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| doi_logo | **U.S. Department of the Interior** National Park ServiceSocial Science Division **Visitor Services Project** | w npslogo |

OMB Control Number: 1024-0224

Current Expiration Date: 8/31/2014

# Cumberland Island

**National Seashore**

### The Lands and Legacies Tour

### Visitor Study

[INSERT PHOTO]

Number:

Time:

Location:

|  |  |  |
| --- | --- | --- |
| doi_logo | **United States Department of the Interior**  NATIONAL PARK SERVICE  Cumberland Island National Seashore  101 Wheeler Street  St. Marys, GA 31558 |  |
| Summer 2012  Dear Park Visitor,  Thank you for participating in this important study. You were selected because of your participation in the Lands and Legacies Tour. We would like to hear about your experience at Cumberland Island National Seashore. Especially we would like to learn about your opinions and evaluation of the services provided to you on the Lands and Legacies Tour. This information will assist park staff to improve the quality of the customer services on Cumberland Island. In addition, the information will be used in planning process to improve quality of services and visitor experience on the Lands and Legacies tour.  This questionnaire is only being given to a select number of visitors, so your participation is important and appreciated. It should only take about 15 minutes to complete. Please return your completed questionnaire to the lock-box by Sea Camp Ranger Station.  We appreciate your help.  Sincerely,  [insert signature]  Fred Boyles  Superintendent | | |

|  |
| --- |
| **DIRECTIONS**  1. Please have the selected individual (at least 16 years old) complete this questionnaire.  2. Answer the questions carefully since each question is different.  3. For questions that use circles (O), please mark your answer by filling in the circle with ***black or blue ink***. Please do not use pencil.  bubble-fill-example  4. Return the completed questionnaire to the lock-box by the Sea Camp Ranger Station |

|  |
| --- |
| **Paperwork Reduction Act Statement:** This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate the tour services provided by Cumberland Island National Seashore. Your responses are voluntary and anonymous. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number and expiration date. We estimate that it will take an average of 15 minutes to complete the questionnaire. You may send any comments concerning the burden estimates or any aspect of this information collection to Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; or [lenale@uidaho.edu](mailto:lenale@uidaho.edu) (email). |

**Topic Area 2** - TPLAN1

1. a) Prior to this visit, how did you obtain information to prepare for your visit to Cumberland Island National Seashore? Please mark (•) **all** that apply.

|  |  |
| --- | --- |
| O | Previous visits |
| O | Live in the local area |
| O | Friends/relatives/word of mouth |
| O | Inquiry to park via phone, mail or email |
| O | Cumberland Island National Seashore website: www.nps.gov/cuis |
| O | Other websites — which one(s)? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| O | Ferry companies |
| O | Local businesses (hotels, motels, restaurants, etc.) |
| O | Maps/brochures |
| O | Newspaper/magazine articles |
| O | Other tourist sites (not National Park Service) |
| O | Social media (such as Facebook, Twitter, etc.) |
| O | State welcome center/visitors bureau/chamber of commerce |
| O | Television/radio programs/DVDs |
| O | Travel guides/tour books (such as AAA, etc.) |
| O | Other (Please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Topic Area 2** – TPLAN2

b) From the sources you used prior to this visit, did you receive the type of information about the park that you needed?

O No O Yes 🡺 **Go to Question 2**

**Topic Area 2** – TPLAN3

c) If NO, what type of park information did you need that was not available? Please be specific.

**Topic Area 2** – TPLAN2

2. a) Did you receive adequate information to prepare for the Lands and Legacies tour?

O Yes O No

**Topic Area 2** – TPLAN3

b) If NO, what type of information did you need that was not available? Please be specific.

