

Cumberland Gap National Historical Park

Visitor Study



The
Visitor Services
Project



United States Department of the Interior

NATIONAL PARK SERVICE
Cumberland Gap National Historical Park
P.O. Box 1848
Middlesboro, Kentucky 40965-1848

IN REPLY REFER TO:

October, 1999

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Cumberland Gap National Historical Park. This information will assist us in our efforts to better manage this site and to serve you, the visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take a few minutes after your visit to complete.

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, Idaho 83844-1139, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Mark Woods
Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

Please go on to the next page ➡

**VISITING CUMBERLAND GAP
NATIONAL HISTORICAL PARK**

1. Prior to your visit to Cumberland Gap National Historical Park, were you aware that this site is managed by the National Park Service? Please check (✓) **only one**.

_____ YES, LIKELY _____ NO, UNLIKELY _____ NOT SURE

2. Prior to this visit, how did you and your group get information about Cumberland Gap National Historical Park? Please check (✓) **all** that apply.

- _____ RECEIVED NO INFORMATION PRIOR TO VISIT- **GO ON TO QUESTION 3**
- _____ LIVE IN THE LOCAL AREA
- _____ PREVIOUS VISIT(S)
- _____ PREVIOUS VISIT(S)
- _____ STATE TOURIST INFORMATION CENTER
- _____ CONVENTION/VISITOR BUREAU OR CHAMBER OF COMMERCE
- _____ FRIENDS OR RELATIVES
- _____ HOTEL/MOTEL
- _____ PREVIOUS VISIT(S)
- _____ CONTACTED CUMBERLAND GAP NATIONAL HISTORICAL PARK BY PHONE OR MAIL
- _____ OTHER NATIONAL PARK
- _____ TRAVEL GUIDE/ TOUR BOOK
- _____ WORLD WIDE WEB SITE
- _____ NEWSPAPER/MAGAZINE
- _____ HIGHWAY INFORMATION SIGNS
- _____ OTHER (Please specify _____)

3. a) On the list below, please check (√) **all** of the activities that you and your group participated in at Cumberland Gap National Historical Park during **this visit**.

b) On **past visits** to Cumberland Gap National Historical Park within the last 12 months, please check (√) **all** of the activities which you and members of your group participated.

