

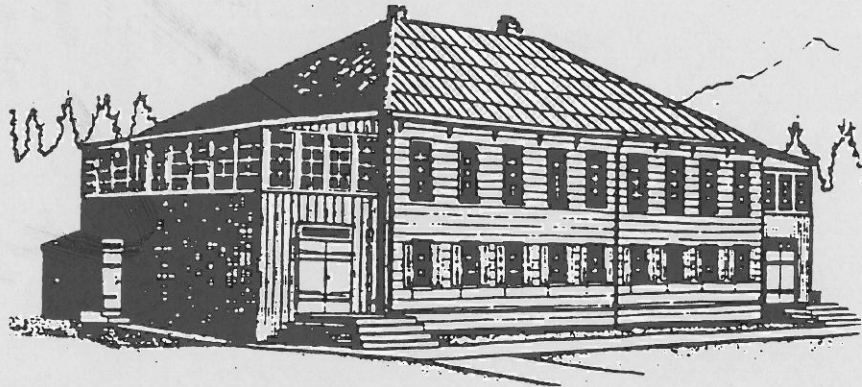


Betty Guffin

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## Visitor Services Project

# Sitka National Historical Park



Visitor Services Project Report 57  
Cooperative Park Studies Unit



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# Visitor Services Project

## Sitka

# National Historic Park

Margaret Littlejohn

**Report 57**

March 1994

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Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Sitka National Historical Park 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.

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## Visitor Services Project Sitka National Historical Park

### Report Summary

- This report describes the results of a visitor study at Sitka National Historical Park during July 11-17, 1993. A total of 486 questionnaires were distributed and 402 returned, an 83% response rate.
- This report profiles Sitka visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often families (51%) and in groups of two (51%). Fifty-eight percent of visitors were 46-70 years old; 6% were 15 years or younger. Most (86%) were first-time visitors to Sitka.
- Visitors from foreign countries comprised 8% of the visitation, with 54% of the international visitors from Canada. U.S. visitors came from California (21%), and Alaska (13%), with smaller proportions from many other states.
- Most visitors (52%) spent up to one hour at the Russian Bishop's House. Sixty percent of the visitors stayed up to one hour at the park visitor center. Most visitors viewed the totem poles (87%), visited the visitor center (87%), walked park trails (74%) and took photographs (71%).
- Most visitors (67%) were not aware of the park's existence prior to their visit. Visitors (36%) often used travel guides/tour books as sources of information about the park.
- The most visited park sites were the visitor center (88%), totem trail (79%) and Russian Bishop's House (65%). In town, St. Michael's Cathedral was the most visited site.
- The most common form of transportation to get to Sitka was the cruise ship (51%). To get to the park, most visitors walked (64%).
- Visitors' main reasons for seeing the park were to learn about history (59%) and see exhibits (50%).
- The most used visitor services were the totem poles, park visitor center exhibits and trails. Information from park employees and trails were the most important services according to visitors. The first floor exhibits in the Russian Bishop's House were the least important service. Trails and second floor tour of the Russian Bishop's House received the highest quality ratings.
- Fourteen percent of visitors said they were Sitka residents. Of those, 89% participated in recreation in the park. Their main reasons for recreating in the park were because it provided needed facilities, they felt safe recreating there, and it was convenient to their neighborhood.
- Many visitors (48%) were undecided about whether exercise stations should be kept along a park trail. Forty-three percent of visitors favor keeping the exercise stations along the trail.
- Many visitors (44%) said it was unlikely that they would use a shuttle bus on a future visit. About one third of visitors (35%) said they would likely use such a bus in the future.
- Visitors made many additional comments.

<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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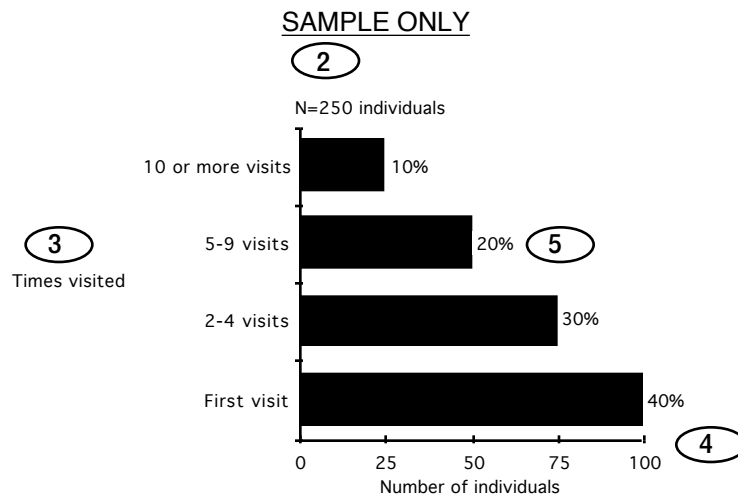
## INTRODUCTION

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This report describes the results of a study of visitors at Sitka National Historical Park (referred to as "Sitka"). This visitor study was conducted July 11-17, 1993 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. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) 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.
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## METHODS

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### **Questionnaire design and administration**

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Sitka National Historical Park during July 11-17, 1993. Visitors completed the questionnaire during or after their trip and then returned it by mail.

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled on foot as they approached the visitor center, the Russian Bishop's House and entered the exercise trail.

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

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.

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### **Data analysis**

Returned questionnaires were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

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### **Sample size, missing data and reporting errors**

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 385 groups, Figure 3 presents data for 954 individuals. A note above each figure's graph specifies the information illustrated.

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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 402 questionnaires were returned, Figure 1 shows data for only 385 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

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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 as they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 11-17, 1993. The results do not necessarily apply to visitors using other sites in the park or 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.

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The week of July 11-17, 1993 was unusually sunny and warm compared to past summers and may have affected how visitors responded to some of the questions concerning transportation in the questionnaire.

### **Special Conditions**

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## RESULTS

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### Visitors contacted

A total of 523 visitor groups were contacted; 93% accepted questionnaires. Four hundred two visitor groups completed and returned their questionnaires, an 83% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias was significant for group size because visitors reported larger group sizes in the questionnaire than when they were interviewed. This probably occurred because visitors visited the park in their social group (family, friends and so forth) but over-reported it in the written questionnaire (using the bus tour group size or cruise ship group size). This bias should not affect the data, other than Figure 1.

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**Table 1: Comparison of total sample and actual respondents**

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	486	52.1	389	53.2
Group size	486	2.8	385	7.2

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### Demographics

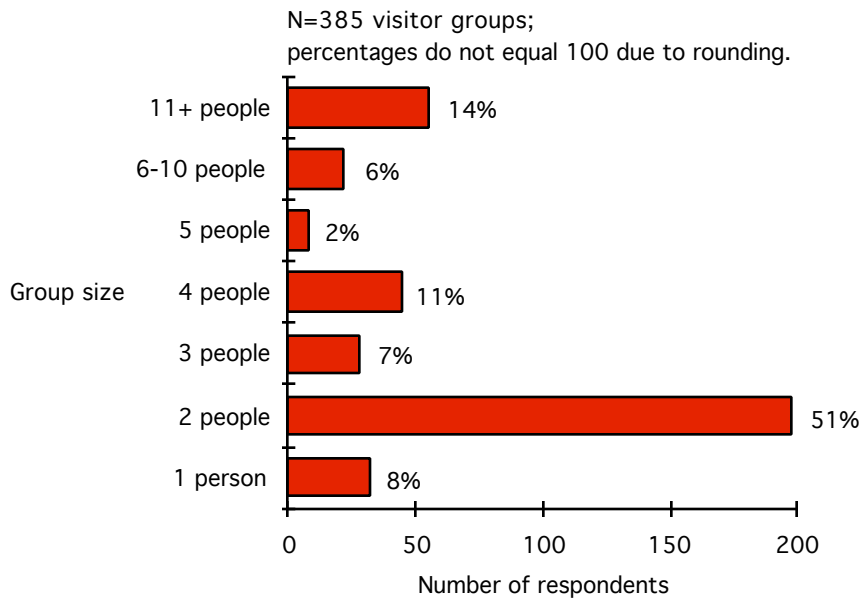
Figure 1 shows group sizes, which varied from one person to 100 people. Fifty-one percent of Sitka visitors came in groups of two people, 14% came in groups of eleven or more, although this figure may overstate the larger groups. Fifty-one percent of visitors came in family groups, as shown in Figure 2. "Other" groups included cruise ship, elder hostel, bus tour. Most visitors (78%) were not with guided tour groups (see Figure 3).

The most common age groups were visitors aged 46-70 (58%), as show in Figure 4. Most visitors (86%) were first time visitors (see Figure 5).

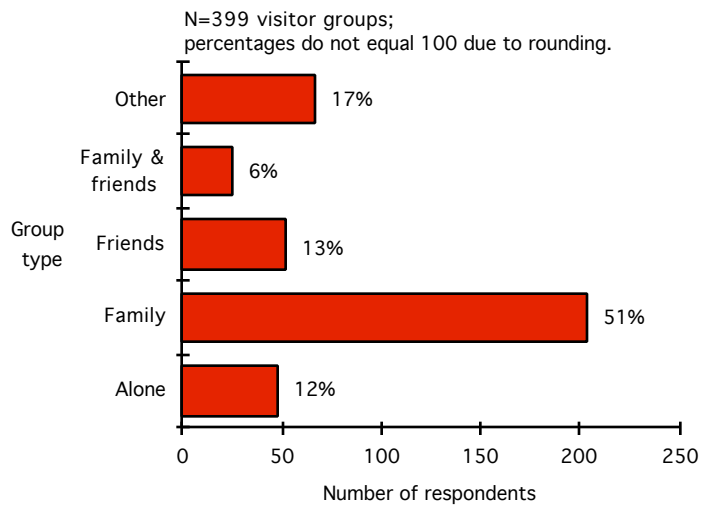
Visitors from foreign countries comprised 8% of all visitation. Map 1 and Table 2 show that most international visitors came from Canada (54%) and Australia (8%). Map 2 and Table 3 show that approximately one-third of United States visitors came from California (21%) and Alaska (13%), with smaller proportions from many other states.

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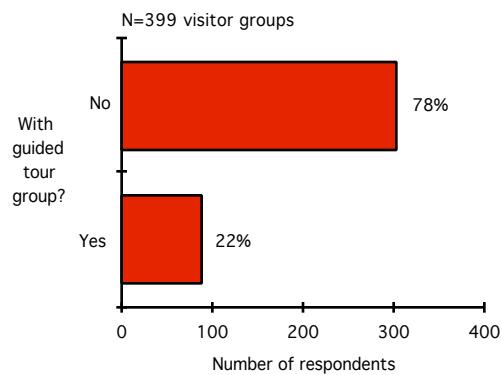




