



**U.S. Department of the Interior  
National Park Service**

**Social Science Division**

**Visitor Services Project**



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:



**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.

Like this: ● Not like this:    

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 (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.

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

- No                       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.

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Cumberland Island National Seashore Visitor Study

**Topic Area 2 - TPLAN2**

2. a) Did you receive adequate information to prepare for the Lands and Legacies tour?  
 Yes       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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plum Orchard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lunch Break	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wharf Ruins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First African Baptist Church	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The entire tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

**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
- None → **Go to Question 5**
  - Dungeness Ruins
  - Ice House Museum
  - Beach
  - Other (please be specific) \_\_\_\_\_



## Cumberland Island National Seashore Visitor Study

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### Topic Area 3 - FVIS15

- c) Please list any additional topics that you would like to be included during the tour.
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### 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mechanical noise level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to view outside scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall ride experience in the van during the tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 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**.
- Vehicle with closed windows for climate control
  - 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?
- Reservations were made the day of the tour as walk-in
  - 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy of reservation information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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.

- Too high       About right       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?

- Yes, likely       No, unlikely       Unsure

**Topic Area 3 - FVIS22**

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

- No → **Go to Question 11**  
 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**.

- Yes, likely       No, unlikely       Unsure

**Topic Area 6 - EVALSERV3**

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

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Cumberland Island National Seashore Visitor Study

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Topic Area 6 - EVALSERV2

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

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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             |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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.

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Topic Area 3 - TRIPC6

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

- Yes  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?

- |                               |  |
|-------------------------------|--|
| <input type="radio"/> Camping | <input type="radio"/> Playing on the beach |
| <input type="radio"/> Boating | <input type="radio"/> Hiking               |

- Wildlife viewing
  Biking  
 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.)?

- Yes
  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**.

- Alone
  Friends  
 Family
  Family and friends  
 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

Cumberland Island National Seashore Visitor Study

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Topic Area 7 - ECON1

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

- |  |   |   |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999   | <input type="radio"/> \$150,000-\$199,999   |
| <input type="radio"/> \$25,000-\$34,999  | <input type="radio"/> \$75,000-\$99,999   | <input type="radio"/> \$200,000 or more     |
| <input type="radio"/> \$35,000-\$49,999  | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> 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?

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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             |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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