**Topic Area 3** – ITIN7 (*Variation*)

3. a) The Lands and Legacies Tour includes a number of stops at various sites. In your opinion, how appropriate was the amount of time spent at each site? Please mark (•) **one** answer for each site**.**

**Topic Area 6** – EVALSERV16 (*Variation*)

b)In your opinion, should some stops be removed from the tour? Please mark (•) Yes or No for each stop.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Site | a) Length of stop | | | | b) Remove from the tour? | |
| Too  short | About  right | Too  long | Did not stop | Yes | No |
| Stafford Cemetery | O | O | O | O | O | O |
| Plum Orchard | O | O | O | O | O | O |
| Lunch Break | O | O | O | O | O | O |
| Wharf Ruins | O | O | O | O | O | O |
| First African Baptist Church | O | O | O | O | O | O |
| The entire tour | O | O | O | O |  |  |

**Topic Area 3** – TRANS8 (*Variation*)

4. There are other sites on Cumberland Island that are currently not included in the Lands and Legacies Tour. In your opinion, should any of the following sites be substituted for one or more of the stops on the tour? Please mark (•) **all** that apply

O None 🡺 **Go to Question 5**

O Dungeness Ruins

O Ice House Museum

O Beach

O Other (please be specific) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Topic Area 6** – EVALSERV10

5. Please rate the quality of the park guides for the Lands and Legacies Tour on this visit. Please mark (•) **one** for each aspect.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Aspect** | Very poor | Poor | Average | Good | Very good |
| Professionalism | O | O | O | O | O |
| Helpfulness | O | O | O | O | O |
| Courteousness | O | O | O | O | O |
| Communication skills (style, volume, tone, etc.) | O | O | O | O | O |
| Ability to engage audience in the conversation | O | O | O | O | O |
| Quality of information provided on the tour | O | O | O | O | O |
| General knowledge of the area | O | O | O | O | O |

**Topic Area 6** – EVALSERV22 (*Variation)*

6. During the Lands and Legacies Tour, a variety of interpretive topics are discussed, as listed in the table below. To design a program that better meets your needs, we’d like to hear about your opinion on each topic.

a) First, for each topic, please indicate your level of interest.

b) Second, for each topic, please indicate the level of information you received during the tour. Please mark (•) **one** for each topic.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Topic** | **a) Interested in the topic?** | | | **b) Depth of the information**  **provided** | | |
| Not at all | Somewhat | Very | Not enough, need to be strengthened | About right | Too much information |
| African American experiences  (Settlement area) | O | O | O | O | O | O |
| Gilded Age | O | O | O | O | O | O |
| Island plants | O | O | O | O | O | O |
| Island wildlife | O | O | O | O | O | O |
| Plantation era | O | O | O | O | O | O |
| Kennedy Wedding | O | O | O | O | O | O |
| Timucuan Indians | O | O | O | O | O | O |
| Wildland fires | O | O | O | O | O | O |
| Wilderness | O | O | O | O | O | O |

**Topic Area 3** – FVIS15

c) Please list any additional topics that you would like to be included during the tour.

**Topic Area 6** – EVALSERV17

7. a) Please indicate how satisfied you were with the following features of the van used for the Lands and Legacies Tour. Please mark (•) **one** for each feature.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Feature** | Not at all satisfied | Slightly satisfied | Neutral | Very satisfied | Completely satisfied |
| Comfort level | O | O | O | O | O |
| Mechanical noise level | O | O | O | O | O |
| Aesthetic appearance | O | O | O | O | O |
| Ability to view outside scenery | O | O | O | O | O |
| Overall ride experience in the van during the tour | O | O | O | O | O |

**Topic Area 6** – EVALSERV16 (*Variation*)

b) If given the choice, which of the following vehicle options would you prefer for the Lands and Legacies Tour? Please mark (•) only **one.**

O Vehicle with closed windows for climate control

O Open air vehicle to better view outside scenery

**Topic Area 6** – EVALSERV27

8. a) For this visit, how did you make reservations for the Lands and Legacies Tour?

O Reservations were made the day of the tour as walk-in

O Advance reservations were made via phone/fax

**Topic Area 6** – EVALSERV29

b) Please rate the quality of the reservation process. Please mark (•) **one** for each aspect.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Aspect | Very poor | Poor | Average | Good | Very good |
| Information provided by reservation staff | O | O | O | O | O |
| Accuracy of reservation information | O | O | O | O | O |
| Ease of use | O | O | O | O | O |

**Topic Area 6** – EVALFEE2

9. a) Currently the charge for the Lands and Legacies Tour is $15/adult, and $12 for senior citizens and children under 12. In your opinion, is this amount appropriate? Please mark only one answer.