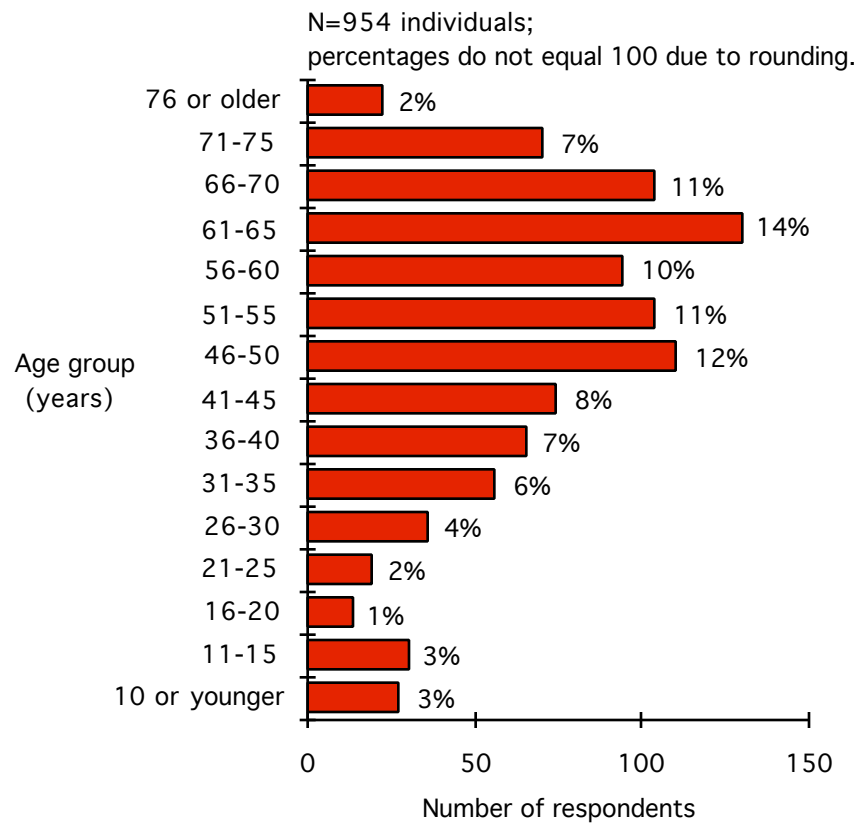
**Figure 1: Visitor group sizes**



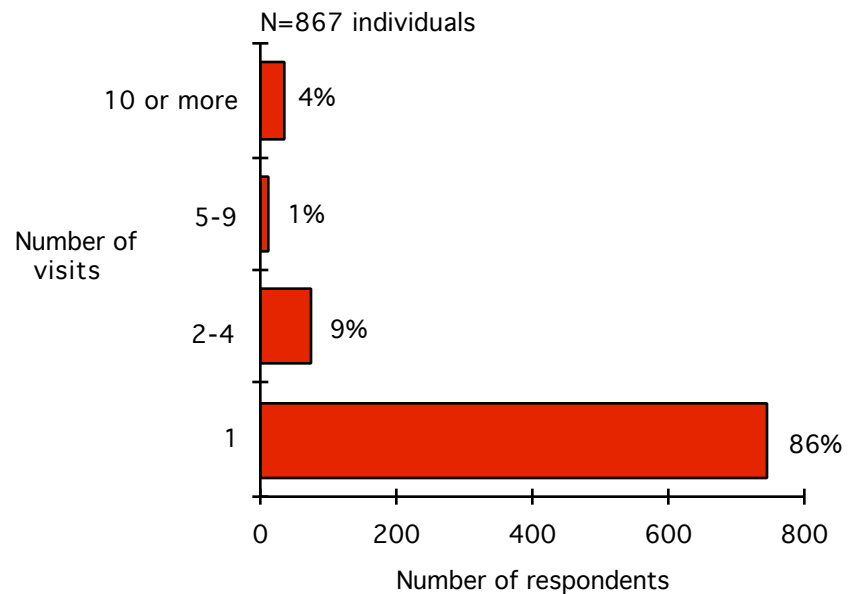
**Figure 2: Visitor group types**



**Figure 3: Visitors with guided tour groups**



**Figure 4: Visitor ages**



**Figure 5: Number of visits**

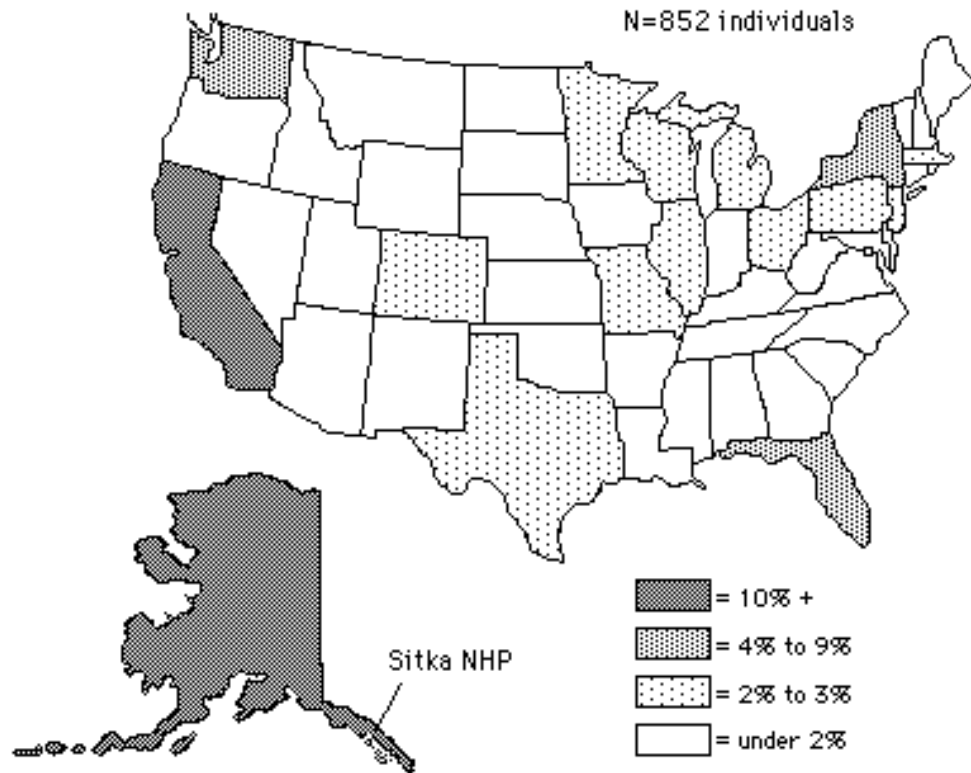


**Map 1: Proportion of international visitors by country**

**Table 2: Visitors by country of residence**

N=79 individuals

Country	Number of individuals	% of international visitors
Canada	43	54
United Kingdom	7	9
Australia	6	8
New Zealand	5	6
Germany	4	5
Brazil	3	4
Norway	2	3
Philippines	2	3
Switzerland	2	3
France	1	1
Japan	1	1
Ireland	1	1
Portugal	1	1
Taiwan	1	1



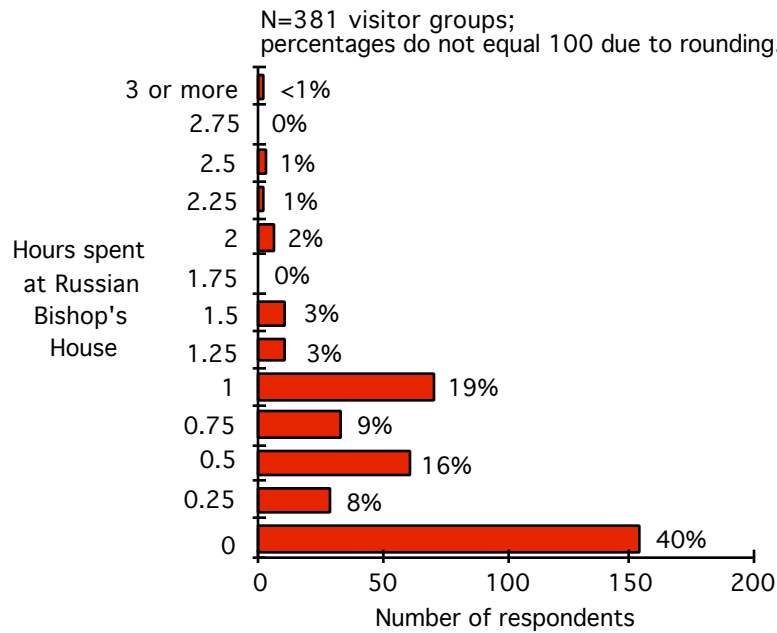
**Map 2: Proportion of visitors from each state**

**Table 3: Proportion of visitors from each state**

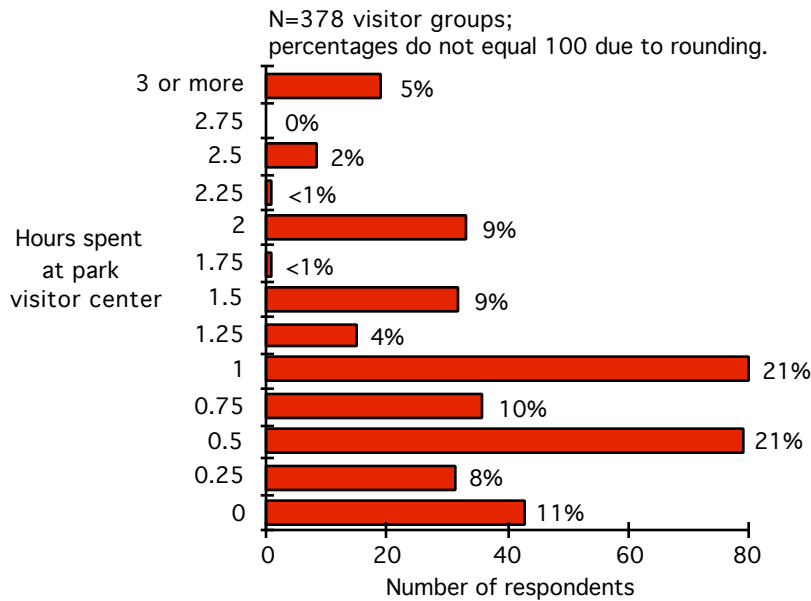
N=852 individuals

State	Number of individuals	% of U.S. visitors
California	178	21
Alaska	108	13
Washington	61	7
Florida	44	5
New York	38	5
Pennsylvania	28	3
Texas	28	3
New Jersey	25	3
Ohio	24	3
Michigan	23	3
Missouri	21	3
Wisconsin	21	3
Illinois	19	2
Massachusetts	19	2
Colorado	17	2
Iowa	15	2
Minnesota	14	2
North Carolina	12	1
Nevada	12	1
Oregon	12	1
Other states (22) + D.C.	133	16

Most visitors (52%) stayed up to one hour at the Russian Bishop's House; **Length of stay** 40% did not visit the Russian Bishop's House (see Figure 6). Most of the visitors (52%) stayed one-half to one hour at the park visitor center (see Figure 7). Some visitors (11%) did not visit the park visitor center.



**Figure 6: Length of stay at Russian Bishop's House**



**Figure 7: Length of stay at park visitor center**

## Activities

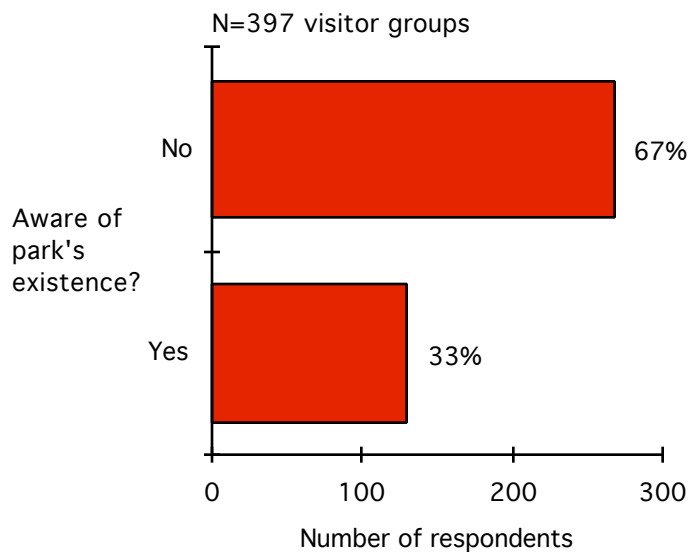
Figure 8 shows the proportion of visitor groups who participated in various activities during their visit. Common activities were viewing the totem poles (87%), visiting the park visitor center (87%), walking park trails (74%), taking photographs (71%), visiting the art/cultural center (61%), visiting the Russian Bishop's House (59%) and reading outdoor exhibits (58%). Seven percent of the visitors described "other" activities they pursued, including seeing the slide show, fishing, visiting the raptor center, hiking, relaxing, shopping, camping, and watching Russian dancers.



**Figure 8: Visitor activities**

Most visitors (67%) were not aware of the park's existence prior to their visit (see Figure 9). One third of the visitors (33%) were aware of the park's existence.

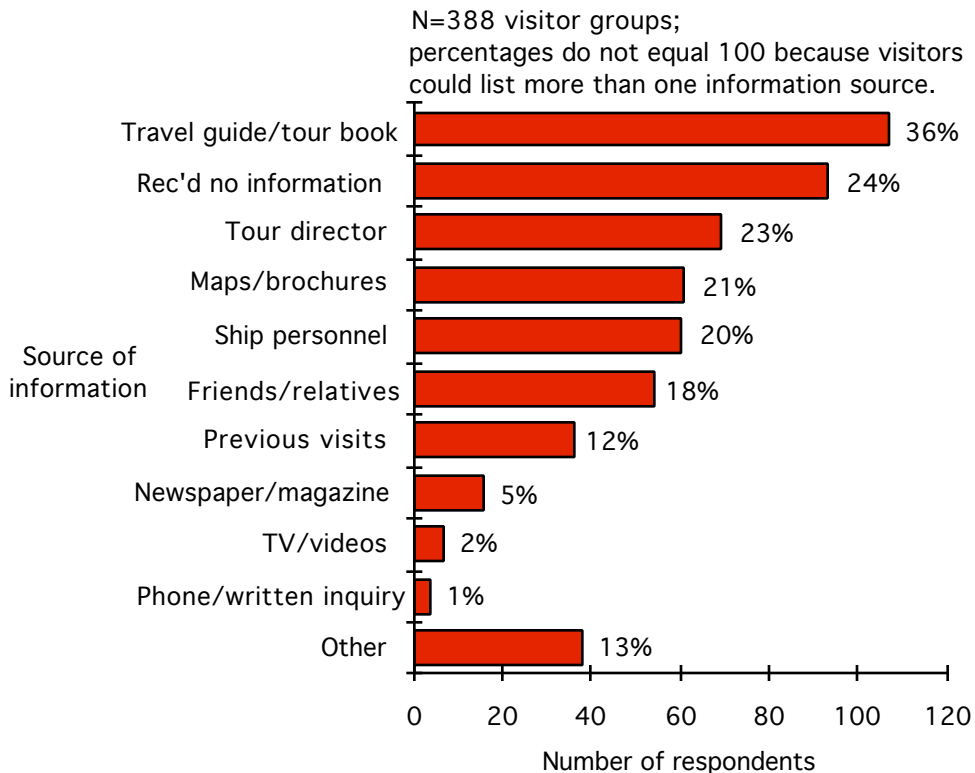
**Knowledge of park's existence**



**Figure 9: Awareness of park's existence prior to visit**

**Sources of park information**

The most often used source of information about the park was travel guides/tour books (36%) as shown in Figure 10. Almost one-fourth of the visitors received no information prior to visiting. "Other" sources included the Sitkan, cruise ship information, *Milepost*, elder hostel, and bus drivers.

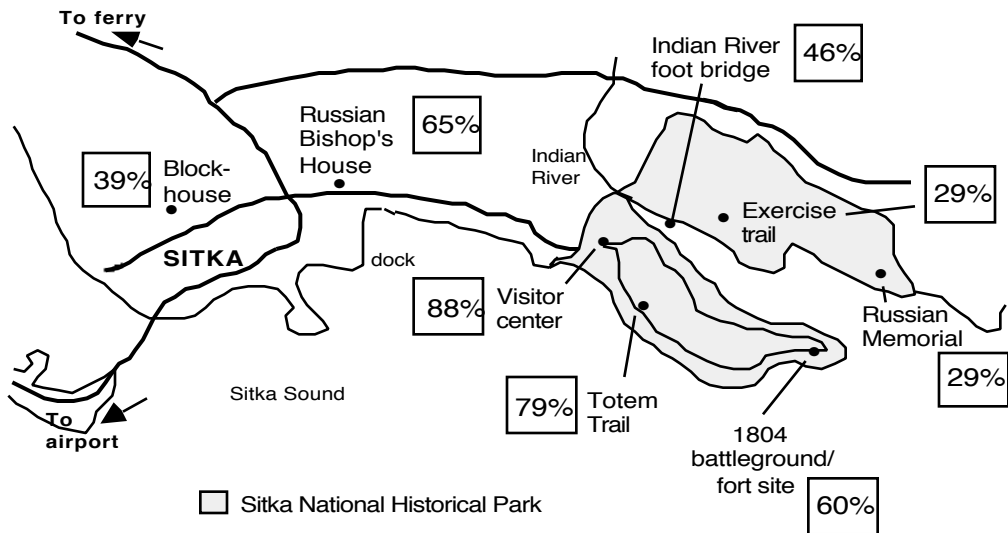


**Figure 10: Sources of park information**



Visitors were asked what sites they visited at Sitka National Historical Park during this visit. The most visited sites were the visitor center (88%), the totem trail (79%), Russian Bishop's House (65%), and the 1804 battleground/fort site (60%), as shown in Map 3.

