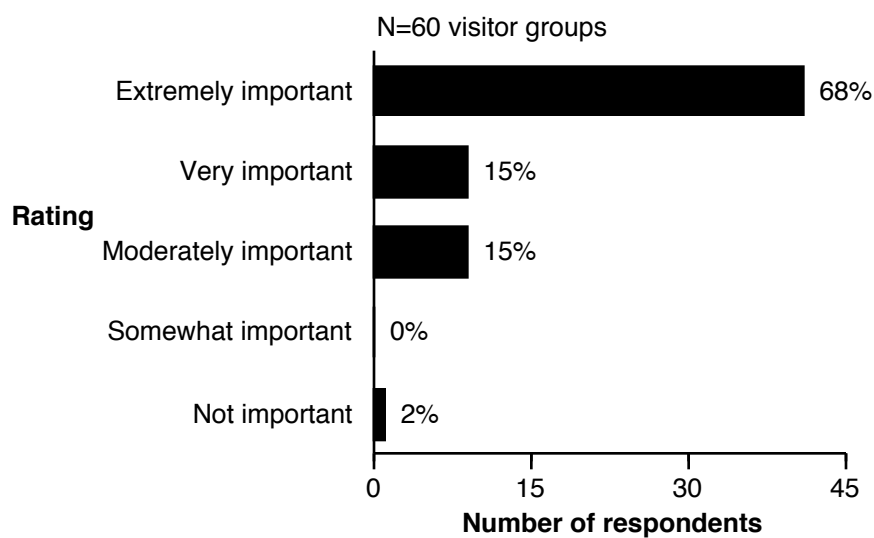


Figure 25: Importance of Fort Bowie ruins

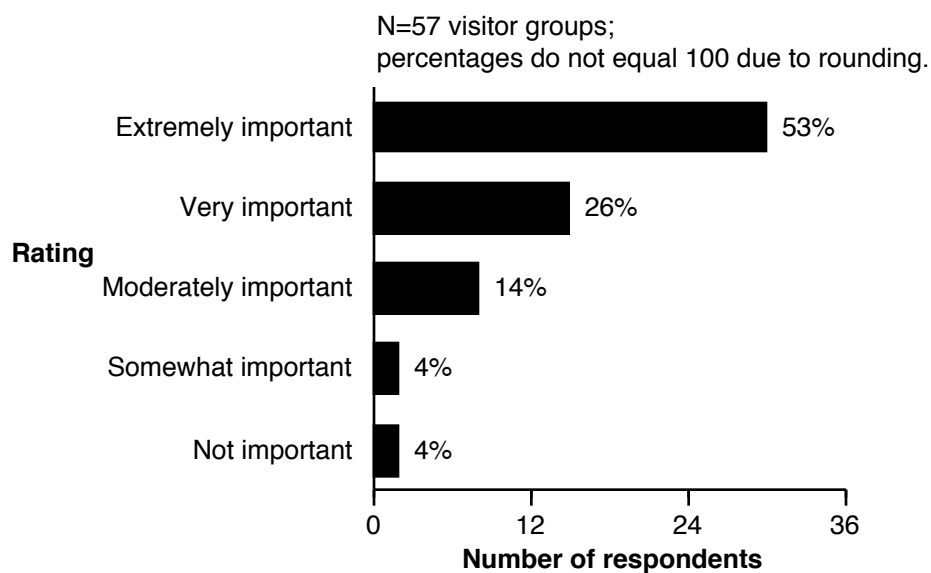


Figure 26: Importance of information from park employees

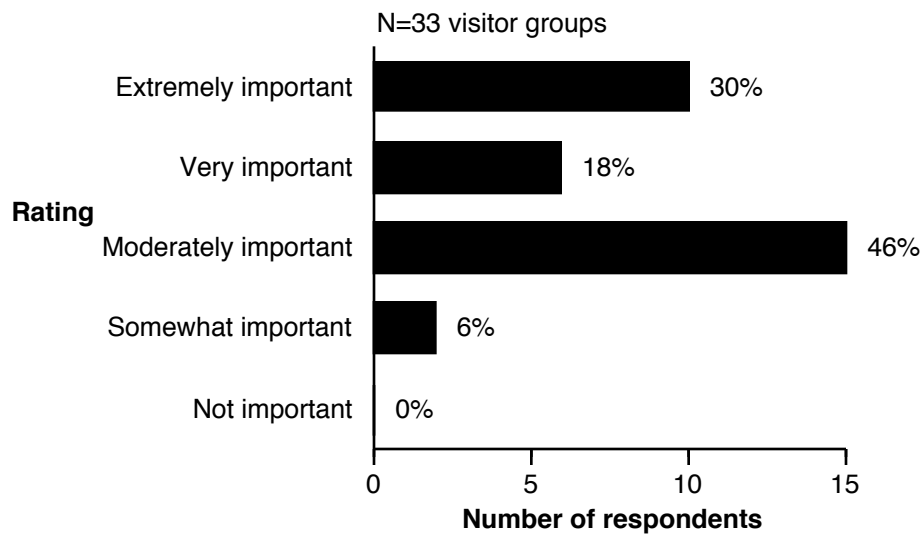


Figure 27: Importance of visitor center book sales