O Too high O About right O Too low

**Topic Area 6** – EVALFEE *(Variation)*

b) On a future visit, would you be willing to pay $20 per adult and $17 for senior citizens and children under 12, if the fees were used to fund the increasing cost to operate the Land and Legacy Tour?

O Yes, likely O No, unlikely O Unsure

**Topic Area 3** – FVIS22

10. a) If transportation was offered, would you be interested in taking a guided tour of Plum Orchard Mansion?

O No 🡺 **Go to Question 11**

O Yes

**Topic Area 6** – EVALFEE1

b) Would you be willing to pay a fee of $10 per adult and $7 for senior citizens and children under 12 to take the Plum Orchard Mansion tour? Please mark (•) **one**.

O Yes, likely O No, unlikely O Unsure

**Topic Area 6** – EVALSERV3

11. What aspects of the Lands and Legacies Tour did you like most? Please be specific.

**Topic Area 6** – EVALSERV2

12. What aspects of the Lands and Legacies Tour did you like least? Please be specific.

**Topic Area 6** – EVALSERV1

13 How would you rate the overall quality of the Lands and Legacies Tour at Cumberland Island National Seashore? Please mark (•) **one**.

Very poor Poor Average Good Very good

O O O O O

**Topic Area 6** – OPMGMT12

14. If you were a park manager, what would you do to improve the quality of the Lands and Legacies Tour? Please provide specific comments about services and facilities provided such as vehicles, personnel, reservation system, etc.

**Topic Area 3** – TRIPC6

15. a) On this visit, did you spend more than one day visiting Cumberland Island National Seashore?

O Yes O No 🡺 **Go to Question 16**

b) If Yes, how many days did you spend visiting the island?

Number of days

**Topic Area 3** – ACT1

c) In addition to taking the Lands and Legacies Tour, in which other activities did you participate on the island?

O Camping O Playing on the beach

O Boating O Hiking

O Wildlife viewing O Biking

O Other (Please specify)

**Topic Area 1** – GR2

16. On this visit, were you and your personal group part of a larger organized group (such as tour group, school, scout, club, church, etc.)?

O Yes O No

**Topic Area 1** – GR1

17. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (•) **one.**

O Alone O Friends

O Family O Family and friends

O Other (Please specify)

**Topic Area 1** – GR3

b) On this visit, how many people were in your personal group, including yourself?

Number of people 16 years and older

Number of people under 16 years of age

c) How many people in your personal group took the Lands and Legacies Tour?

Number of people

**Topic Area 1** – AGE3

18. What is your age? \_\_\_\_\_\_\_\_\_\_\_\_

1 **Topic Area 1** – AGE1

9. a) What is your U.S. zip code? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

b) If you are not from the U.S. please specify the name of your country\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Topic Area 1** – AGE1

20. Including this visit, how many times have you visited Cumberland Island National Seashore? \_\_\_\_\_\_\_\_\_ times

**Topic Area 7** – ECON1

21. a) Which category best represents your annual **household** income? Please mark (**•**) **one**.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| O | Less than $24,999 | O | $50,000-$74,999 | O | $150,000-$199,999 |
| O | $25,000-$34,999 | O | $75,000-$99,999 | O | $200,000 or more |
| O | $35,000-$49,999 | O | $100,000-$149,999 | O | Do not wish to answer |

b) How many people are in your household? Number of people

**Topic Area 6** – OPMGMT3

22. Is there anything else you would like to tell us about your visit to Cumberland Island National Seashore?

**Topic Area 6** – EVALSERV1

23 Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Cumberland Island National Seashore during this visit? Please mark (•) **one**.

Very poor Poor Average Good Very good

O O O O O

Thank you very much for your valuable input. Please return your completed questionnaire to the lock-box by Sea Camp Ranger Station.

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