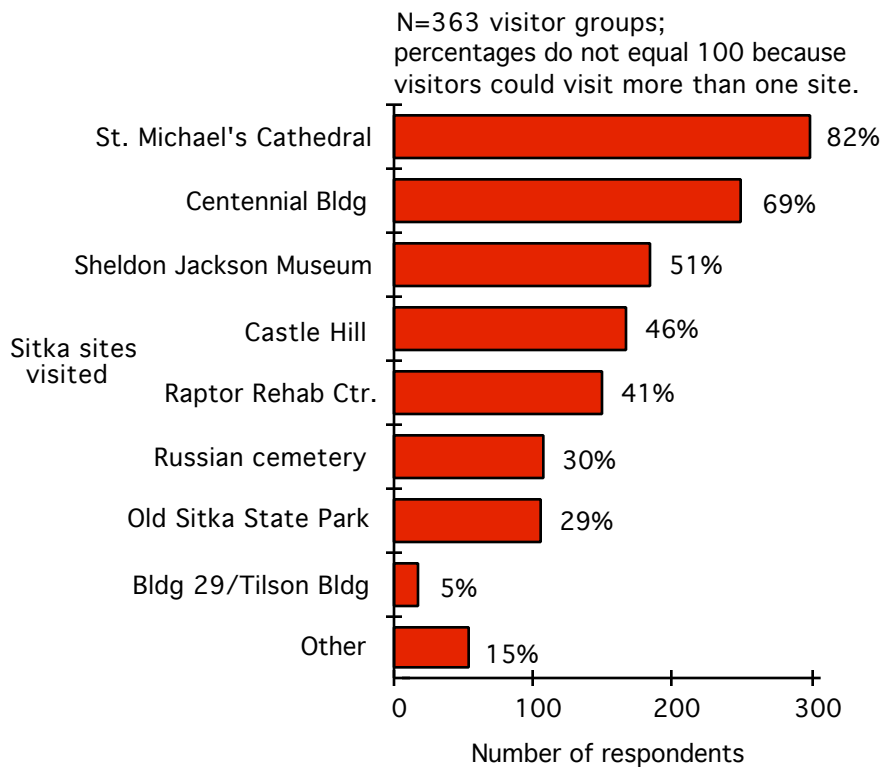
**Sites  
visited in  
park**



**Map 3: Sites visited in park**

**Sites  
visited in  
Sitka area**

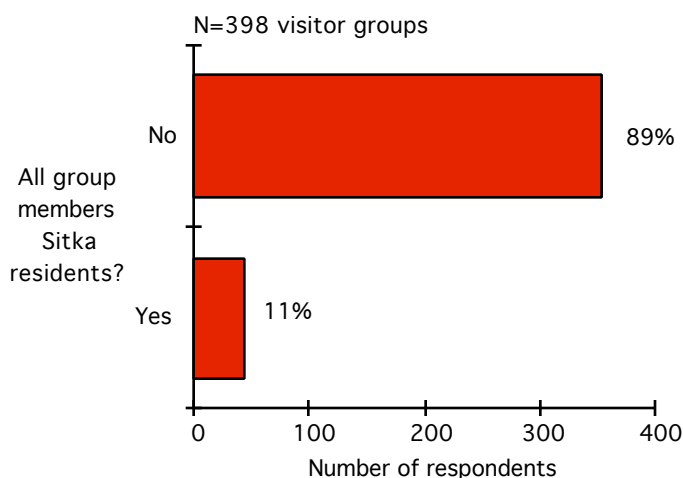
Visitors were asked what sites they had visited in the Sitka area on this trip. The most visited sites were Saint Michael's Cathedral (82%), the Centennial Building (69%) and Sheldon Jackson Museum (51%), as shown in Figure 12. "Other" sites visited included Harbor Mountain, Pioneer Home, Alaska Native Brotherhood Hall, Sitkan, fish hatchery, and Sitka Lutheran Church.



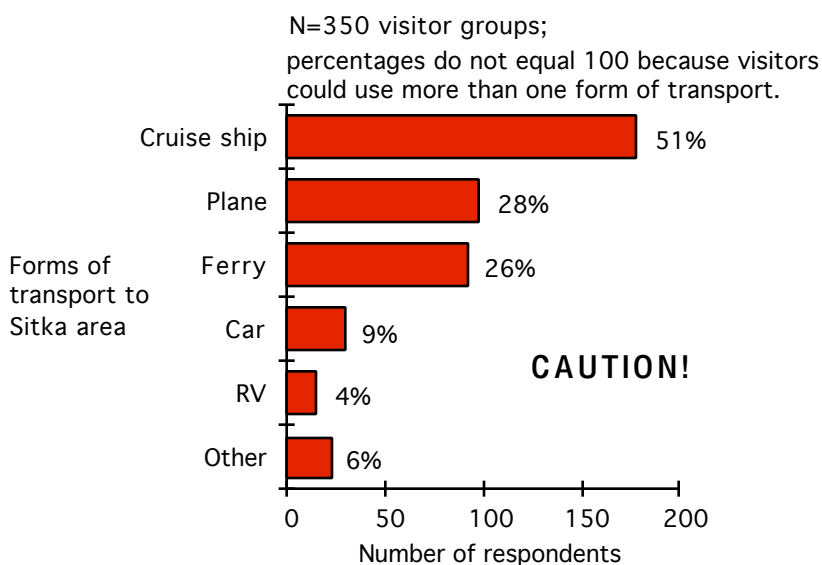
**Figure 12: Sites visited in Sitka area**

Visitors were first asked if all members of their group were residents of Sitka. Eleven percent of the groups consisted of all Sitka residents (see Figure 13). Then, visitor groups with non-residents identified the forms of transportation they used to get to the Sitka area. These included cruise ship (51%), plane (28%), and ferry (26%), as shown in Figure 14. NOTE: Cruise ship passengers may be underrepresented because they often arrived in groups of several bus loads at a time. Random sampling meant that relatively few visitors were interviewed from these groups. "Other" forms of transport used included bus, walking, sailboat and yacht.

**Forms of transportation to get to Sitka area**



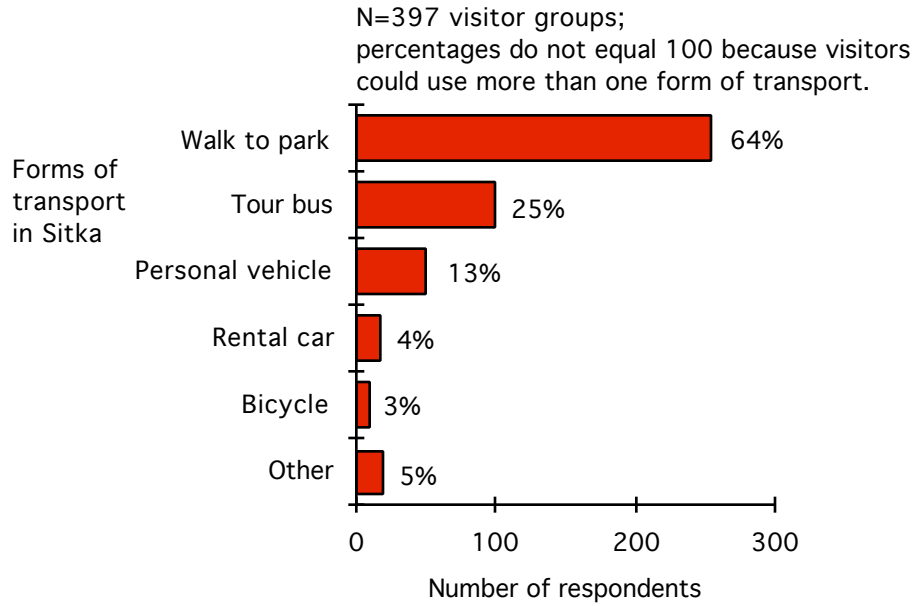
**Figure 13: Proportion of groups with all Sitka residents**



**Figure 14: Forms of transportation to get to Sitka area**

**Forms of transportation to get to park**

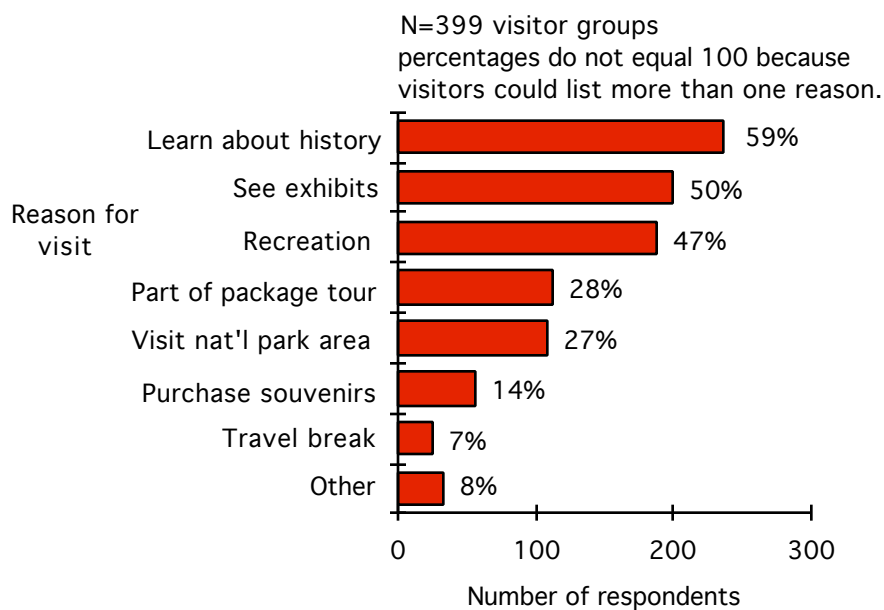
Visitors were asked what forms of transportation they used to get to the park. Most visitors walked to the park (64%) and 25% took a tour bus (see Figure 15). Other forms of transportation listed were taxi, shuttle, RV and jogging.



**Figure 15: Forms of transportation used to get to park**

Visitors were asked to choose from a list what their group's reasons were for visiting Sitka park. The most common reasons were to learn about history (59%), see exhibits/furnishings at the Russian Bishop's House and park visitor center (50%), and for recreation (walk, jog, picnic, etc.) (47%), as shown in Figure 16. "Other" reasons included to see totem poles, visit family, look for eagles, and watch artisans at work.

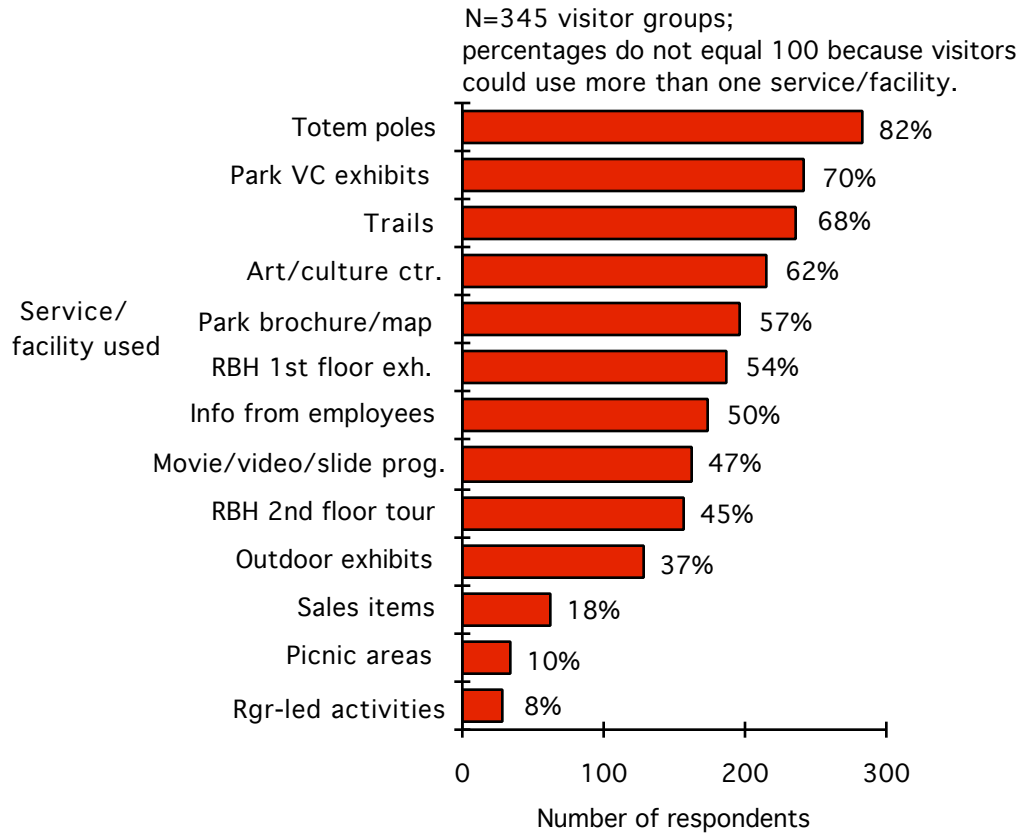
## Reasons for visit



**Figure 16: Reasons for visit**

**Visitor services: use, importance and quality**

The most commonly used visitor services were the totem poles (82%), park visitor center exhibits (70%), trails (68%), art and cultural center (62%), park brochure/map (57%), Russian Bishop's House (RBH) first floor exhibits (54%) and information from park employees (50%), as shown in Figure 17.



**Figure 17: Use of visitor services**

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Visitors rated the importance and quality of visitor services they used. They used a five point scale (see boxes below).