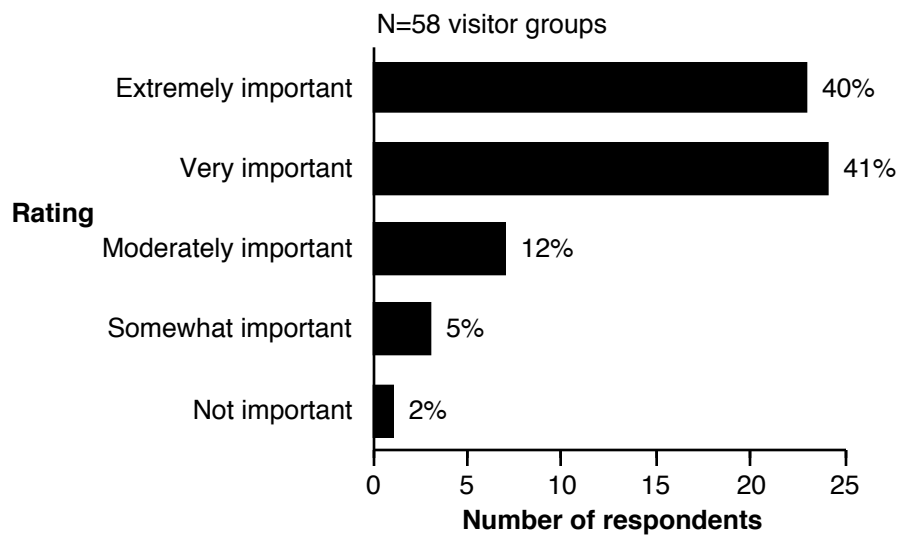
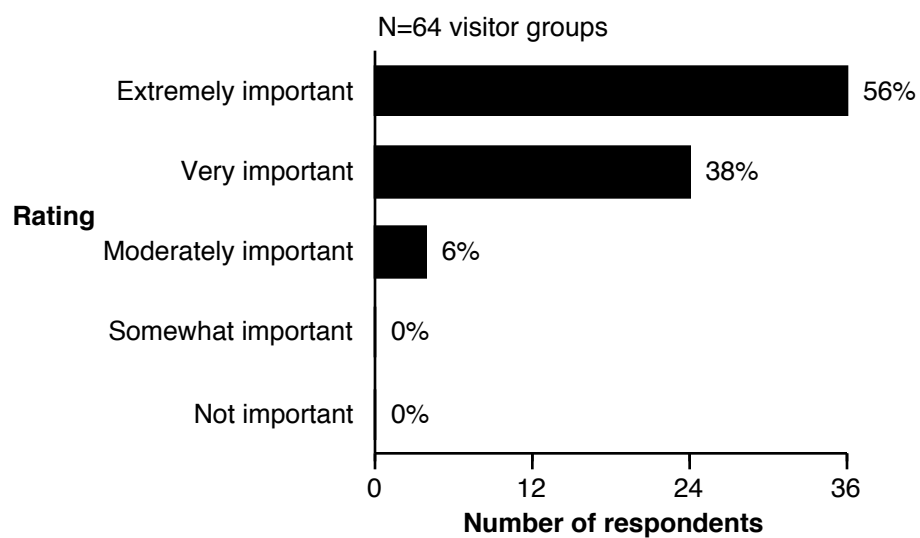
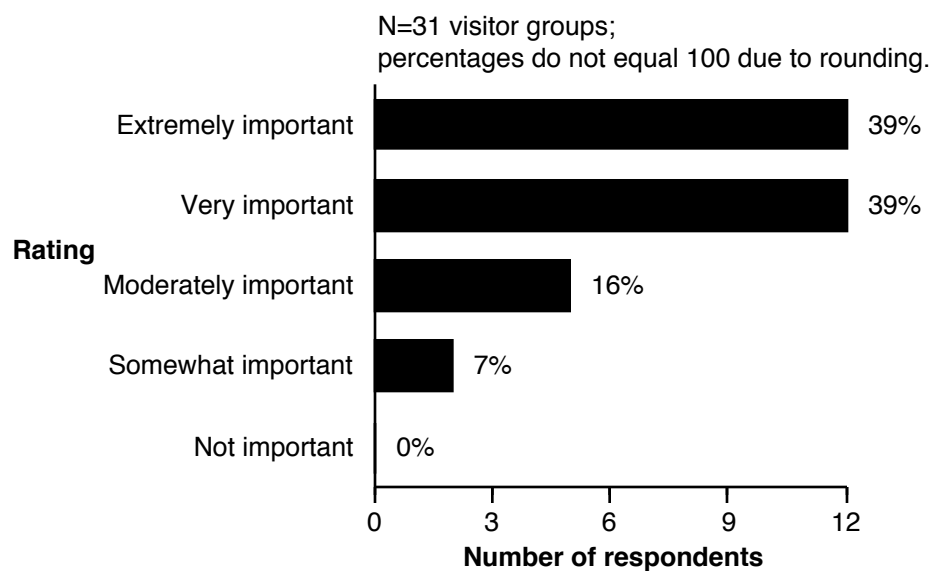
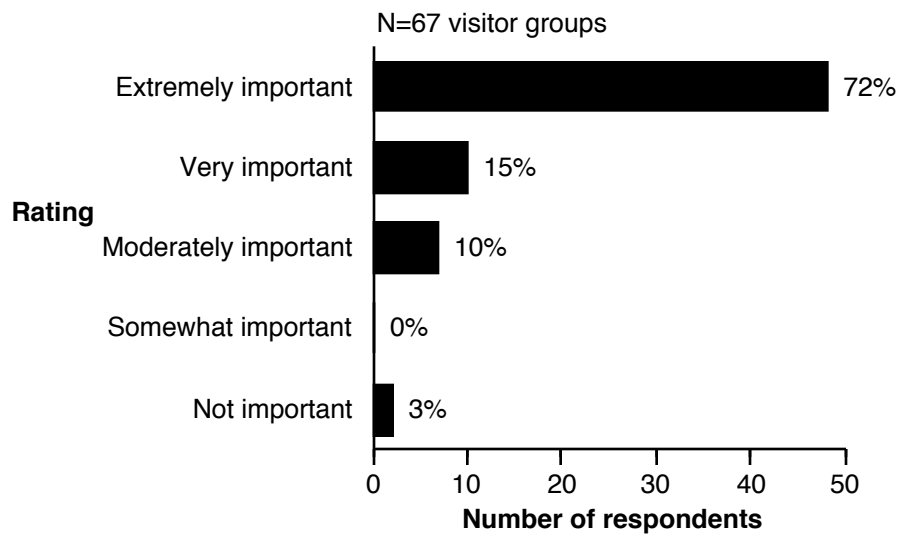
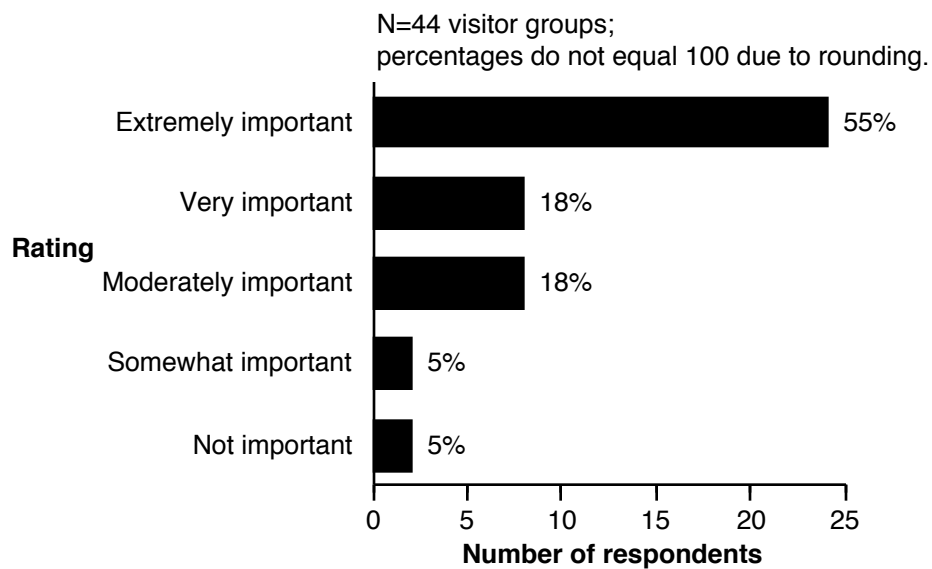
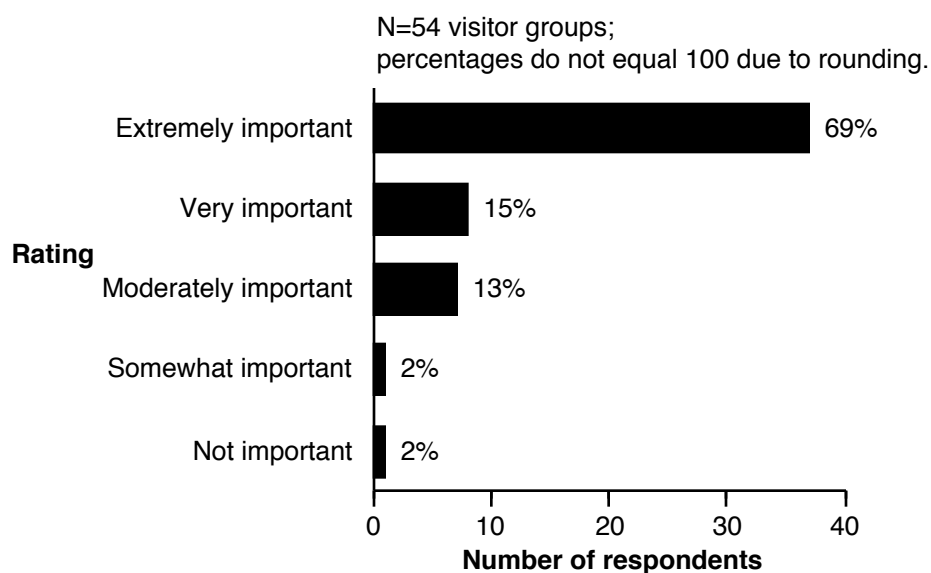
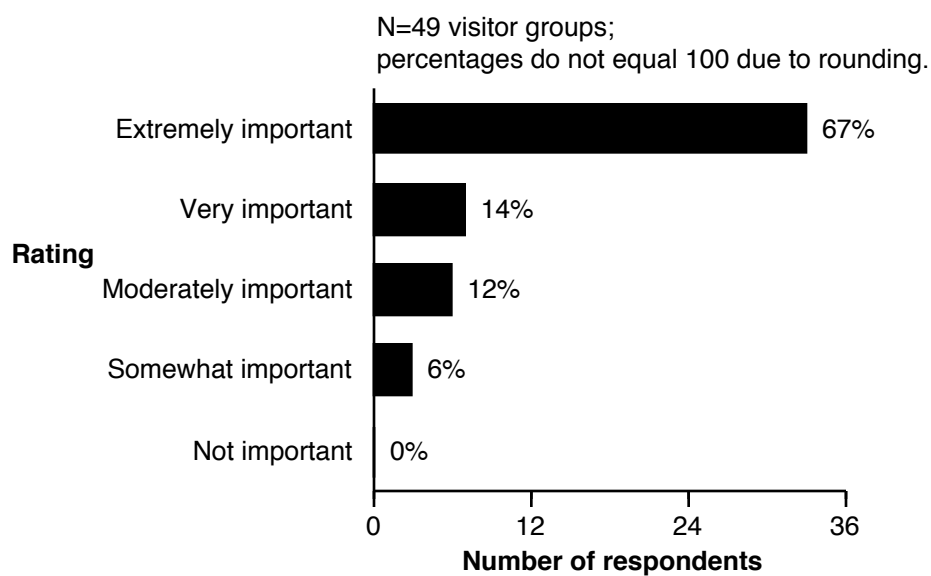