a) This visit (√) _____ **b) Past visits (√)** _____

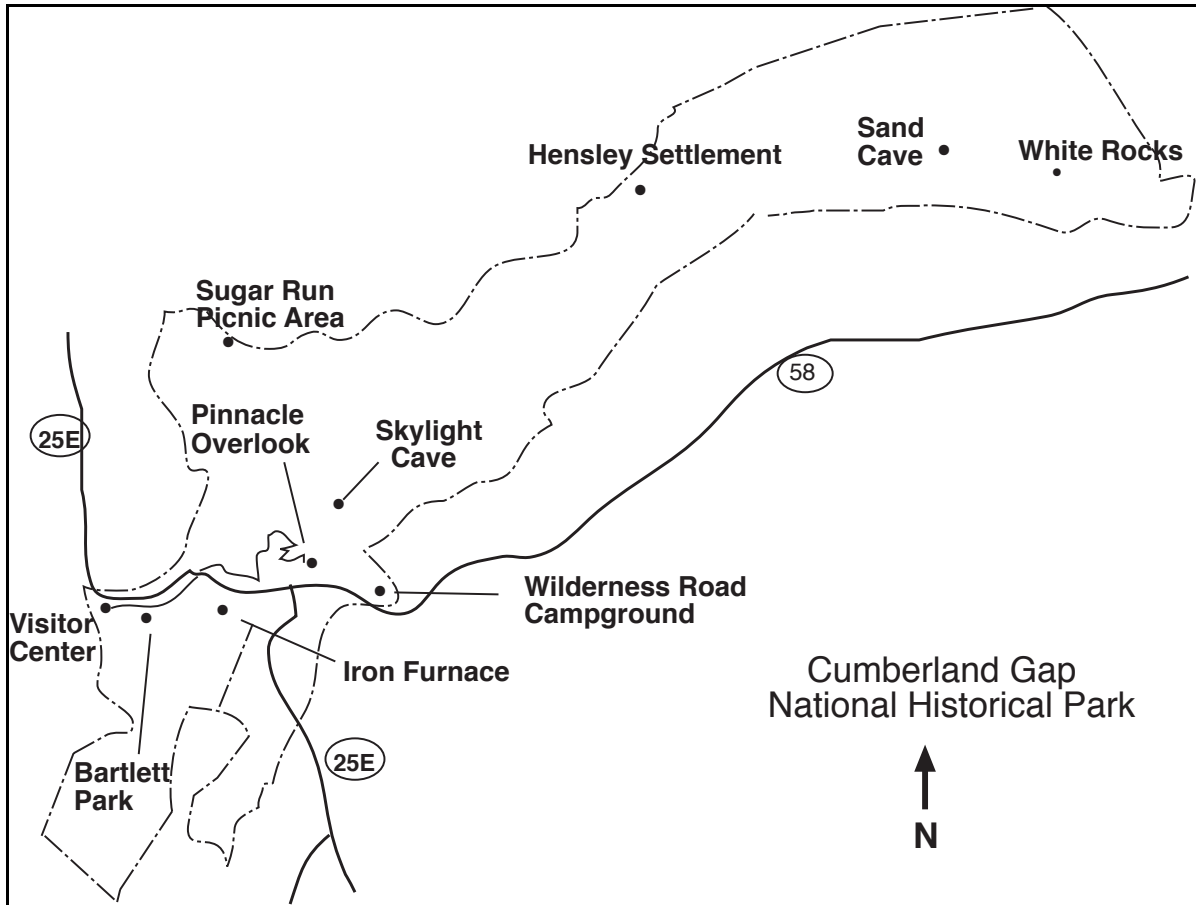
_____	HIKING	_____
_____	HORSEBACK RIDING	_____
_____	PICNICKING	_____
_____	CAMPING IN DEVELOPED CAMPGROUNDS	_____
_____	OVERNIGHT BACKPACKING	_____
_____	VIEWING FALL COLORS	_____
_____	BIRDWATCHING	_____
_____	VIEWING WILDFLOWERS	_____
_____	GEOLOGIC STUDY/CAVE STUDY	_____
_____	STUDY/LEARN ABOUT HISTORY	_____
_____	STUDY APPALACHIAN FOLK CULTURE	_____
_____	GENEALOGICAL STUDY	_____
_____	RANGER-GUIDED ACTIVITIES	_____
_____	BUYING SALES ITEMS IN THE VISITOR CENTER	_____
_____	OTHER (Please specify _____)	_____

4. On this trip, how much time did you and your group spend at Cumberland Gap National Historical Park?

If **less** than 24 hours: _____ NUMBER OF HOURS

If 24 hours or **more**: _____ NUMBER OF DAYS

Please go on to the next page ➡



5. a) On this visit to Cumberland Gap National Historical Park, please check (✓) **all** of the following sites you and your group visited. Use the map to help you locate where you visited.

b) On past visits to Cumberland Gap National Historical Park within the last 12 months, please indicate which sites you and your group visited. Check (✓) **all** that apply.

a) This visit (✓)	b) Past visits (✓)
_____ PINNACLE OVERLOOK	_____
_____ VISITOR CENTER	_____
_____ IRON FURNACE	_____
_____ HENSLEY SETTLEMENT	_____
_____ CAMPGROUNDS	_____
_____ SAND CAVE	_____
_____ SKYLIGHT CAVE	_____
_____ WHITE ROCKS	_____
_____ SUGAR RUN PICNIC AREA	_____
_____ BARTLETT PARK PICNIC AREA	_____

6. On this trip, what other places did you visit in addition to Cumberland Gap National Historical Park? Please check (✓) **all** that apply.