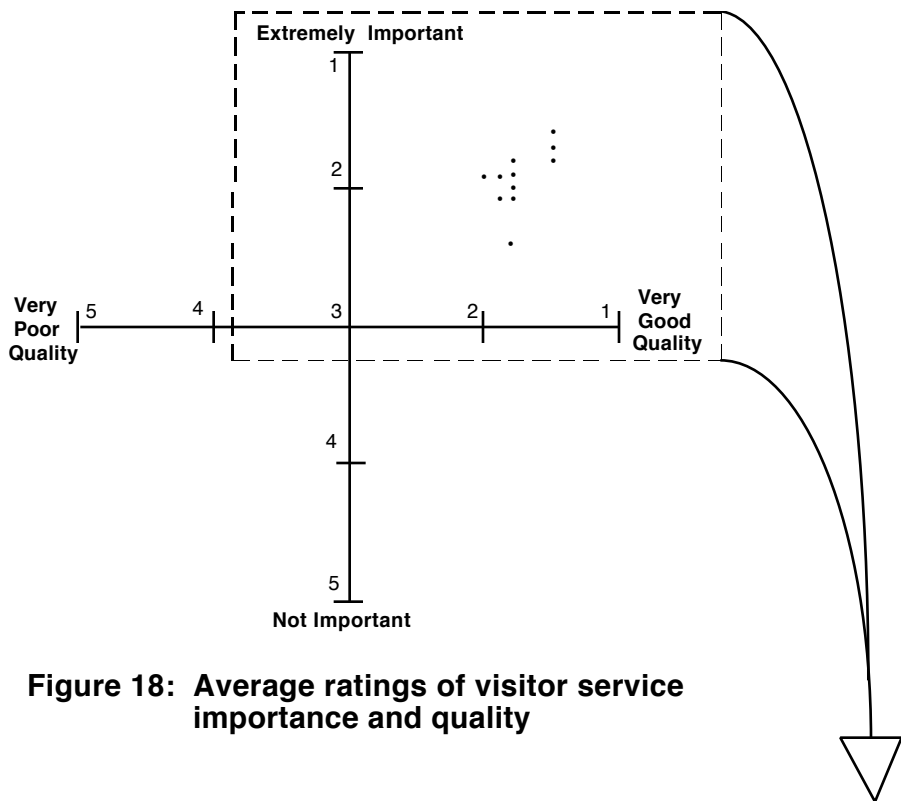
IMPORTANCE	QUALITY
1=extremely important	1=very good
2=very important	2=good
3=moderately important	3=average
4=somewhat important	4=poor
5=not important	5=very poor

Figure 18 shows the average importance and quality ratings for each service. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 18. Services were all rated above average in importance and quality.

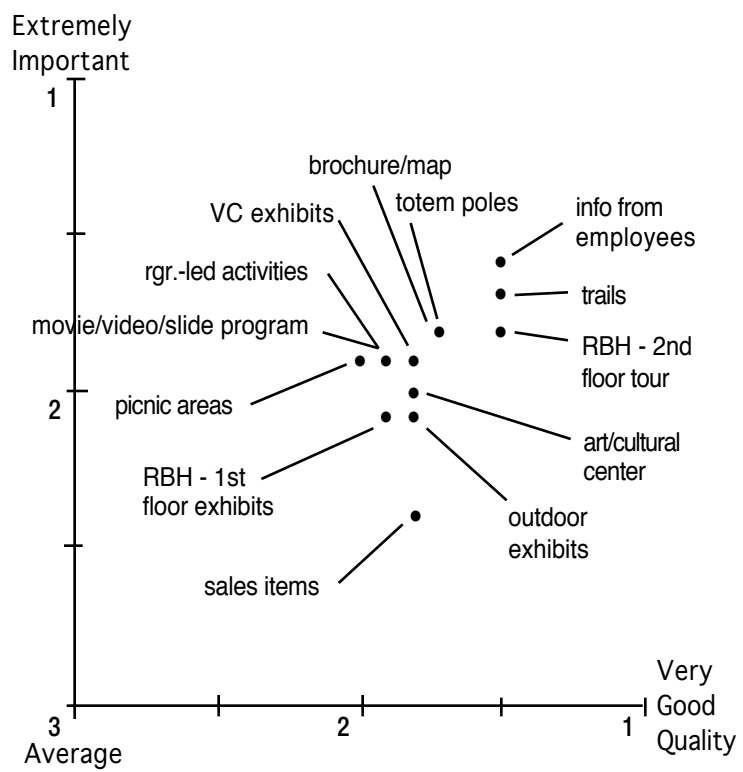
Figures 19-31 show that several services received the highest "extremely important" to "very important" ratings: information from park employees (85%), trails (84%), park brochure/map (79%) and second floor tour of Russian Bishop's House (79%). The highest "somewhat important" to "not important" rating was for the first floor exhibits of the Russian Bishop's House (14%).

Figures 32-44 show that several services were given high "very good" to "good" quality ratings: trails (89%), second floor tour of the Russian Bishop's House (88%), park brochure/map (86%) and information from park employees (85%). The services receiving the highest "poor" to "very poor" quality ratings were the art and cultural center (11%) and first floor exhibits of the Russian Bishop's House (11%).

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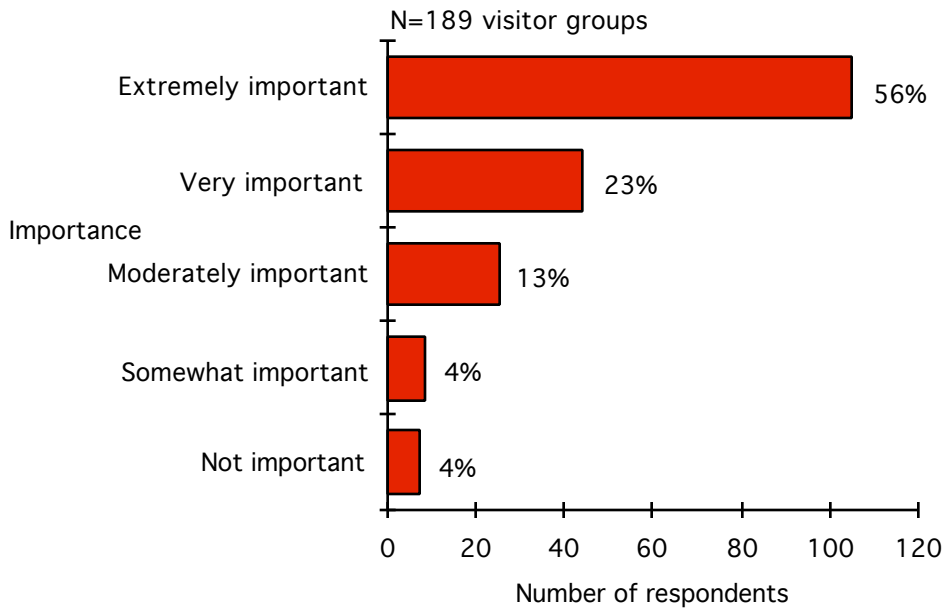


**Figure 18: Average ratings of visitor service importance and quality**

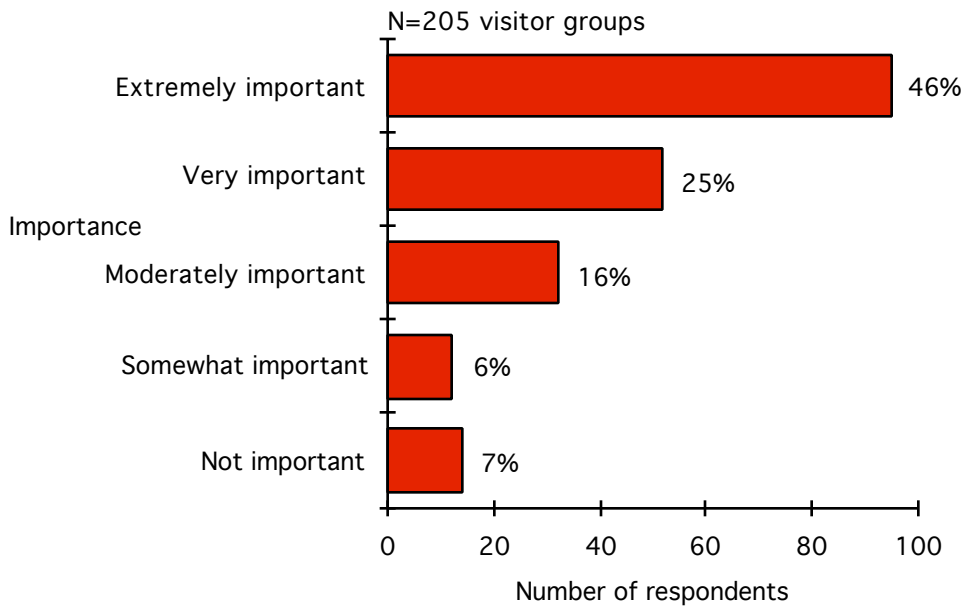


**Figure 18: Detail**

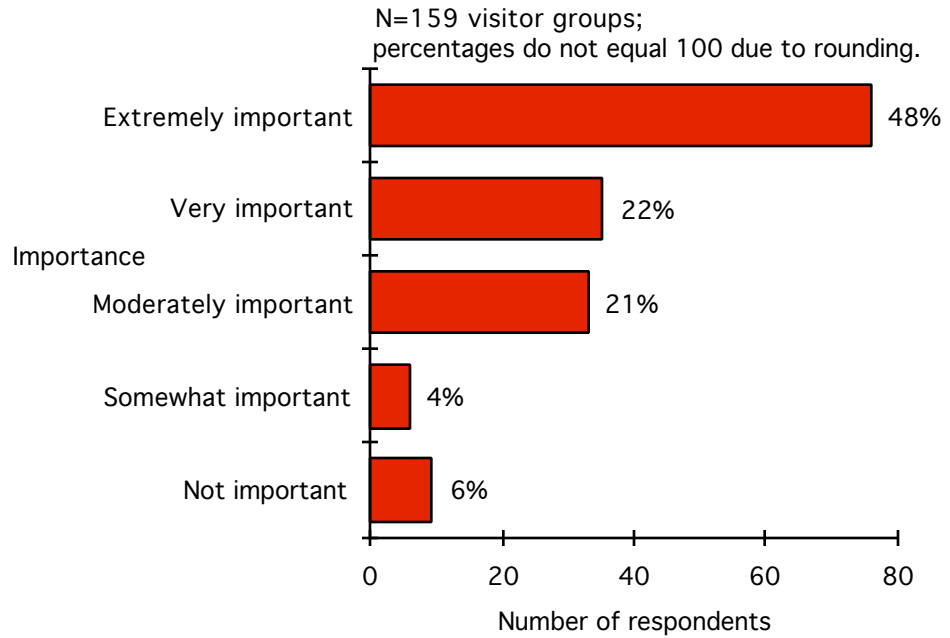




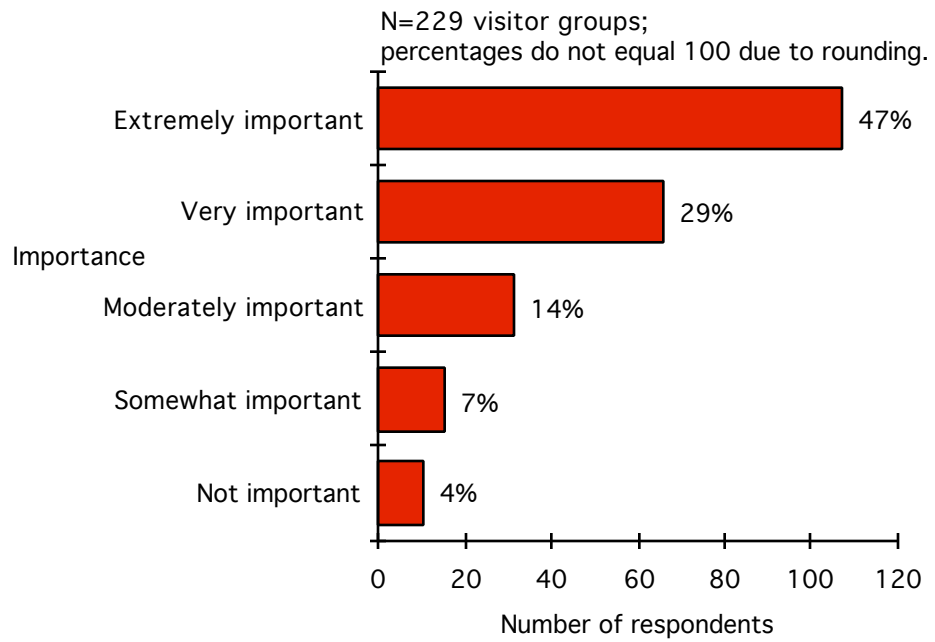
**Figure 19: Importance of park brochure/map**



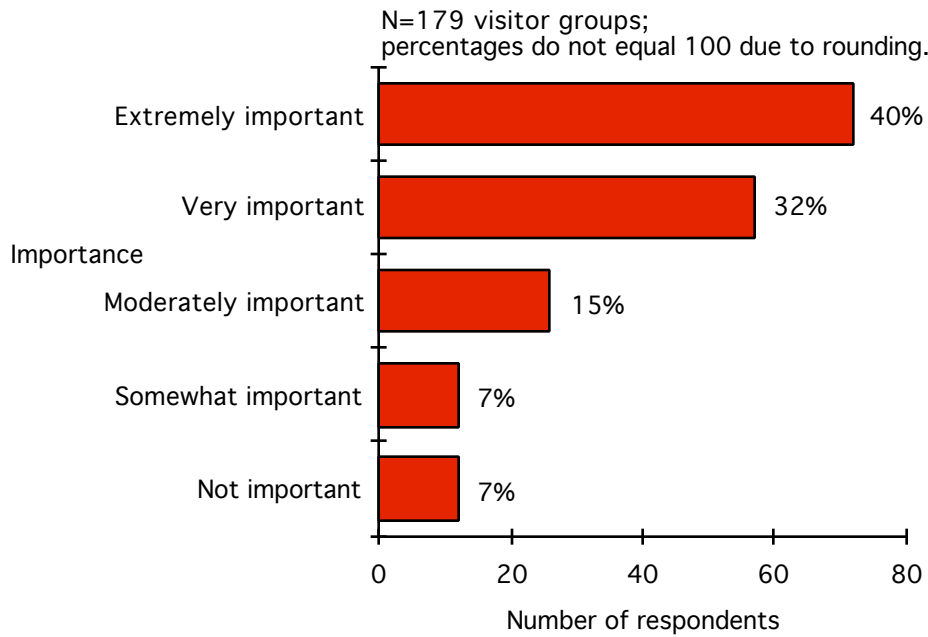
**Figure 20: Importance of art and cultural center**