Figure 28: Importance of museum exhibits

**Figure 29: Importance of trailside exhibits****Figure 30: Importance of roadside exhibits**

**Figure 31: Importance of trails****Figure 32: Importance of roads**

**Figure 33: Importance of restrooms****Figure 34: Importance of park directional signs**

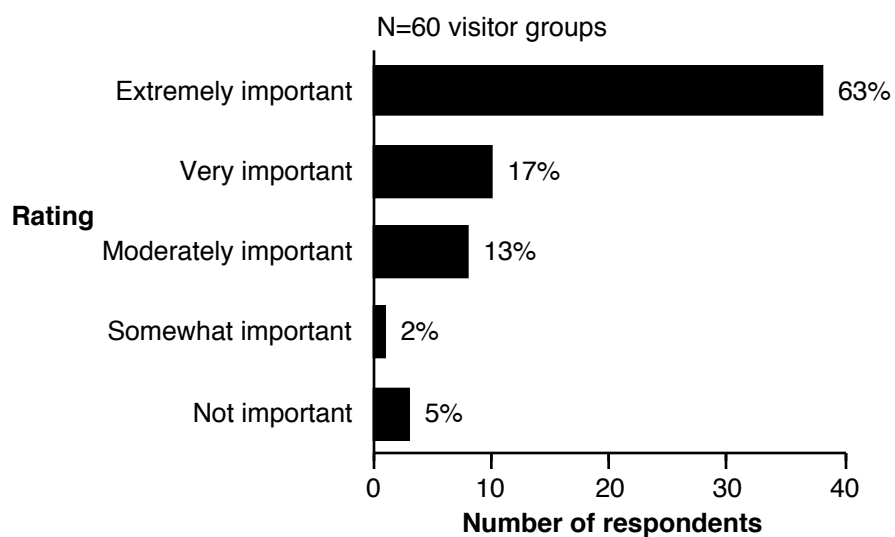


Figure 35: Importance of parking

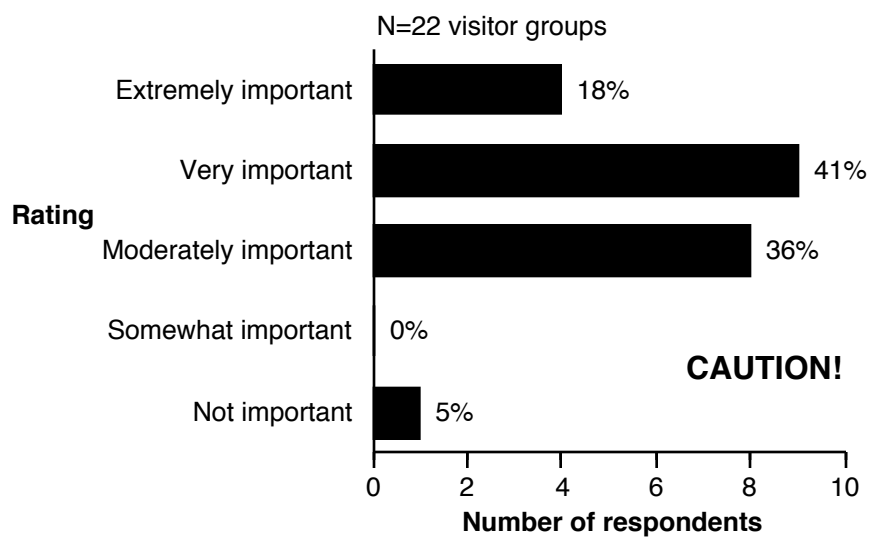


Figure 36: Importance of picnic areas