- _____ WILDERNESS ROAD STATE PARK
- _____ ABRAHAM LINCOLN MUSEUM
- _____ HISTORIC TOWN OF CUMBERLAND GAP
- _____ P-38 AND OTHER RESTORATION PROJECTS
- _____ PINE MOUNTAIN STATE RESORT PARK
- _____ BENHAM COAL MINERS MUSEUM
- _____ OTHER (Please specify _____)

Please go on to the next page ➡

7. On this visit, what were your and your group's reasons for visiting Cumberland Gap National Historical Park? Please check (√) **all** that apply.

- EXPERIENCE SOLITUDE/QUIET
- RECREATIONAL OPPORTUNITIES (hiking, camping, etc.)
- NATURE STUDY
- HISTORICAL/CULTURAL STUDY
- VIEW WILDLIFE
- VIEW FALL COLORS
- VIEW SCENERY
- VISIT A NATIONAL PARK SERVICE SITE
- EXERCISE
- EXPERIENCE TRAVEL THROUGH THE TUNNEL
- OTHER (Please specify _____)

8. a) During this visit to Cumberland Gap National Historical Park, was there anything specific that you or your group expected to see or do, but were not able to?

YES NO - **GO ON TO QUESTION 9**

b) If YES, what was it you expected to see or do? _____

c) What kept you from seeing or doing what you expected to? _____

9. On this visit, how many people were in your **immediate** group, including yourself?

_____ NUMBER OF PEOPLE

10. On this visit, were you with a guided tour?

_____ YES _____ NO

11. On this visit, were you with an educational group?

_____ YES _____ NO

12. On this visit, what kind of group were you with? Please check (✓) **only one**.

_____ ALONE

_____ FRIENDS

_____ FAMILY

_____ FAMILY AND FRIENDS

_____ OTHER (Please describe: _____)

13. For you and your group on this visit, please indicate:

	CURRENT AGE	U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY	NUMBER OF VISITS TO CUMBERLAND GAP NHP (INCLUDING THIS VISIT)
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

Please go on to the next page ➡

14. In what ethnicity and race would you place yourself?

Ethnicity:

- HISPANIC OR LATINO
 NOT HISPANIC OR LATINO

Race:

- AMERICAN INDIAN OR ALASKA NATIVE
 ASIAN
 BLACK OR AFRICAN AMERICAN
 HISPANIC OR LATINO
 NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
 WHITE
 DO NOT WISH TO ANSWER

15. a) On this visit to Cumberland Gap National Historical Park, did you go to the visitor center?

- YES NO

b) If YES, what were your reasons for visiting the visitor center? Please check (✓) **all** that apply.

- OBTAIN INFORMATION FROM PARK STAFF
 VIEW THE EXHIBITS
 OBTAIN A MAP
 USE THE RESTROOMS
 USE A TELEPHONE
 PURCHASE SALES ITEMS
 PAY USER FEE / OBTAIN PERMIT
 VIEW VISITOR CENTER MOVIE
 STAMP "PARK PASSPORT"
 OTHER (Please specify _____)

16. a) What did you and your group like **most** about the visitor center exhibits at Cumberland Gap National Historical Park?

b) What did you and your group like **least** about the visitor center exhibits at Cumberland Gap National Historical Park?

17. On a future visit to Cumberland Gap National Historical Park, how would you and your group prefer to learn about the cultural and natural history of the park? Please check (✓) **all** that apply.

- _____ PRINTED MATERIALS (books, brochures, maps, etc.)
- _____ AUDIO-VISUAL PROGRAMS (videos, movies, slide shows, etc.)
- _____ RANGER-GUIDED WALKS/TOURS
- _____ ROVING RANGERS AVAILABLE TO ANSWER QUESTIONS
- _____ LIVING HISTORY (ranger in costume programs)
- _____ INDOOR EXHIBITS
- _____ OUTDOOR EXHIBITS
- _____ ROADS/TRAILSIDE EXHIBITS
- _____ OTHER (Please specify: _____)

Please go on to the next page ➡

18. On a future visit to Cumberland Gap National Historical Park, what subjects would you be most interested in learning about? Please check (√) **all** that apply.