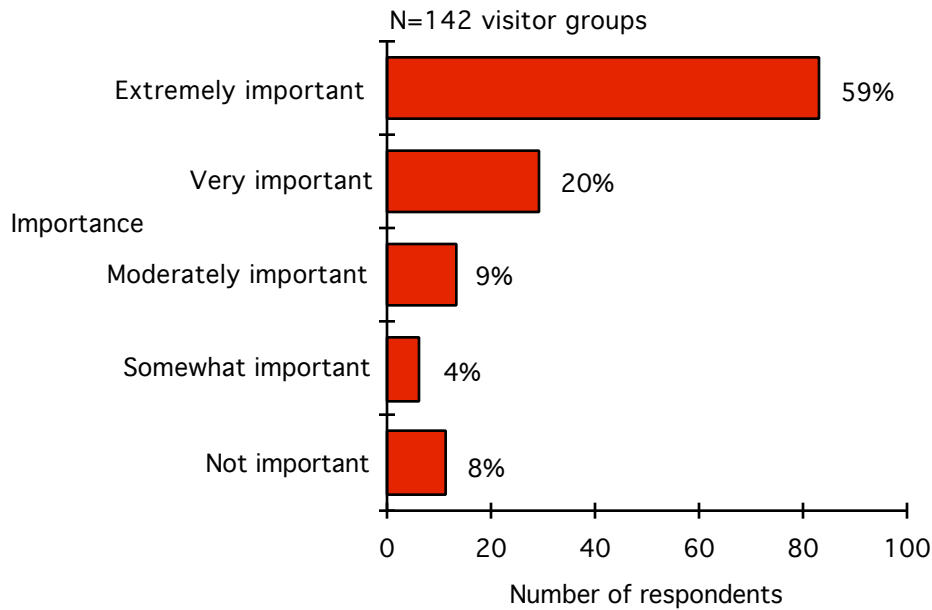
**Figure 21: Importance of movie/video/slide program**



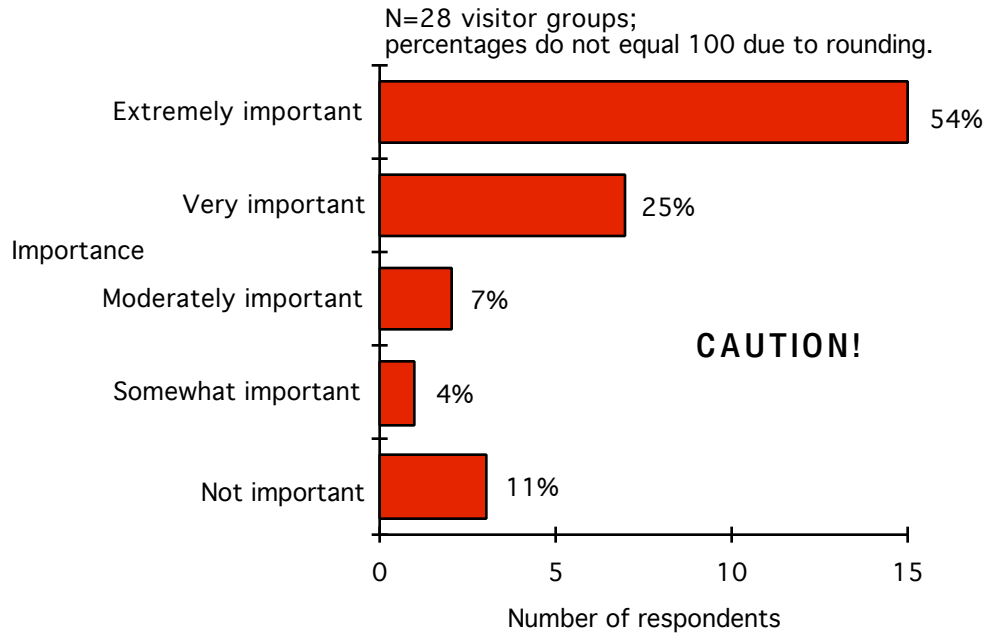
**Figure 22: Importance of park visitor center exhibits**



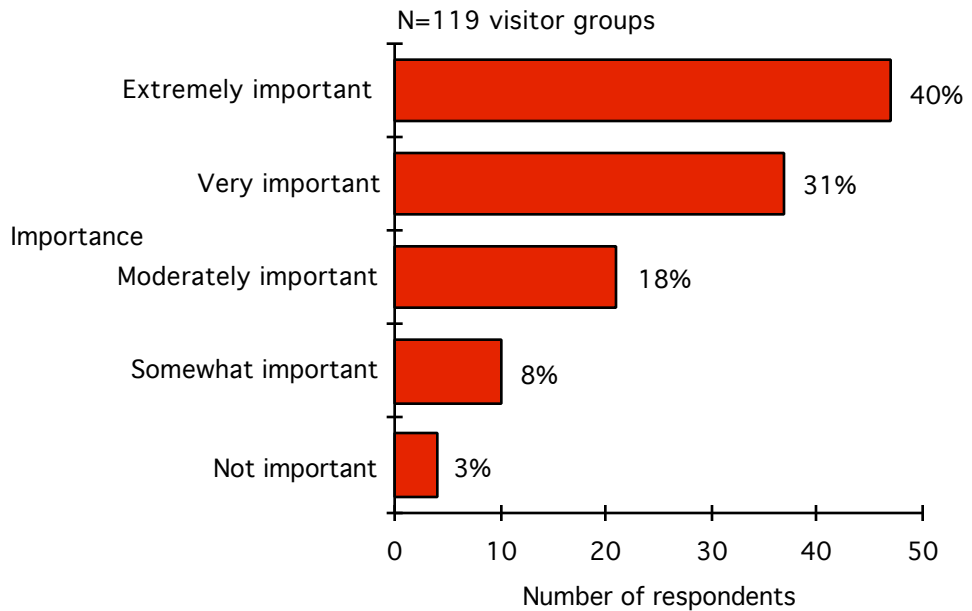
**Figure 23: Importance of first floor exhibits - Russian Bishop's House**



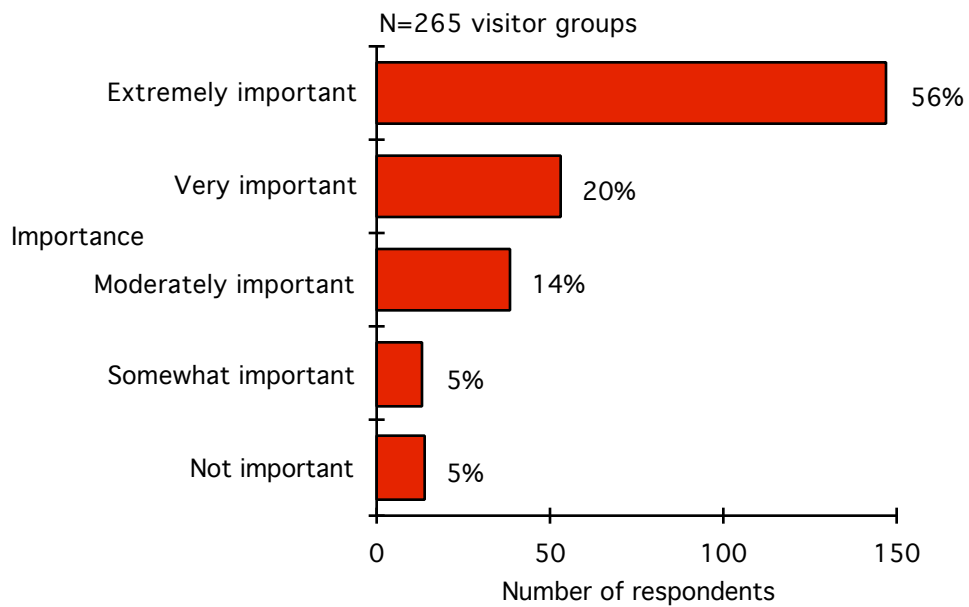
**Figure 24: Importance of second floor tour of Russian Bishop's House**



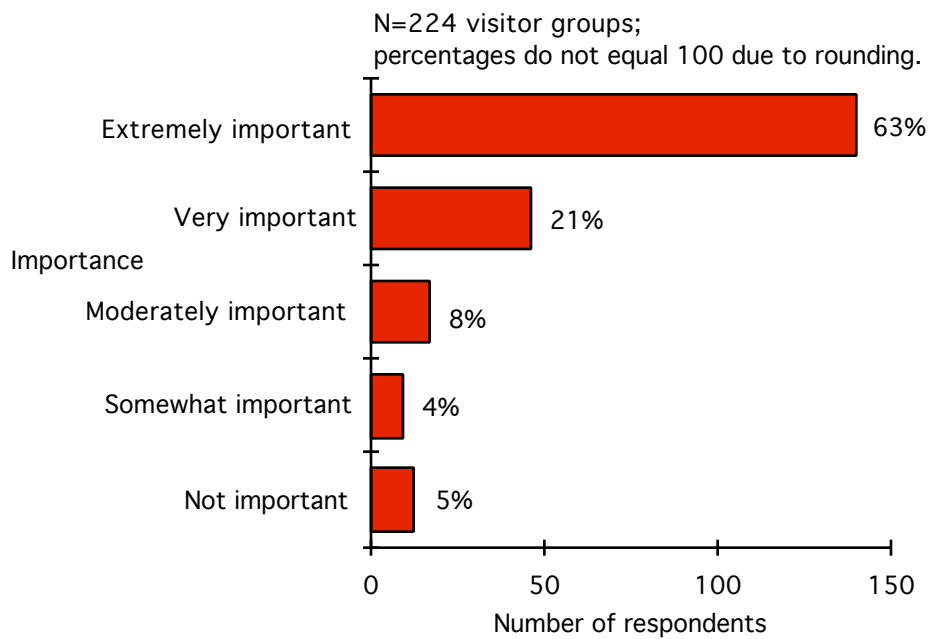
**Figure 25: Importance of ranger-led activity (other than Russian Bishop's House)**



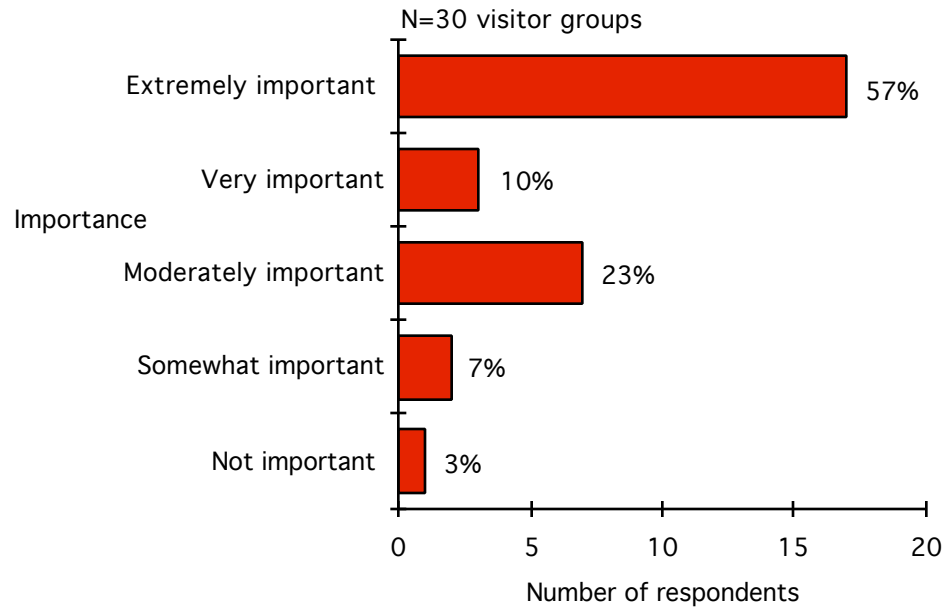
**Figure 26: Importance of outdoor exhibits**



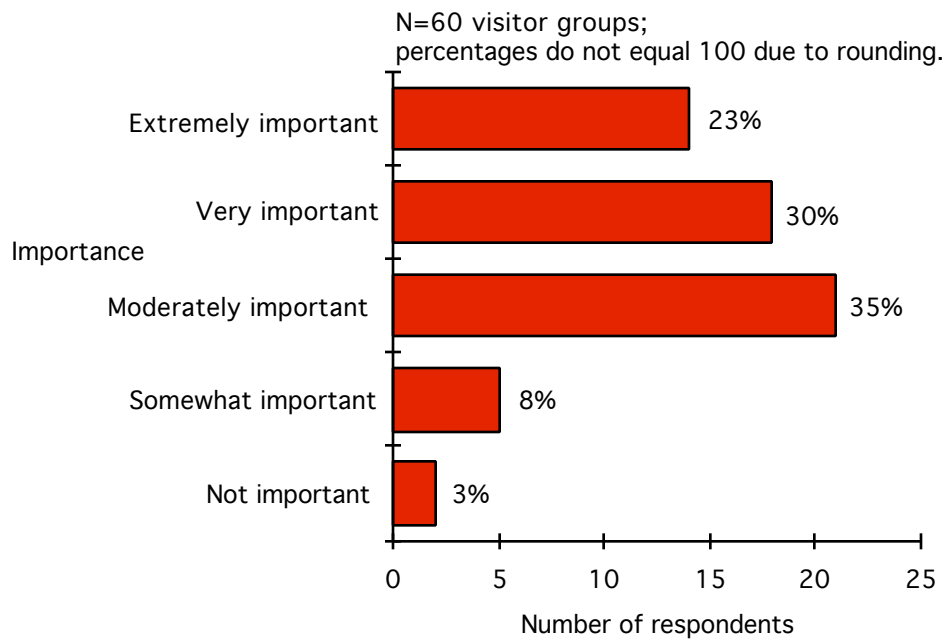
**Figure 27: Importance of totem poles**