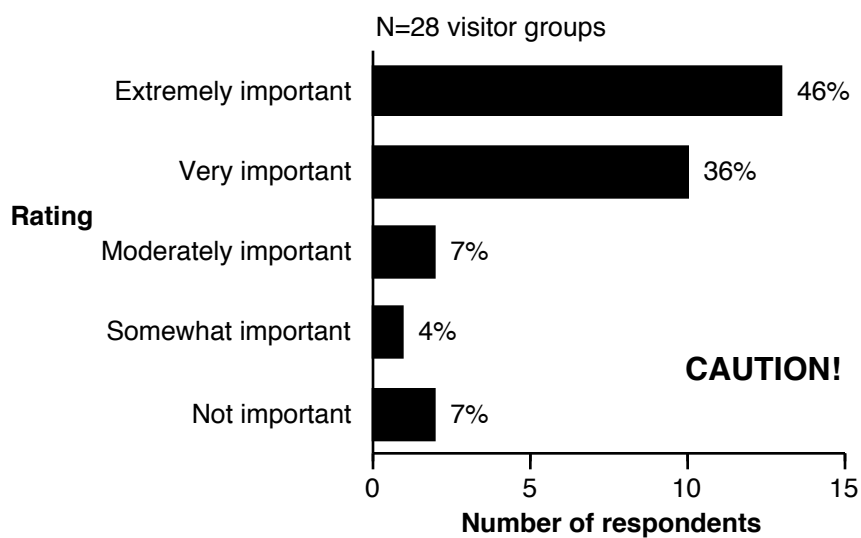


Figure 37: Importance of garbage collection

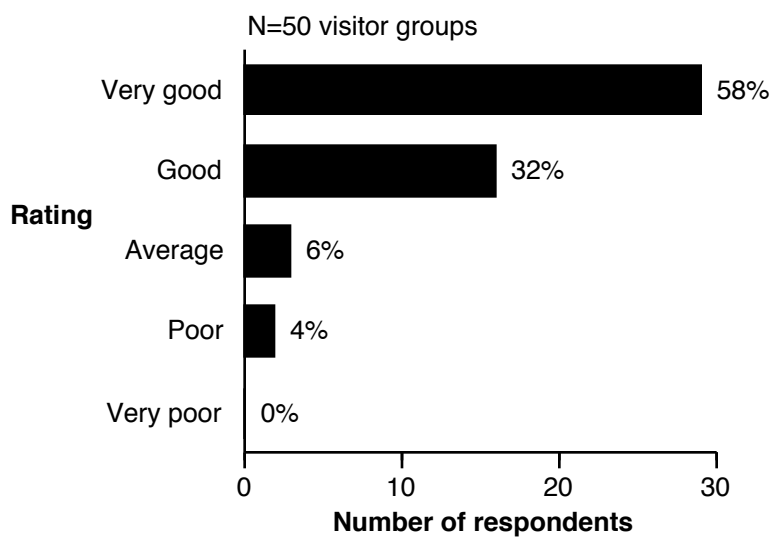


Figure 38: Quality of park brochure/map

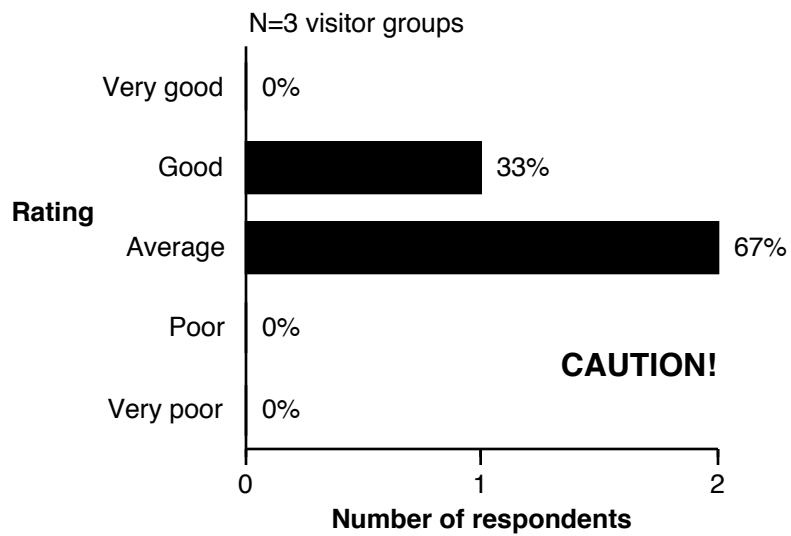


Figure 39: Quality of guided tours

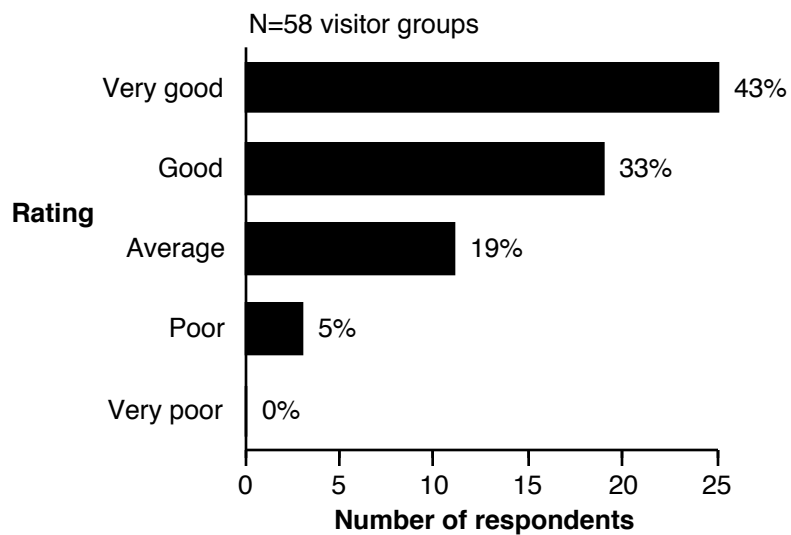


Figure 40: Quality of Fort Bowie ruins

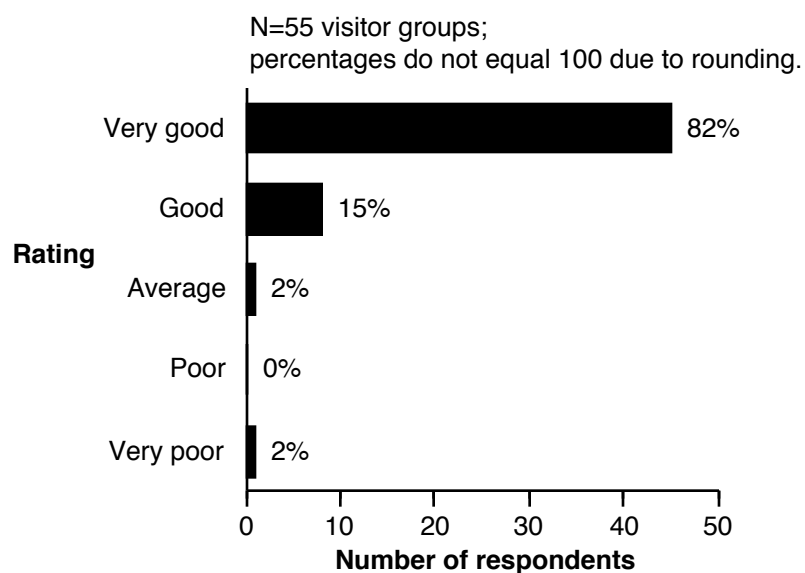


Figure 41: Quality of information from park employees

