

**Gauging Latino Interest in Hispanic Heritage Parks
Cultural Resources Diversity Internship Program**

FOCUS GROUP DISCUSSION GUIDE

Introduction:

Hello, my name is Magda and I am a student at the University of Maryland. I am doing an internship with the National Park Service and part of my internship involves helping the National Park Service conduct this research project. We have asked you to participate in this focus group because we are interested in opinions from members of the Hispanic community here in Tucson. We would really like to understand (1) what you think about national parks; (2) what Hispanic heritage means to you; and (3) what stories about your culture or heritage would like to see at national parks.

This discussion group has been approved by the Office of Management and Budget in compliance with the Paperwork Reduction Act. The Office of Management and Budget control number for this collection is 1024-0224 and expiration date is 10/31/2015. I am required to tell you that your participation is completely voluntary and your responses are anonymous and will not be shared or used for commercial purposes. We will use a number in place of your name when responses are used in any reports. For example: "Respondent #336 stated that they loved visiting National Parks."

I also want to let you know that this session will be recorded. The audio recordings will be used for creating summaries of our discussion. During this session, if you'd like, you can refer to each other using first names only.

This session should take about 90 minutes to complete. During this time, I would like to hear everyone's opinion. In order to make sure that we hear what everyone has to say, please do not speak at the same and do not interrupt others when they are talking. If you have something to say when someone else is talking, please raise your hand and I will make sure to call on you when that person is finished. I also want to let you know that there are no right or wrong answers. We are interested in knowing your opinions and feelings.

Food and beverages are provided so please feel free to help yourself to the refreshments. If you need to use the restroom during our session, please feel free to do so. There is a scheduled 5-minute break and the halfway point.

With that said, are there any questions?
(Answer any questions.)

Let's start by going around the room and introducing ourselves. As we go around, please tell us your first name, age and share how long you have lived in the Tucson area.

Focus Group Questions

1. Perceptions and Awareness of the National Park Service

- a. What does the phrase “National Park Service” mean to you?
- b. How did you first learn about the National Park Service?
- c. Can you name some of the National Park Service sites that you have visited?
 - i. If you have never visited a NPS site, please tell me the one’s you have heard of?

[Use the NPS map to allow people point out the places they have visited. Let them know that they are allowed to mention places that are not on the map.]

- d. For those of you who have visited a NPS site:
 - i. What facilities and services did you use?
 - ii. What services would you like to see offered?
 - iii. Did you have a positive experience with the National Park Service staff that you encountered on your visit?
- e. For those of you who have not visited a NPS site:
 - i. What are some things that have prevented you and others in your community from visiting NPS sites?

[Prompts: *financial situation, transportation, lack of interest, lack of information perceptions of park rules and regulations.*]

- f. In your opinion, what are some things that park managers can do to encourage you and people from your community to visit national parks?
- g. How much would it influence your decision to visit a National Park Service site if you knew it had Hispanic heritage sites and interpretation? Why or why not?
- h. If a national park had special events that focused on Hispanic heritage would you go? Why?

2. Perceptions of Hispanic Heritage

- a. What does the term “Hispanic heritage” mean to you?
- b. Do you ever use the word “Hispanic” to describe yourself?
 - i. What are some other terms that you use to describe yourself?
- c. Do you associate any public lands with Hispanic heritage? Which ones? Why?

[To clarify, public lands are areas that are owned and operated by the city, county or a federal institution. Public lands are not privately owned.]

- d. Have you ever visited a public area with a Hispanic heritage interpretation? *[Prompts: Museum, sites, parks, visitor centers, public art exhibits.]*
 - i. (YES):
 - What site did you visit?
 - Where is it located?
 - Why did you visit?
 - Did you/others in your party enjoy your visit?
- e. Do you associate any national park sites with Hispanic heritage? Which ones? Why?
- f. Have you ever visited a national park with a Hispanic heritage interpretation?
 - i. (YES): What site did you visit? Why did you visit? Would you visit that site again?

5 MINUTE BREAK

3. Juan Bautista de Anza Trail Specific Questions:

- a. Has anyone heard of the Juan Bautista Anza National Historic Trail?
 - i. (YES): Can you describe what you know about the Anza trail?
- b. Does anyone recognize this logo? *[Show them the Anza trail logo].*
 - i. (YES): Where have you seen it?
- c. Has anyone visited any of the sites that are on the Anza trail? Has anyone walked or driven any of the routes along the Anza trail?

[Use the NPS map displaying the Anza trail and related historic properties in southern Arizona and Mexico to allow people point out the places they have visited. Let them know that they are allowed to mention places that are not on the map.]

- i. (YES):
 - Can you describe your visit?
 - Why did you go?
 - Who did you go with?
 - When did you visit?
- d. For those of you who have visited sites on the Anza trail:
 - i. What facilities and services did you use?
 - ii. What services would you like to see offered?

- iii. What features did you like or find interesting?
- iv. Were there any features that you disliked?
- e. For those who have not visited the Anza trail, what are some barriers that have prevented you and others in your community from visiting the Anza trail?

[Examples: financial situation, transportation, lack of interest, perceptions of park rules and regulations, language.]

[If no one has mentioned sites in Mexico, probe further and ask:]

- f. Has anyone visited any of the Anza sites located in Mexico? Did you know that the Anza Trail extends into Mexico?
 - i. (YES): Which ones? ; Why did you go? ; Who did you go with?

[Stop and provide some background and facts about the Anza trail. Read one of the information pamphlets created by the NPS.]

- g. Is this the first time any of you are hearing about the Anza trail?

Do you think that others in your community are familiar with the story and history of the Anza Trail?
- h. Do you think this trail represents the Hispanic Heritage of this area? Why or why not? How so?
- i. In your opinion, what are some things that park managers can do to encourage you and people from the Hispanic community to visit the Anza Trail?
- j. Would you be more likely to visit a site on the Anza trail if it held an event focused on Hispanic heritage?
- k. What would help the Anza trail make a connection with people living in and near Tucson?

4. Close

- a. Is there anything else anyone would like to add to the discussion?

[Thank everyone for coming and participating. Provide them with additional information upon request.]