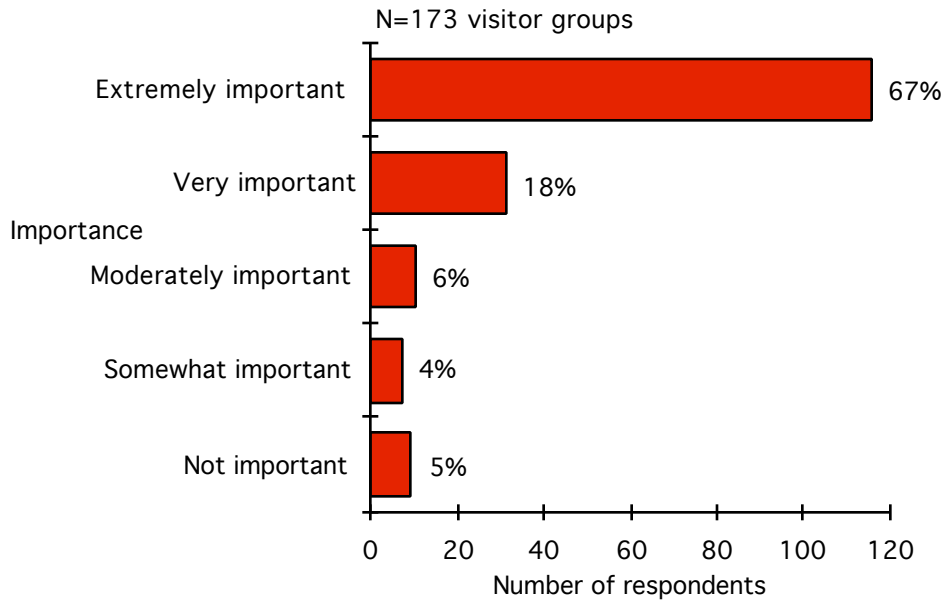
**Figure 28: Importance of trails**



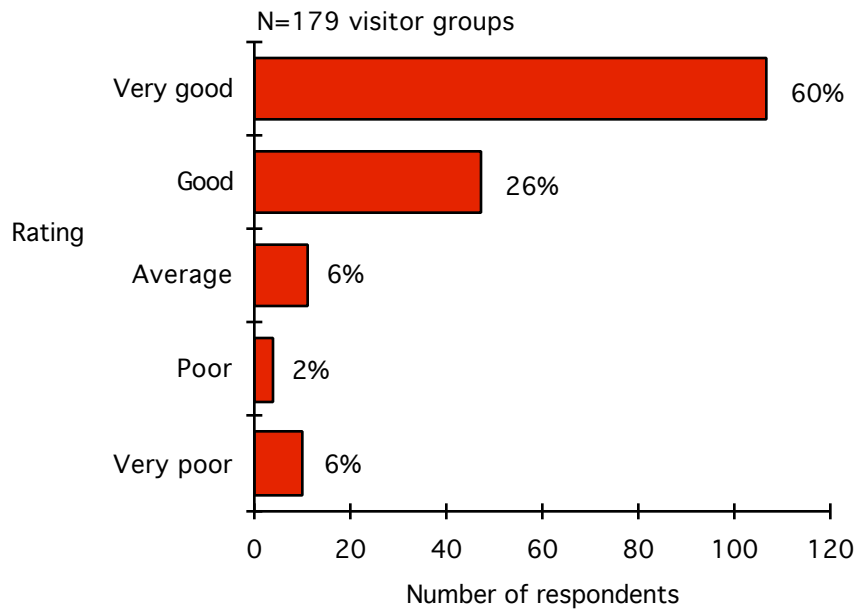
**Figure 29: Importance of picnic areas**



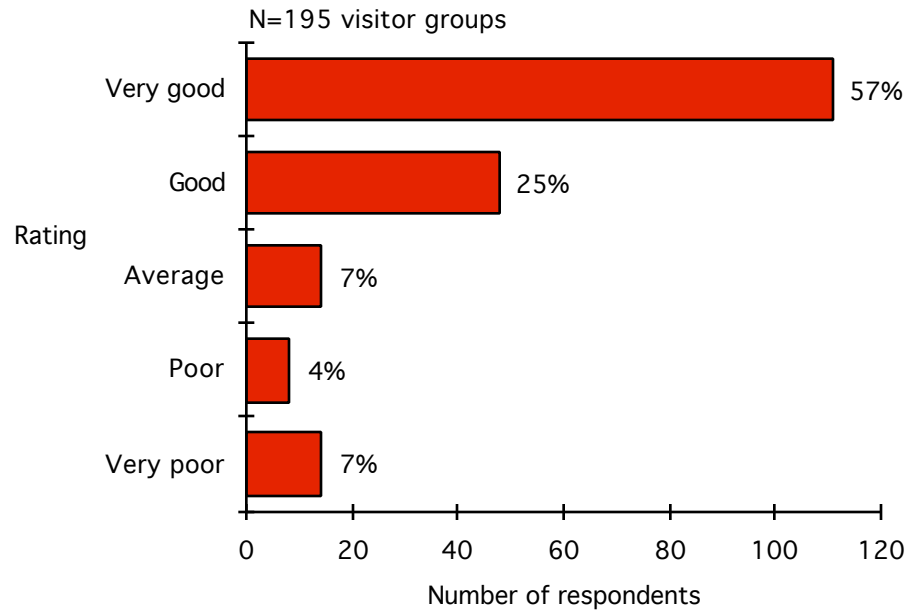
**Figure 30: Importance of sales items from Russian Bishop's House and park visitor center**



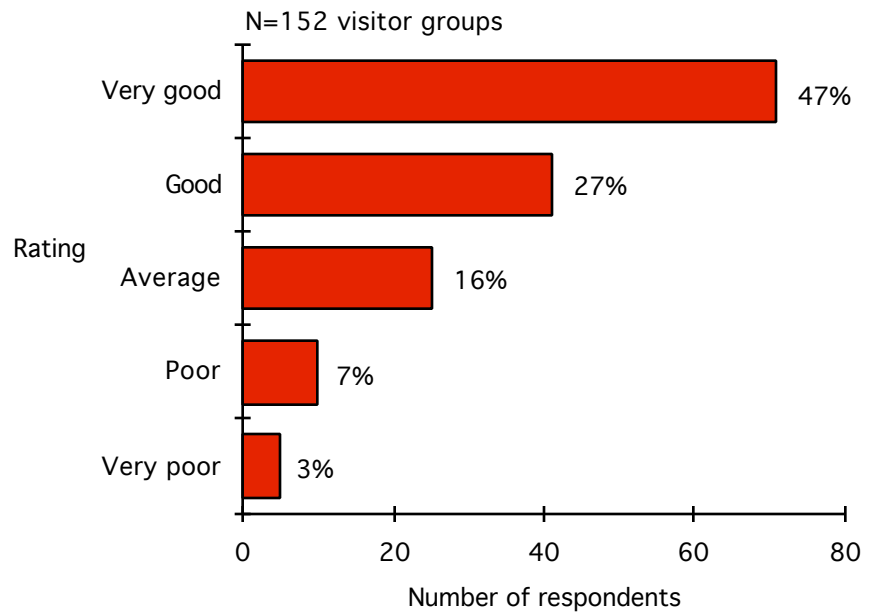
**Figure 31: Importance of information from park employees**



**Figure 32: Quality of park brochure/map**

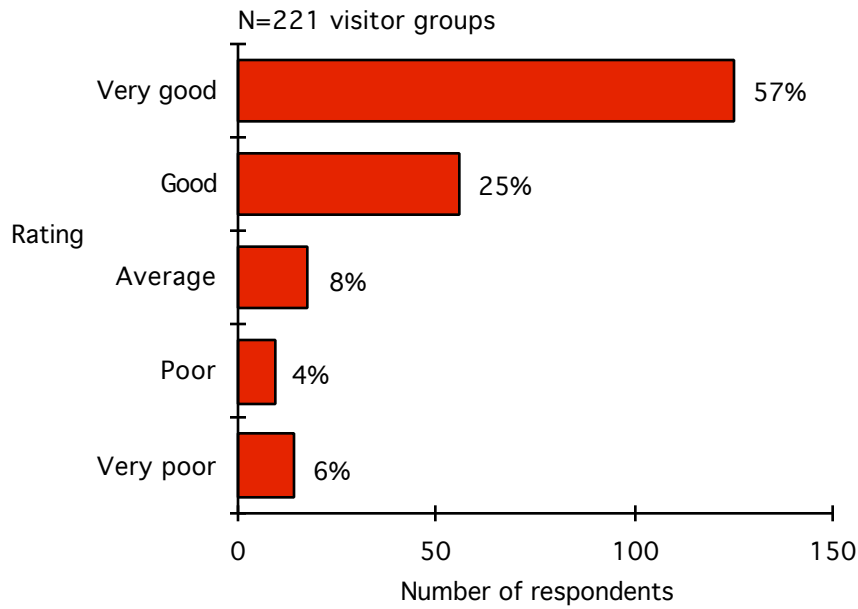


**Figure 33: Quality of art and cultural center**

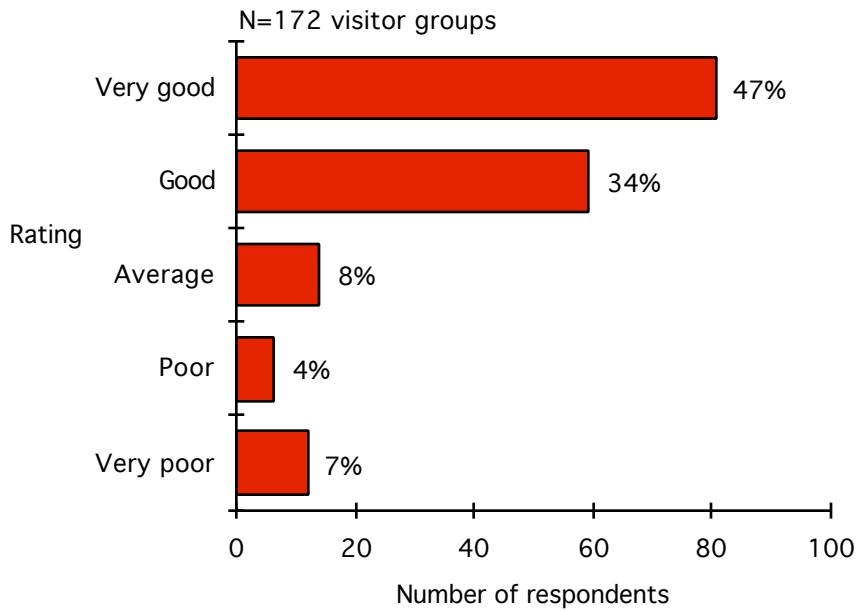


**Figure 34: Quality of movie/video/slide program**

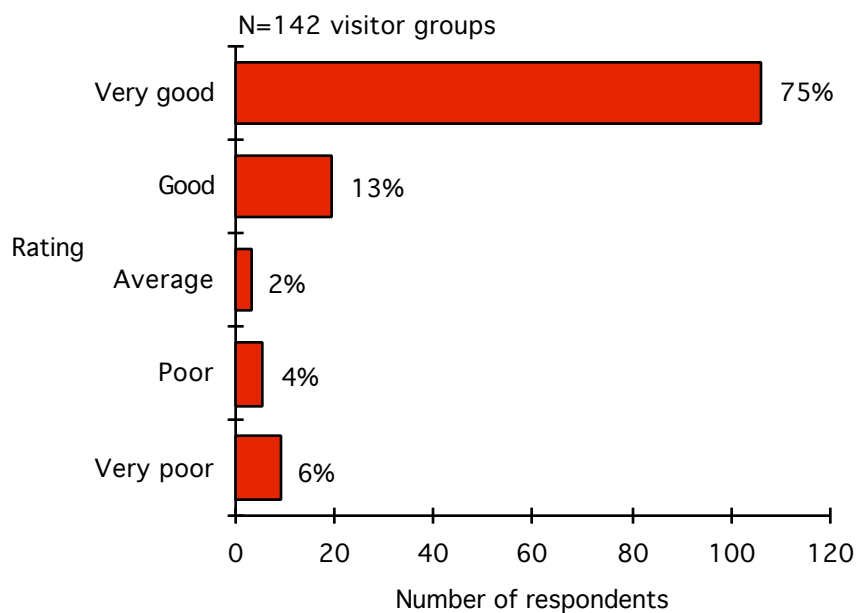




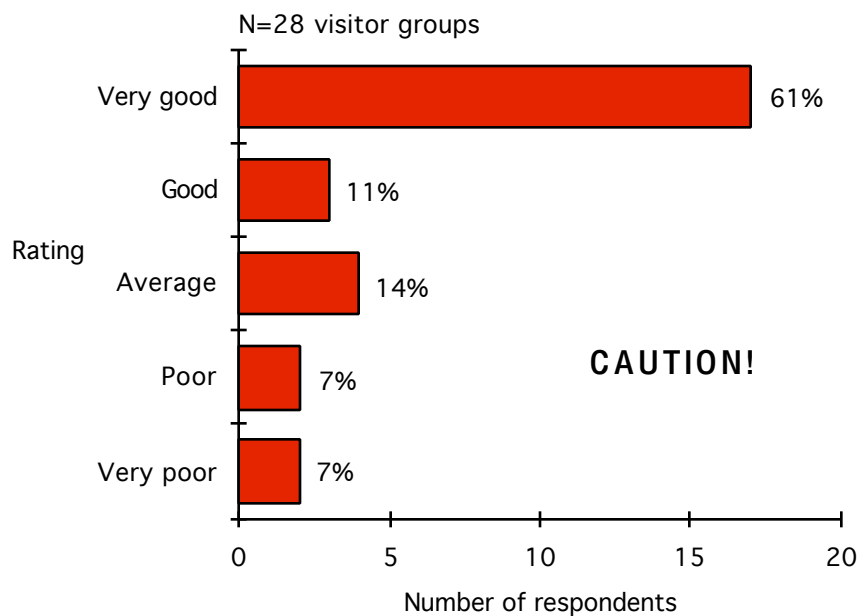
**Figure 35: Quality of park visitor center exhibits**



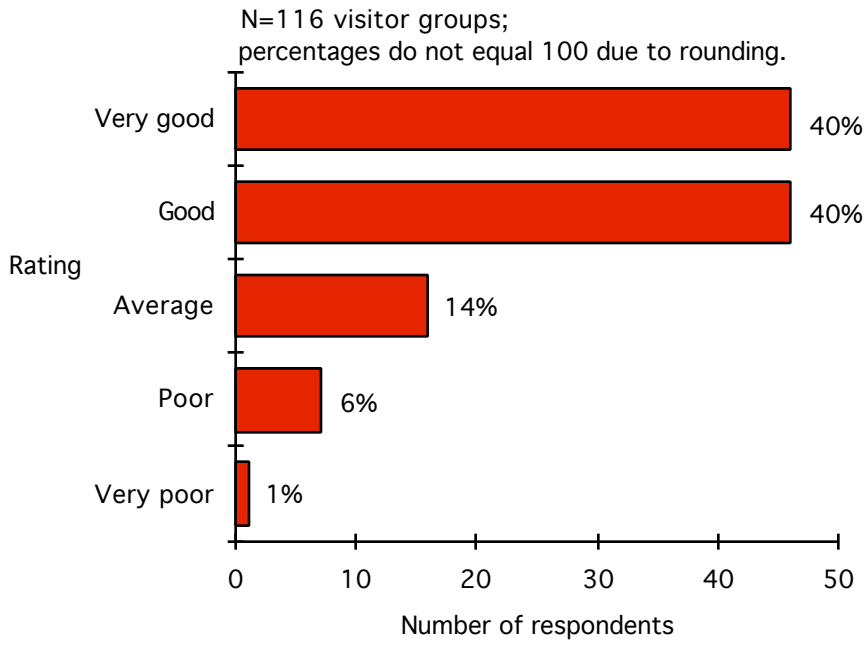
**Figure 36: Quality of first floor exhibits - Russian Bishop's House**