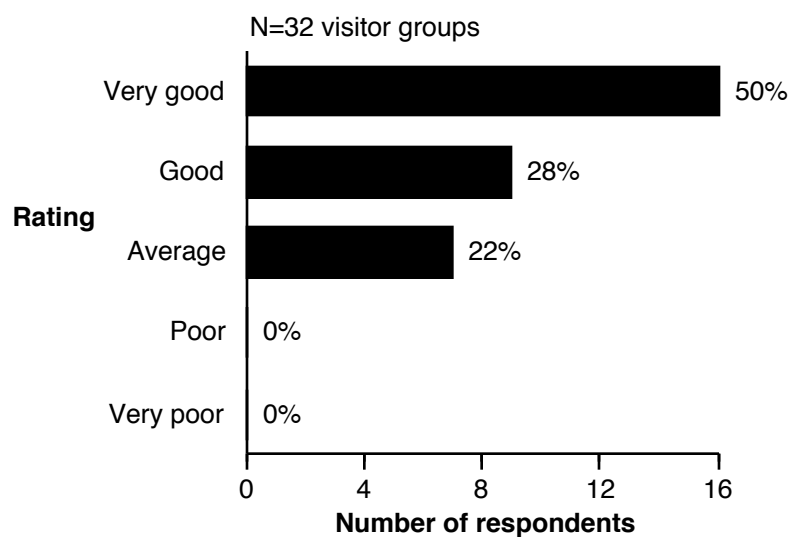


Figure 42: Quality of visitor center book sales

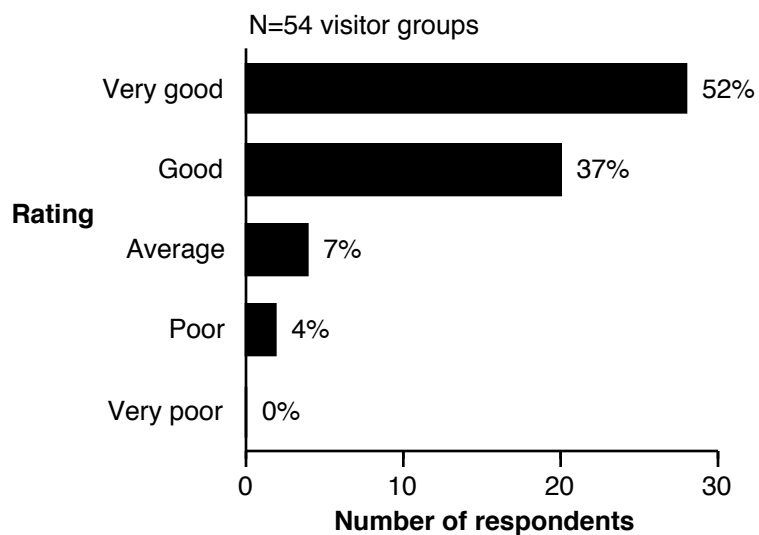


Figure 43: Quality of museum exhibits

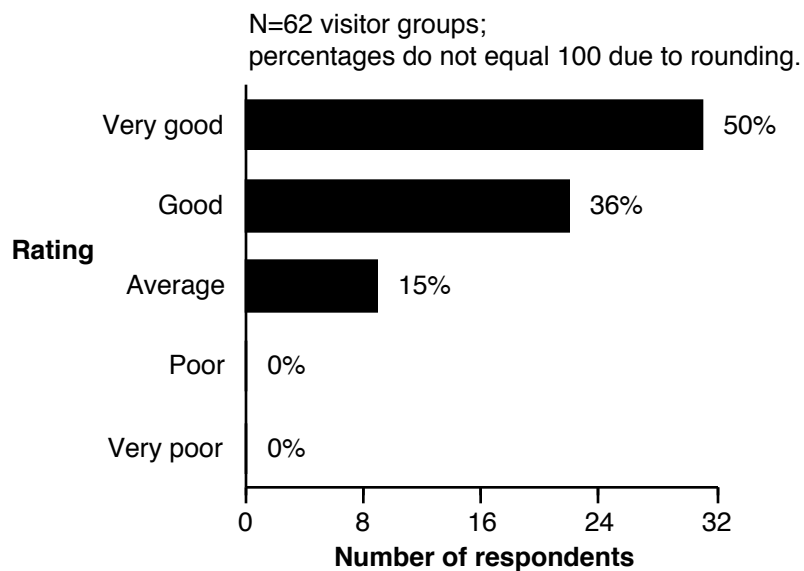


Figure 44: Quality of trailside exhibits

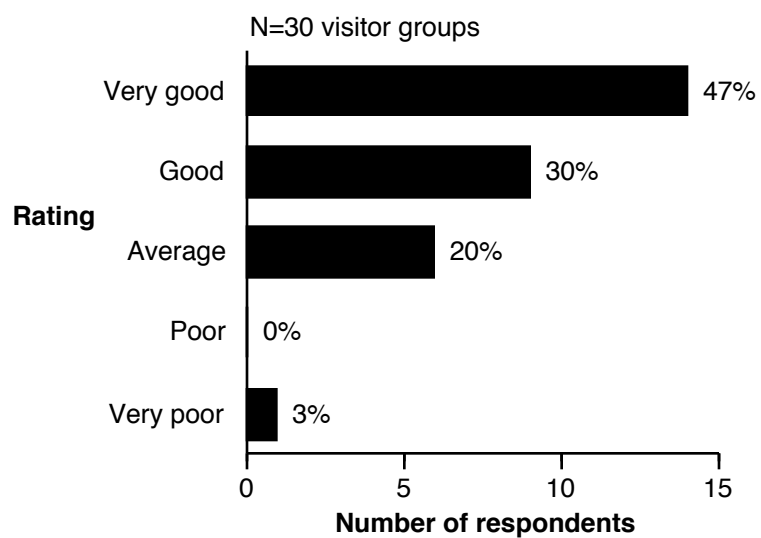


Figure 45: Quality of roadside exhibits

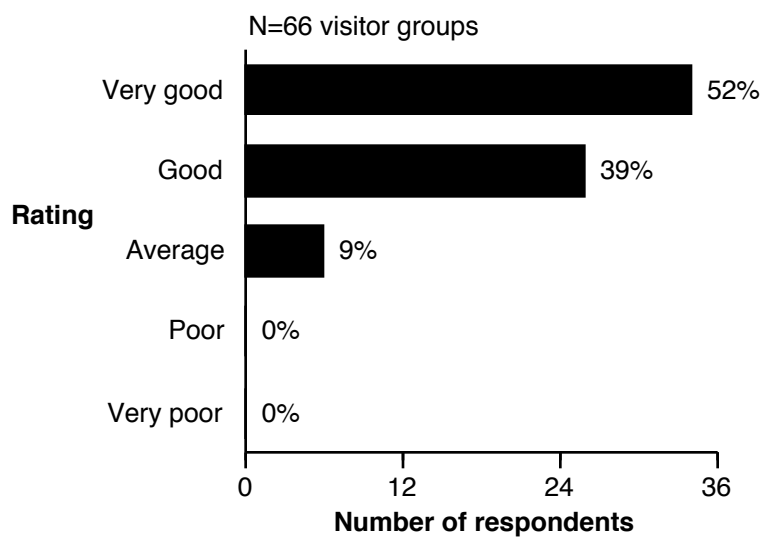
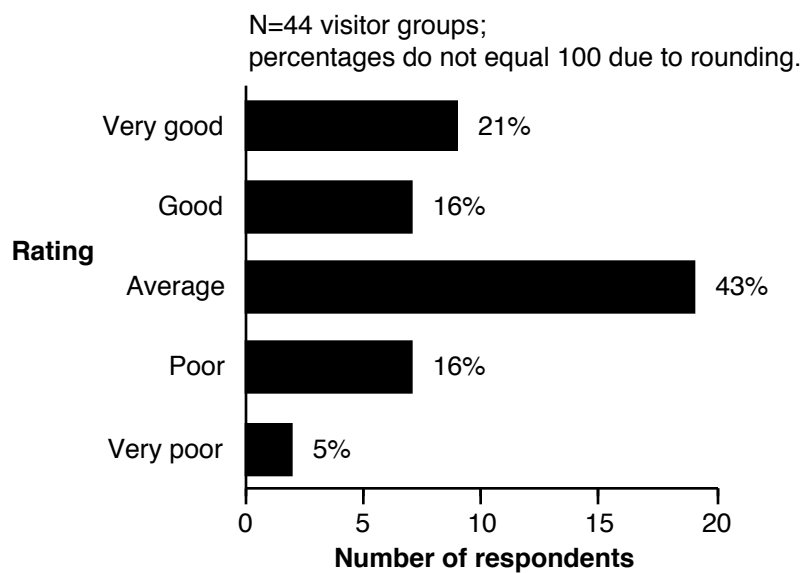
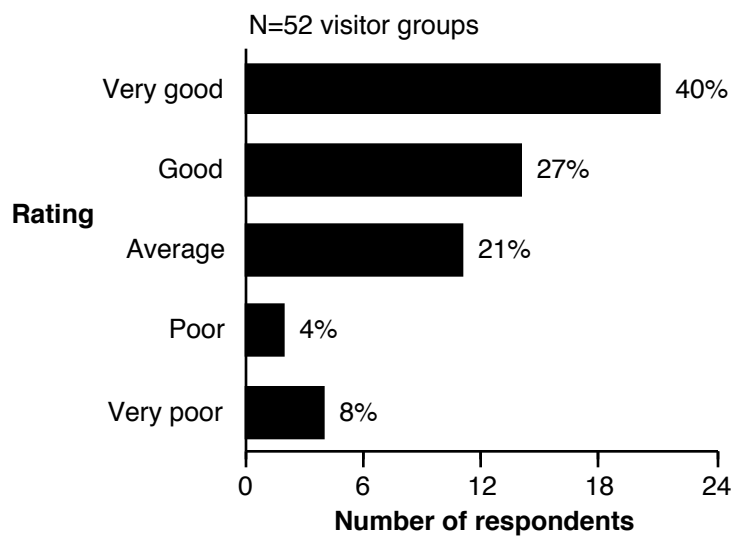