GEOLOGIC PROCESSES
 WESTWARD EXPANSION
 APPALACHIAN CULTURE
 CIVIL WAR HISTORY
 AMERICAN INDIAN CULTURE
 NATURAL HISTORY
 CAVES
 CUMBERLAND GAP HIGHWAY TUNNEL
 EARLY INDUSTRIAL DEVELOPMENT (timbering, ironmaking, etc.)
 GENEALOGICAL RESEARCH
 COAL MINING
 OTHER (Please specify _____)

19. The historical route through the Cumberland Gap is in the process of being restored. When the restoration is complete, what types of services would you like to have available? Please check (√) **all** that apply.

RANGER-GUIDED TOURS
 SELF-GUIDED WALKING TOURS
 HORSE-DRAWN WAGON TOURS
 OTHER (Please specify _____)

20. a) On this visit or during past visits within the last 12 months, did you or members of your group visit the Hensley Settlement?

YES NO - **GO ON TO QUESTION 21**

- [

 b) On a future visit to Cumberland Gap NHP, would you and your group be willing to pay a small fee to observe historic craft demonstrations?

YES, LIKELY NO, UNLIKELY NOT SURE

21. a) On the list below, please check (✓) the visitor services and facilities which you or your group **used** during your visit to Cumberland Gap National Historical Park.
- b) Next, for only those services and facilities used, please rate their **importance** from 1 to 5.
- c) Finally, for only those services and facilities used, please rate their **quality** from 1 to 5.

Use service/ facility? Check (✓)	If used, how important?					If used, what quality?				
	Not important		Extremely important			Very poor		Very good		
	1	2	3	4	5	1	2	3	4	5
_____ RESTROOMS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ RANGER-GUIDED ACTIVITIES	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ VISITOR CENTER MOVIE	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ VISITOR CENTER EXHIBITS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ VISITOR CENTER BOOK SHOP	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ HIKING TRAILS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ FITNESS TRAIL	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ PINNACLE OVERLOOK	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ PICNIC AREAS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ PARK ROAD DIRECTIONALSIGNS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ HENSLEY SETTLEMENT	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ PARK BROCHURE	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ ROADS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ PARKING LOTS	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ BACKCOUNTRY CAMP SITES	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____ WILDERNESS RD CAMPGRND	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

Please go on to the next page ➡

2. Please rate the importance (from 1 to 5 or DK for don't know) of the following park activities and qualities to you and your group during **this** visit. Circle your answers below.

ISSUE	Not important	2	3	4	Extremely important	Don't know
SCENIC VIEWS	1	2	3	4	5	DK
SOLITUDE	1	2	3	4	5	DK
WILDERNESS	1	2	3	4	5	DK
HIKING OPPORTUNITIES	1	2	3	4	5	DK
QUIET	1	2	3	4	5	DK
AIR QUALITY	1	2	3	4	5	DK

23. a) What did you and your group like **most** about your visit to Cumberland Gap National Historical Park?

b) What did you and your group like **least** about your visit to Cumberland Gap National Historical Park?


24. Overall, how would you rate the quality of the visitor services provided to you and your group at Cumberland Gap National Historical Park? Please circle **only one**.

VERY GOOD GOOD AVERAGE POOR VERY POOR

25. If you were a manager planning for the future of Cumberland Gap National Historical Park, what would you propose? Include park and concession services in your response. Please be specific.

26. Is there anything else you and your group would like to tell us about your visit to Cumberland Gap National Historical Park? Please be specific.

Thank you for your help! Please seal the questionnaire with the sticker and drop it in any U.S. mailbox.

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OFFICIAL BUSINESS

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Park Studies Unit
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