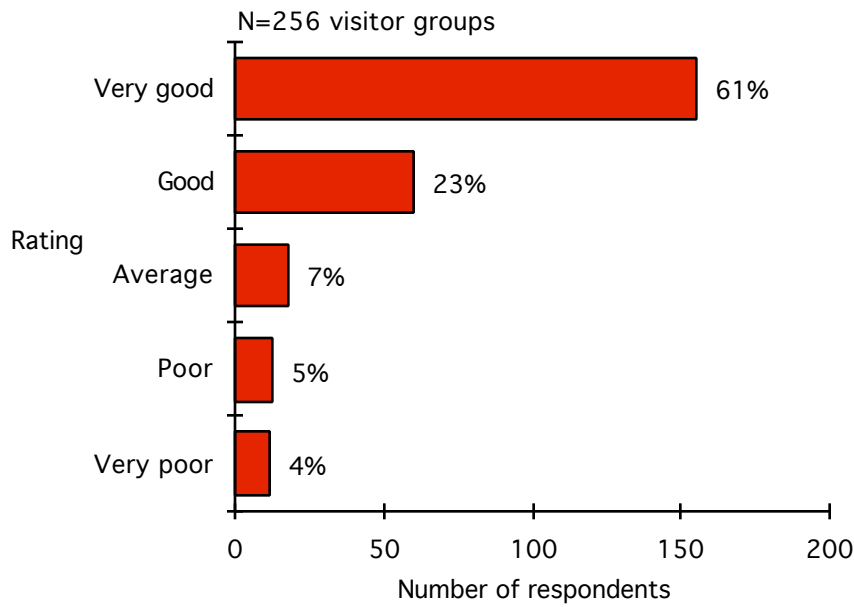
**Figure 37: Quality of second floor tour of Russian Bishop's House**



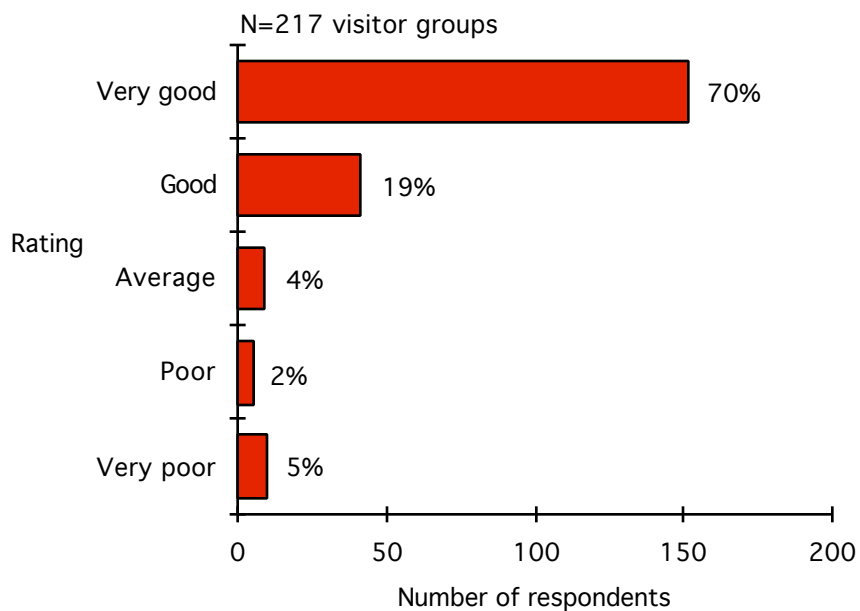
**Figure 38: Quality of ranger-led activity (other than Russian Bishop's House)**



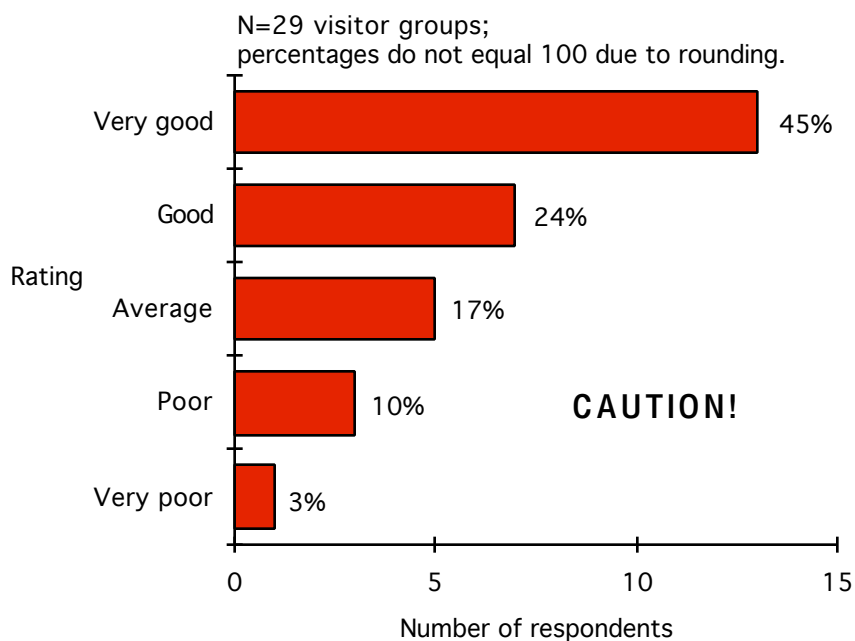
**Figure 39: Quality of outdoor exhibits**



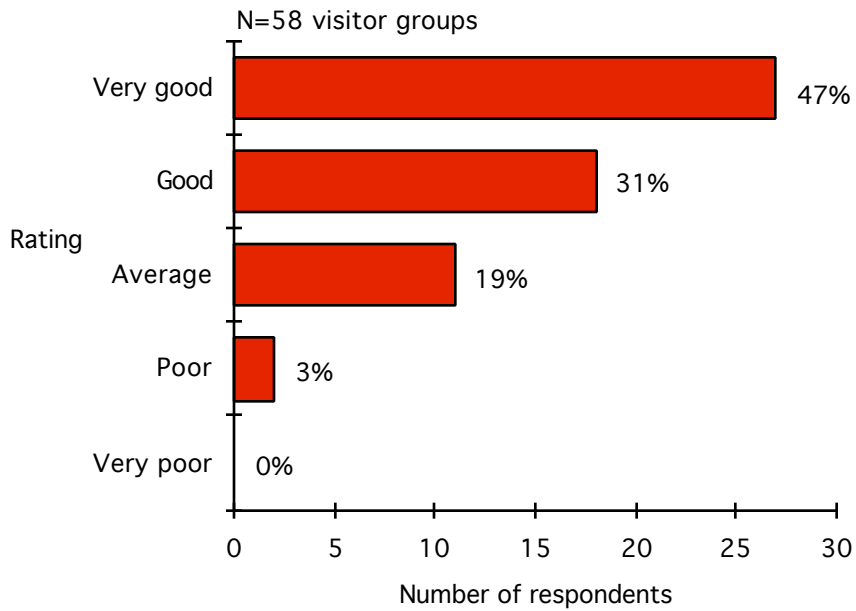
**Figure 40: Quality of totem poles**



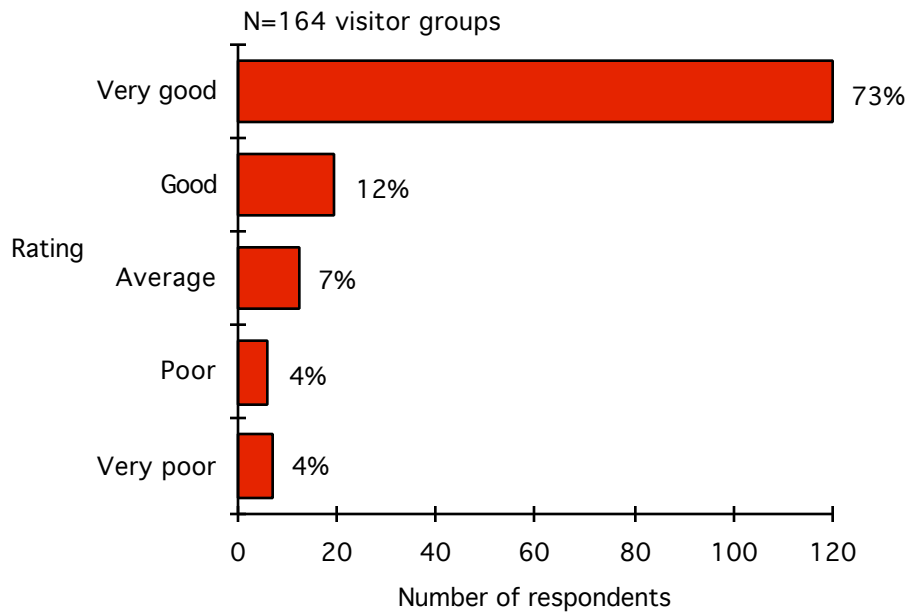
**Figure 41: Quality of trails**



**Figure 42: Quality of picnic areas**



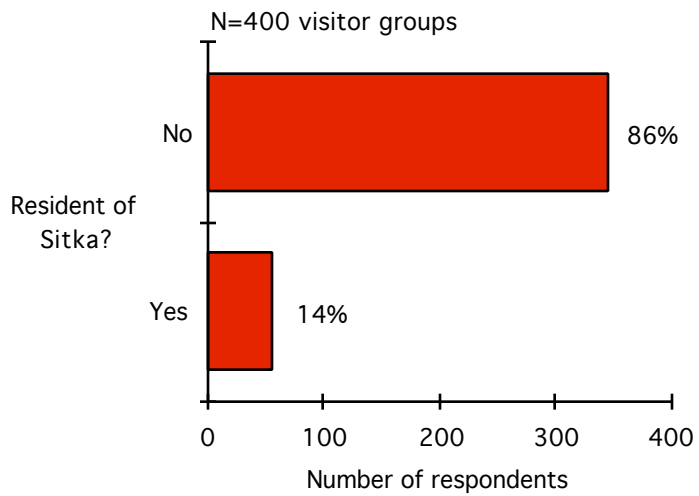
**Figure 43: Quality of sales items from Russian Bishop's House and park visitor center**



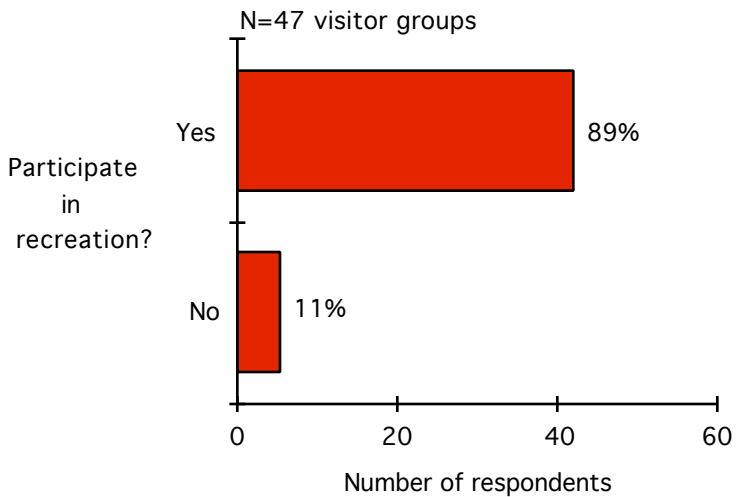
**Figure 44: Quality of information from park employees**

**Sitka residents' reasons for recreating in park**

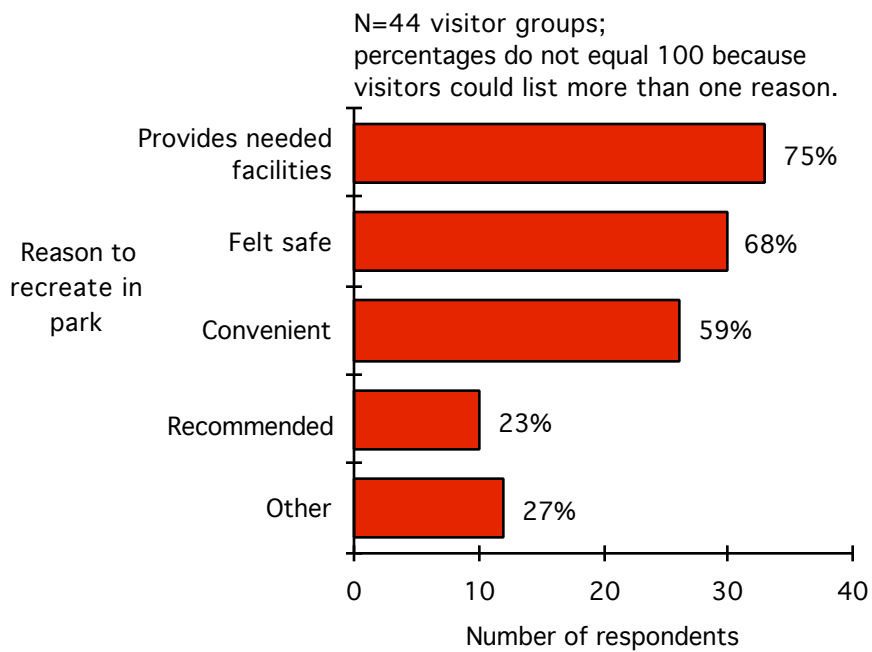
Fourteen percent said of the visitors they were Sitka residents (see Figure 45). If they were a Sitka resident, visitors were asked if they participated in recreation in the park. Eighty-nine percent said they had recreated in the park (see Figure 46). If visitors had recreated in the park, they were asked what their reasons were for recreating there. Most said that the park provided needed facilities (picnic, trails, exercise stations, restrooms, etc.) (75%), they felt safe (68%), and it was convenient to their neighborhoods (59%), as shown in Figure 47. "Other" reasons included the area's beauty, daily walk, and interest in history.