Figure 46: Quality of trails

**Figure 47: Quality of roads****Figure 48: Quality of restrooms**

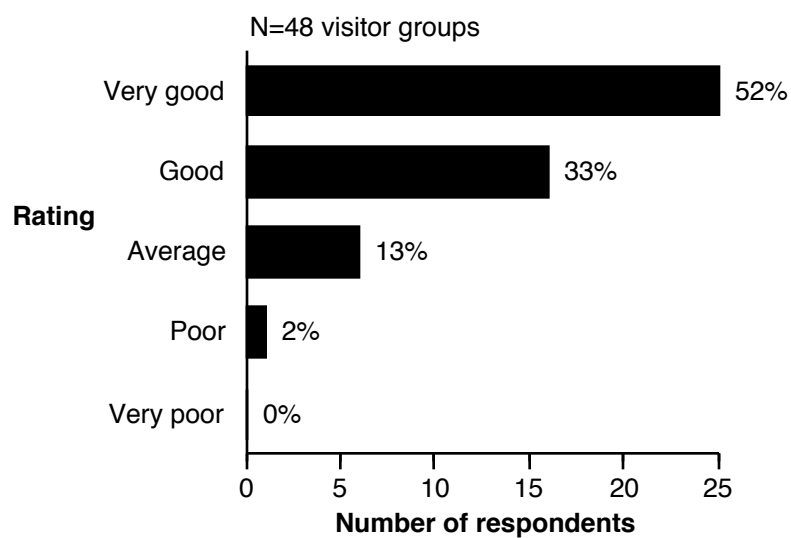


Figure 49: Quality of park directional signs

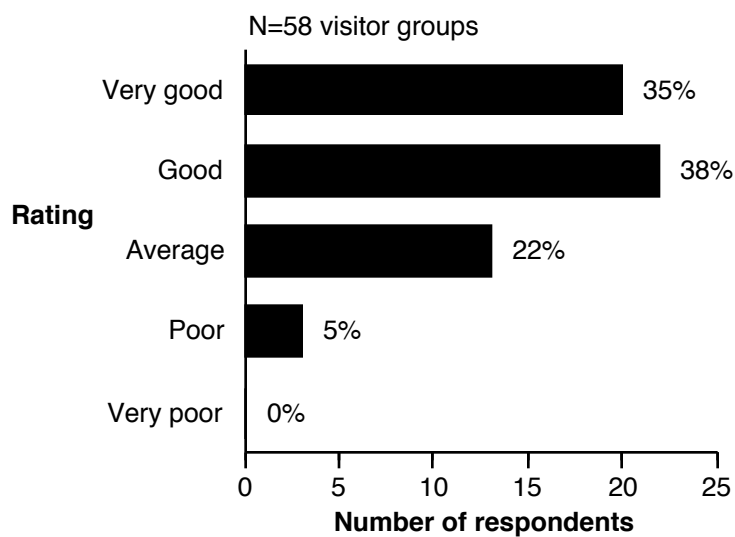


Figure 50: Quality of parking

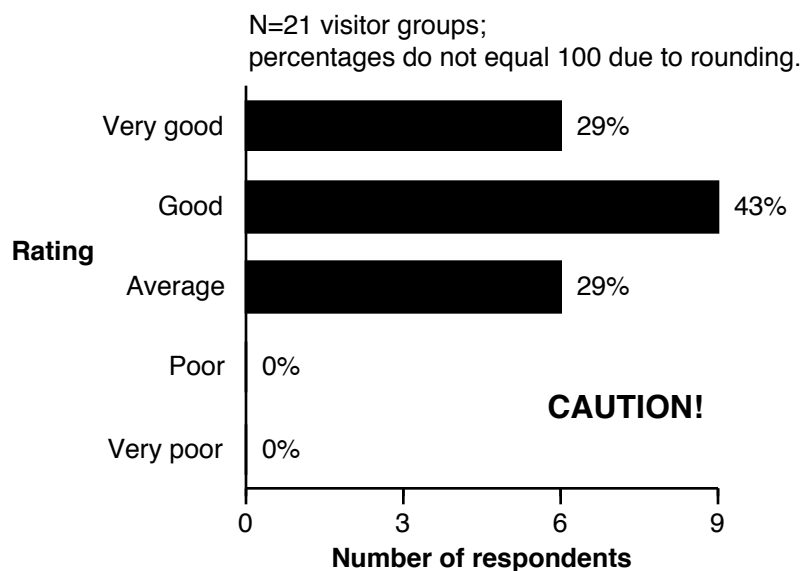


Figure 51: Quality of picnic areas

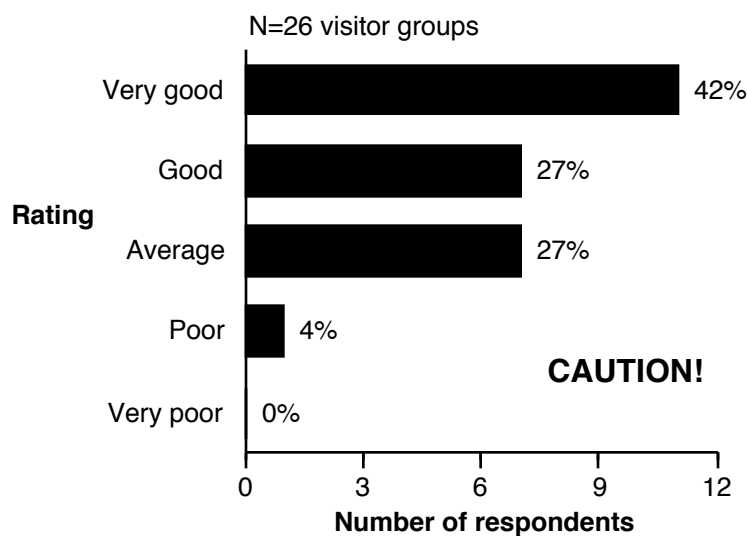


Figure 52: Quality of garbage collection

**Importance of
park qualities**

Visitor groups were asked to rate the importance of several park qualities to their visit to Fort Bowie NHS. These qualities included wildlife, scenery, clean air, quiet, solitude, 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

The qualities which received the highest proportion of "extremely important" or "very important" ratings include historic setting (97%), scenery (92%), and clean air (86%). The qualities which received the highest proportion of "not important" ratings include wildlife (7%) and historic setting (4%). Figures 53-58 show the ratings for each of the six qualities rated by visitor groups.

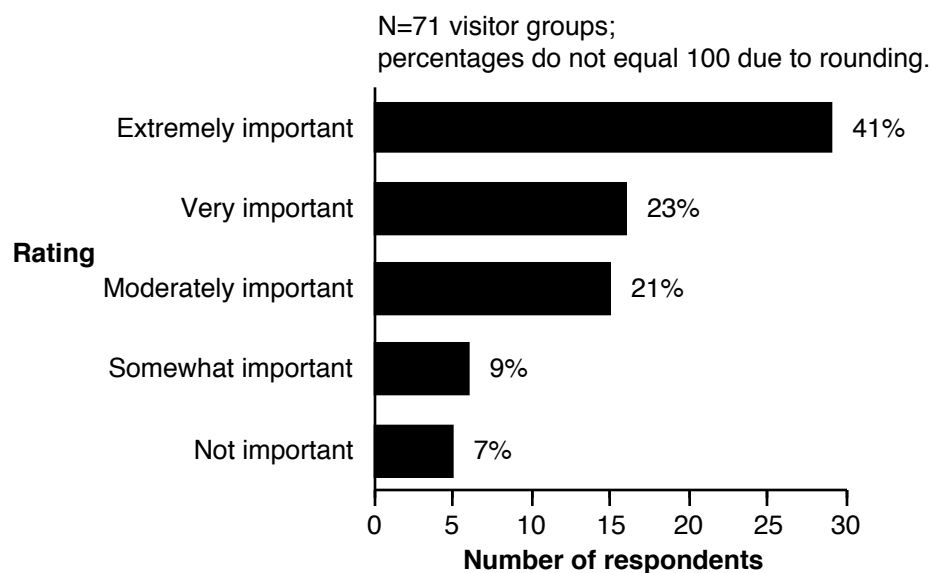


Figure 53: Importance of wildlife

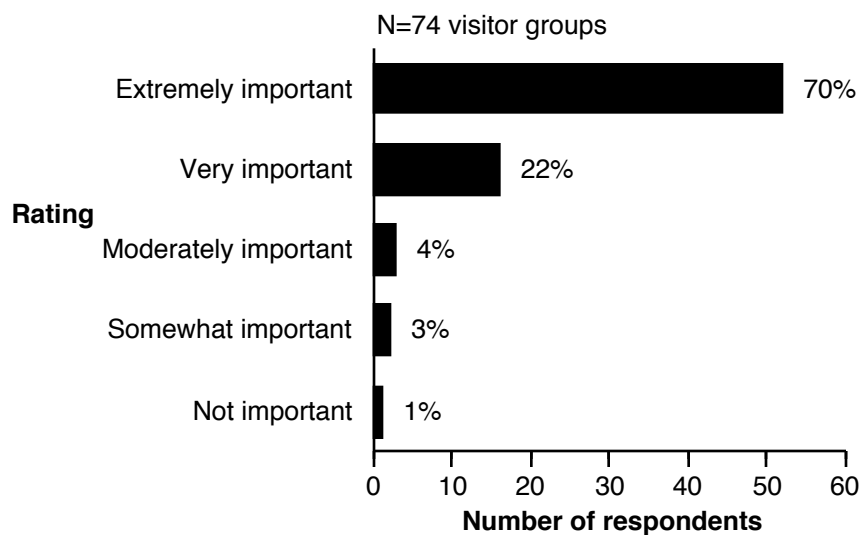


Figure 54: Importance of scenery

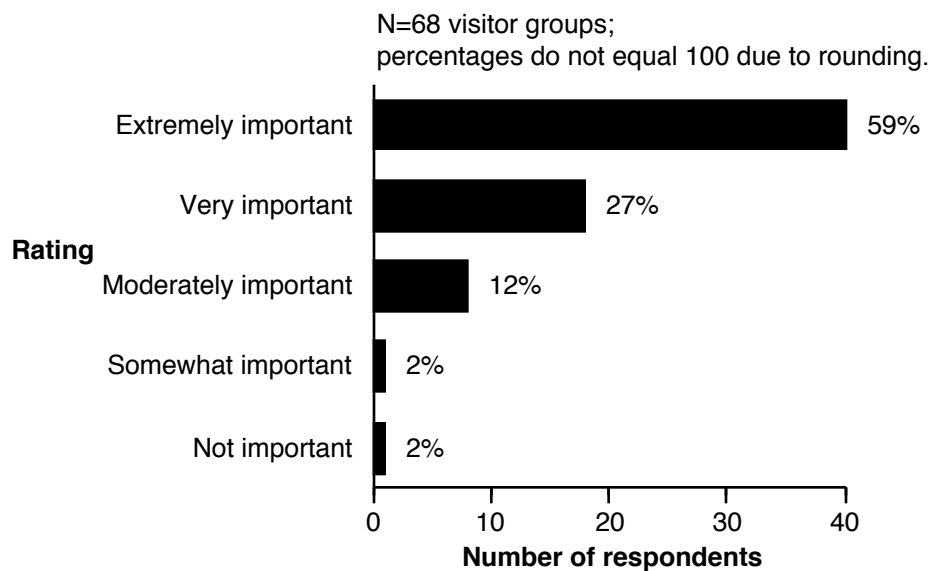


Figure 55: Importance of clean air

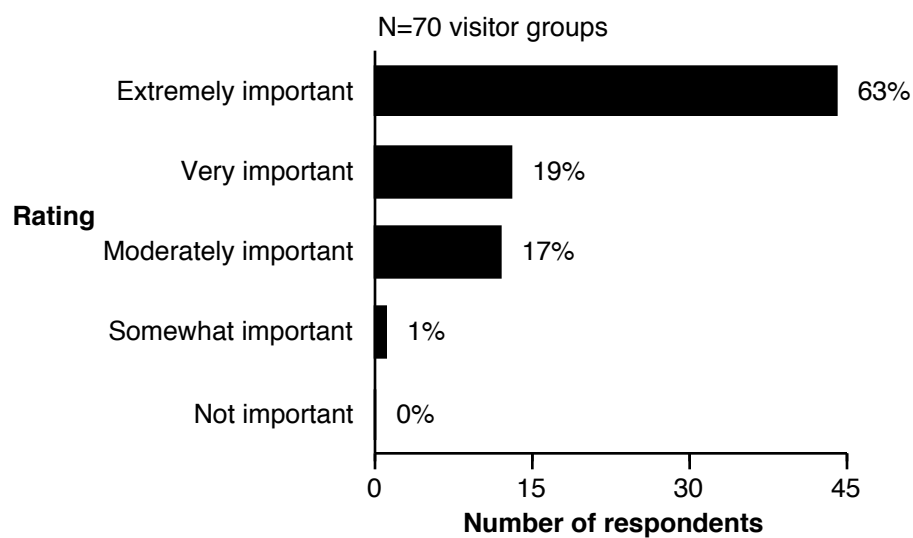


Figure 56: Importance of quiet

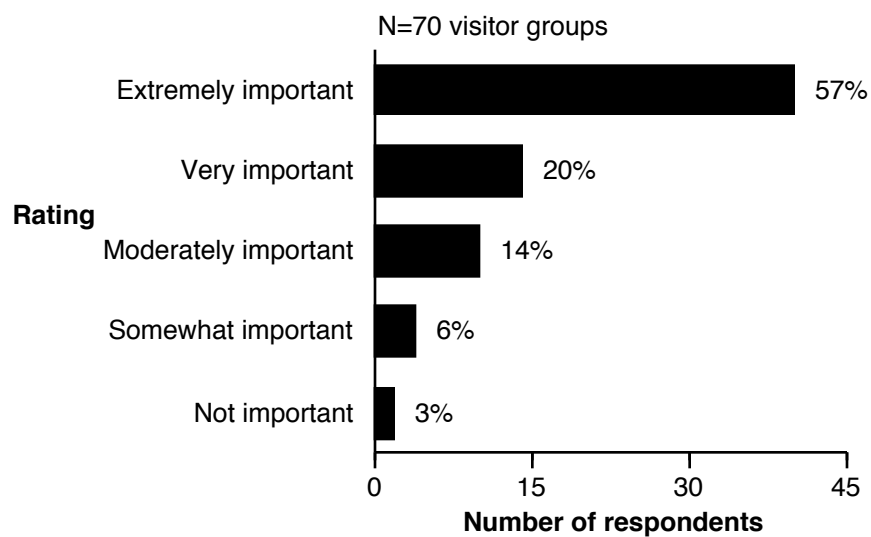


Figure 57: Importance of solitude

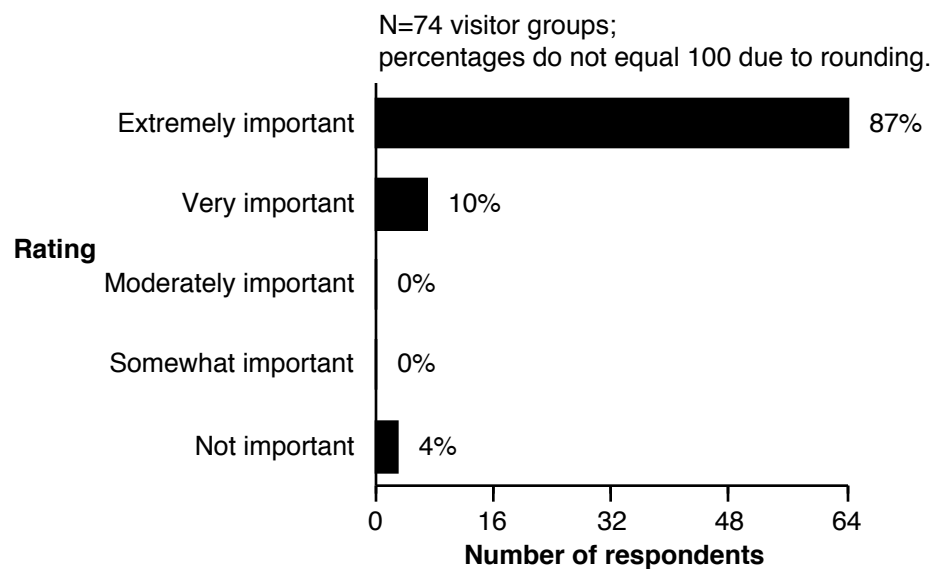
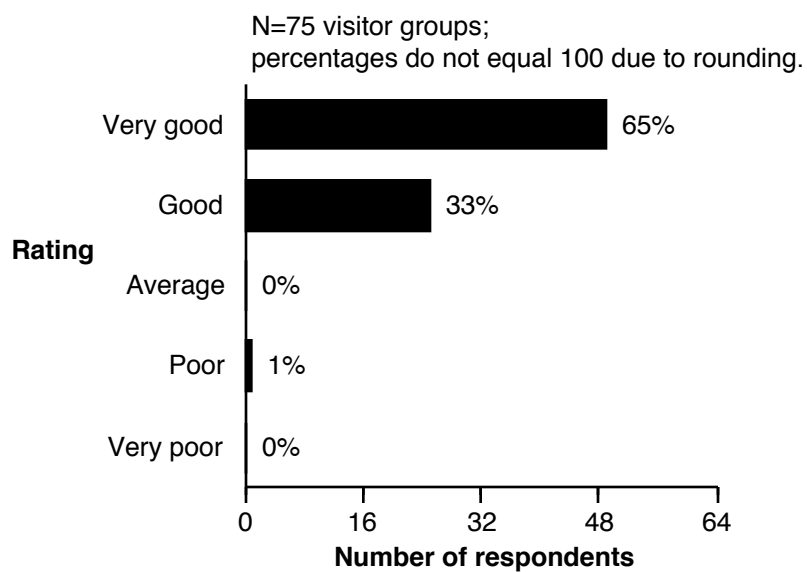


Figure 58: Importance of historic setting

**Overall quality
of visitor
services**

Visitor groups were asked to rate the overall quality of the visitor services provided at Fort Bowie NHS during this visit. The majority of visitor groups (98%) rated services as "very good" or "good" (see Figure 59). None of the visitor groups rated services as "very poor."



**Figure 59: Overall quality of visitor services
at Fort Bowie NHS**

Visitors were asked "What advice would you give a manager planning for the future of Fort Bowie National Historic Site? Please be specific." Seventy-four percent of the visitor groups (56 groups) provided a response to the question. A summary of their responses is listed below and in the appendix.

Planning for the future

Planning for the future

N=118 comments;
many visitor groups made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Employees should be more knowledgeable	2
Other comment	1
INTERPRETIVE SERVICES	
Provide more information about the ruins and artifacts	4
Provide more information on wildlife and plants	3
Have trail brochures at trailheads	3
Provide more information about excavations and artifacts	3
Provide more information about trail and site at parking area	3
Were not aware of access road for those who could not walk	2
Provide more information on daily life of whites and Apaches at Fort Bowie	2
Use signs to identify trees, plants, etc.	2
Other comments	9
FACILITIES AND MAINTENANCE	
Provide more water fountains	4
Improve trails to provide easier access	3
Provide better restrooms	3
Add more trails	2
The mile-and-a-half walk to site seems longer than that	2
Improve park roads	2
Add shaded benches	2
Provide easier access for disabled persons	2
Other comments	6
POLICIES	
Continue to prohibit wheeled vehicles	2
Other comments	15

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Keep a remote setting with few improvements	14
Management has done a good job with Fort Bowie	3
Other comment	1
CONCESSIONS	
Provide cold drinks and/or snacks	3
GENERAL IMPRESSIONS	
A tremendous place	3
Hike in to fort allows people to appreciate what it must have been like	2
Enjoyed the walk through site	2
Other comments	13

Visitor groups were asked "Is there anything else you and your group would like to tell us about your visit to Fort Bowie National Historic Site?" Fifty-nine percent of visitor groups (45 groups) provided a response to the question. 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 about their visit.

Comment summary

Visitor comment summary

N=105 comments;
many visitor groups made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Rangers and personnel knowledgeable and informative	5
Rangers and personnel helpful	3
Rangers and personnel friendly	2
Other comments	5
INTERPRETIVE SERVICES	
Signs and exhibits well done, added to overall experience	2
Other comments	10
FACILITIES AND MAINTENANCE	
Another public road to ranger station would help disabled persons	2
Other comments	6
POLICIES	
Dedicate site to historic significance, not tourism development	2
Amount of restoration (or lack thereof) is correct	2
Other comments	6
RESOURCE MANAGEMENT	
Thank you for maintaining the resource	6
Good job of overall administration of Fort Bowie	3
Appreciate that site has been kept remote or natural	2
Important to protect and preserve the integrity of these natural, cultural and historic sites	2

Comment	Number of times mentioned
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GENERAL IMPRESSIONS

Enjoyed it	10
Will be back	4
Could almost see the events taking place	2
Hike in from parking area made life at the fort more real to us	2
Enjoyed walk through the site	2
Fort Bowie is a treasure	2
Other comments	25

Fort Bowie National Historic Site 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.

- | | | |
|--------------------------------|----------------------------------|--------------------------------|
| • Source of information | • Achieving management objective | • Age |
| • Time spent | • Drove RV to park | • State of residence |
| • Sites visited | • Length of RV | • Country of residence |
| • Sites visited first | • Pulled trailer or vehicle | • Number of visits |
| • Walked to fort | • Length of trailer or vehicle | • Service/facility use |
| • Walked through ruins | • Other forms of transportation | • Service/facility importance |
| • Information on trails | • Other places visited | • Service/facility quality |
| • Western history interests | • Group size | • Future subjects of interest |
| • Activities | • Tour/education group | • Importance of park qualities |
| • Support management objective | • Group type | • Overall quality rating |

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 held within a specific region or type of NPS site, or with those that meet criteria that are of interest to you.

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

Fort Bowie National Historic Site

Visitor Study Summer 1995

Appendix

Report 78

Visitor Services Project
Cooperative Park Studies Unit

Fort Bowie National Historic Site

Visitor Study

Spring 1996

Appendix

Chris Wall

**Visitor Services Project
Report 86**

November 1996

This volume contains a summary of visitors' comments for Questions 18 and 19. 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 the staff of Fort Bowie National Historic Site 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

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Other comments	25