**Figure 45: Sitka residents**



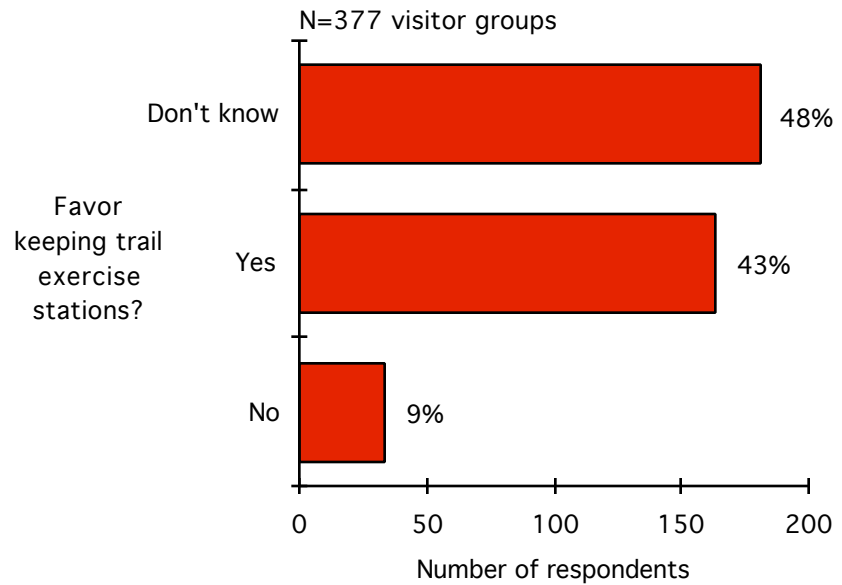
**Figure 46: Sitka residents who recreated in park**



**Figure 47: Sitka residents' reasons for recreating in park**

**Opinions  
about trail  
exercise  
stations**

Visitors were asked if they were in favor of keeping the exercise stations on one of the park trails. Forty-eight percent said they did not know if they favored keeping the exercise stations (see Figure 48). Forty-three percent of the visitors favored keeping the exercise stations along the park trail and 9% of the visitors did not want the exercise stations along the trail.

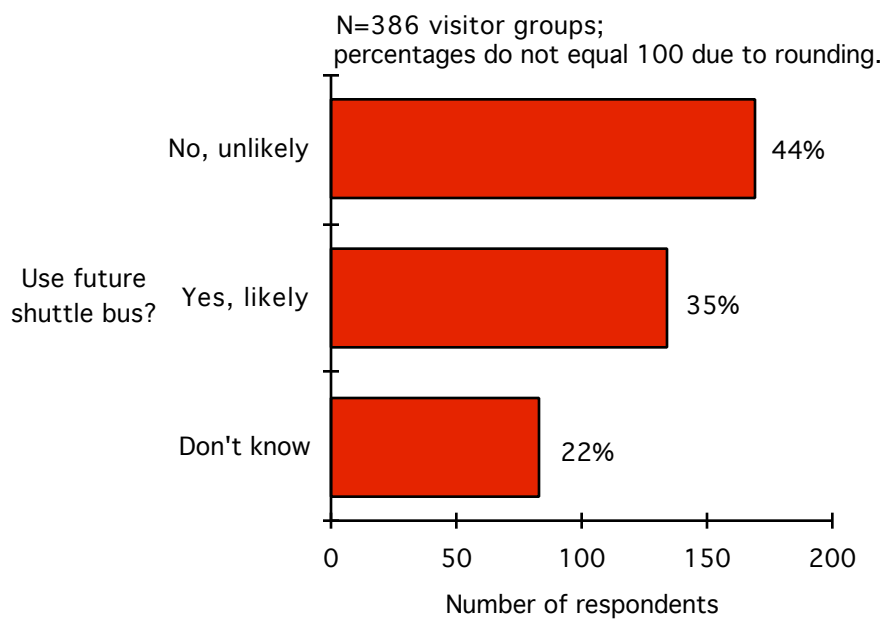


**Figure 48: Opinions about trail exercise stations**



Visitors were asked if they if they would use a shuttle bus to get to Sitka park, if one were available in the future. Forty-four percent of the visitors said it was unlikely that they would use a shuttle bus on a future visit to the park, as shown in Figure 49. A third of the visitors (35%) said they would likely use a shuttle bus. Almost one-fourth of the visitors (22%) said they didn't know if they would use a shuttle bus in the future.

### Future use of shuttle bus



**Figure 49: Future use of shuttle bus**

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**Planning for  
the future**

Visitors were asked what they would propose if they were a park manager planning for the future of Sitka. A summary of their responses is listed below and in the appendix.

---

**Planning for the future**

N=316 comments; many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

**PERSONNEL**

Comment	1
---------	---

**INTERPRETIVE SERVICES**
**Nonpersonal**

Provide more information about park	21
Provide more information about totem poles	21
Provide signs explaining flora and fauna	12
Provide more information about Tlingits and their culture	11
Need better maps of the area	8
Re-create Tlingit fort	6
Provide more information about Russian history	6
Maintain current information presentation	4
Explain Tlingit perspective of Sitka history	4
Provide more detailed trail information (mileage, difficulty, etc.)	3
Encourage visitors to respect park	3
Want more info about Russian blockhouse	3
Want to see inside of Russian blockhouse	3
Museum needs better lighting	3
Make movie about Sitka history	3
Make a brochure about Sitka points of interest	3
Need better screen on auditorium television	2
Improve displays at Tlingit fort	2
Provide more totem poles	2
Other comments	5

**Personal**

Hire tour guides educated in Sitka	4
Offer more guided tours	4
Use volunteers to help at park	3
Have staff dressed in period costumes	3
Limit tour size	2
Need person to answer questions at park	2
Other comments	3

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## **FACILITIES AND MAINTENANCE**

**General**

Mark trails better	10
Continue current trail maintenance	9
Continue to maintain park to current standards	5
Provide more hiking trails	3
Need better drinking fountain	3
Improve scenic vistas/remove trees along trails	3
Provide more benches	3
Improve restroom upkeep	2
Put more wood chips on trails	2
Need ventilation in museum	2
Provide more picnic facilities	2
Other comments	9

**POLICIES**

Need more ranger patrols	4
Limit number of tour buses in park	3
Control dogs/pet owners	2
Other comments	4

**RESOURCE MANAGEMENT**

Keep park natural/preserve it	22
Enjoyed current management	20
Don't allow development at park	2
Reduce number of tourists visiting	2
Other comments	3

**OTHER IMPROVEMENTS**

Need more directional signs	23
Provide shuttle bus	9
Cruise ship passengers should be told about walking tour of Sitka	6
Need larger souvenir shops	3
Provide more RV campgrounds	2
Continue Russian dances	2
Need better transportation	2
Offer boat trips	2
Other comments	5

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**Comment Summary** Many visitors wrote additional comments, which are included in the separate appendix of this report. 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.

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### Visitor Comment Summary

N=408 comments; many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Staff friendly/helpful	44
<b>INTERPRETIVE SERVICES</b>	
<b>Nonpersonal</b>	
Enjoyed totem pole trail	6
Totem poles interesting	6
Would like more info about Sitka points of interest	4
Needed more information about park	4
History of Sitka well presented	4
Enjoyed visitor center	3
Enjoyed art/cultural center	3
Provide information about more Tlingit culture	2
Other comment	1
<b>Personal</b>	
Crafters informative	4
Provide more guided or self-guided tours	3
Enjoyed watching artists--add more local art	2
<b>FACILITIES AND MAINTENANCE</b>	
<b>General</b>	
Facilities well maintained	19
Trails well maintained	7
Would like trail for bikes only	3
Continue to maintain park	2
Enlarge restrooms	2
Reconstruct Tlingit fort/Baranoff Castle	2
Comment	1
<b>POLICIES</b>	
Enforce dog rules	2
Comments	3

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**RESOURCE MANAGEMENT**

Excellent restoration of Russian Bishop's House	6
Continue to preserve park/keep it natural	6
Other comments	3

**GENERAL IMPRESSIONS**

Enjoyed visit	105
Would liked to have stayed longer	41
Beautiful	37
Educational visit	27
Good job/thanks	24
Town needs better maps & signs	4
Improve service at shops/too slow/rude	3
Enjoyed tour	3
Enjoyed town	2
Sheldon Jackson Museum excellent	2
Disappointed in Gaven Hill trail	2
Public transportation system needed	2
Other comments	14

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## MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the forms of transport to park by visitors length of stay, request a comparison of forms of transport to park by length of stay; to help learn about the ages of visitors who take a tour of the Russian Bishop's House, request a comparison of visitor ages by tour of RBH.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about first time visitors' reasons for visiting and the sites they visited, request a comparison of reasons for visiting by first time visitors by sites visited; to learn about age group participation in an interpretive service, request a comparison of (age group by activity) by interpretive service.

Consult the list of characteristics for Sitka visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

### SAMPLE

**Visitor Services Project Analysis Order Form**  
 Sitka National Historical Park  
 Report 57

Date of request: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Person requesting analysis: \_\_\_\_\_

Phone number (commercial): \_\_\_\_\_

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible—you may select a single program/service/facility instead of all those listed in the questionnaire.

<ul style="list-style-type: none"> <li>• Group size</li> <li>• Group type</li> <li>• Age</li> <li>• State residence</li> <li>• Country residence</li> <li>• Number times visited</li> <li>• Length of stay - RBH</li> <li>• Length of stay - park visitor center</li> </ul>	<ul style="list-style-type: none"> <li>• Activity</li> <li>• Knowledge of park's existence</li> <li>• Information sources</li> <li>• Sites visited at park</li> <li>• Sites visited in Sitka area</li> <li>• All members - Sitka residents</li> <li>• Forms of transport - Sitka area</li> <li>• Forms of transport - to park</li> </ul>	<ul style="list-style-type: none"> <li>• Reasons for visit</li> <li>• Interp. service use</li> <li>• Interp. service importance</li> <li>• Interp. service quality</li> <li>• Sitka resident</li> <li>• Recreate in park</li> <li>• Reasons for recreating</li> <li>• Trail exercise stations opinion</li> <li>• Future use of shuttle bus</li> </ul>
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Two-way comparisons (write in the appropriate variables from the above list)

form of transport by length of stay

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

Three-way comparisons (write in the appropriate variables from the above list)

reason for visit by 1st time visitor by sites visited

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

Special instructions Tell us why you need the information  
what you are trying to find out, etc.

Mail to: Visitor Services Project, CPSU  
 College of Forestry, Wildlife, and Range Sciences  
 University of Idaho  
 Moscow, Idaho 83844-1133

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**Visitor Services Project Analysis Order Form**  
**Sitka National Historical Park**  
**Report 57**

Date of request: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Person requesting analysis: \_\_\_\_\_

Phone number (commercial): \_\_\_\_\_

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all those listed in the questionnaire.

- Group size
- Group type
- Age
- State residence
- Country residence
- Number times visited
- Length of stay -RBH
- Length of stay - park visitor center
- Activity
- Knowledge of park's existence
- Information sources
- Sites visited at park
- Sites visited in Sitka area
- All members - Sitka residents
- Forms of transport- Sitka area
- Forms of transport - to park
- Reasons for visit
- Interp. service use
- Interp. service importance
- Interp. service quality
- Sitka resident
- Recreate in park
- Reasons for recreating
- Trail exercise stations opinion
- Future use of shuttle bus

Two-way comparisons (write in the appropriate variables from the above list)

\_\_\_\_\_ by \_\_\_\_\_  
\_\_\_\_\_ by \_\_\_\_\_  
\_\_\_\_\_ by \_\_\_\_\_

Three-way comparisons (write in the appropriate variables from the above list)

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_  
\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_  
\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

Special instructions \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mail to:

**Visitor Services Project, CPSU**  
**College of Forestry, Wildlife, and Range Sciences**  
**University of Idaho**  
**Moscow, Idaho 83844-1133**



**QUESTIONNAIRE**

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**NPS D-29**

**March 1994**



Printed on recycled paper



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## Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

### 1985

5. North Cascades National Park Service Complex

### 1986

6. Crater Lake National Park

### 1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

### 1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

### 1989

21. Everglades National Park
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

### 1990

28. Canyonlands National Park
29. White Sands National Monument
30. National Monuments
31. Kenai Fjords National Park

### 1990 (continued)

32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

### 1991

38. Jean Lafitte National Historical Park
39. Joshua Tree National Monument
40. The White House Tours, President's Park
41. Natchez Trace Parkway
42. Stehekin-North Cascades National Park/Lake Chelan National Rec. Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park

### 1992

45. Big Bend National Park
46. Frederick Douglass National Historic Site
47. Glen Echo Park
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park
53. Arlington House-The Robert E. Lee Memorial

### 1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve
55. Santa Monica Mountains National Recreation Area
56. Whitman Mission National Historic Site
57. Sitka National Historical Park

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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,
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Moscow, Idaho 83844-1133 or call (208) 885-7129.

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# Visitor Services Project

## Sitka National Historical Park

### Appendix

Visitor Services Project Report 57  
Cooperative Park Studies Unit



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# Visitor Services Project

## Sitka National Historical Park

### Appendix

Margaret Littlejohn

**Report 57**

March 1994

This volume contains a summary of visitors' comments for Questions 18 and 19.  
The summary is followed by their unedited comments.

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Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Sitka National Historical Park 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.

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## Planning for the future

N=316 comments; many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

### PERSONNEL

Comment	1
---------	---

### INTERPRETIVE SERVICES

#### Nonpersonal

Provide more information about park	21
Provide more information about totem poles	21
Provide signs explaining flora and fauna	12
Provide more information about Tlingits and their culture	11
Need better maps of the area	8
Re-create Tlingit fort	6
Provide more information about Russian history	6
Maintain current information presentation	4
Explain Tlingit perspective of Sitka history	4
Provide more detailed trail information (mileage, difficulty, etc.)	3
Encourage visitors to respect park	3
Want more info about Russian blockhouse	3
Want to see inside of Russian blockhouse	3
Museum needs better lighting	3
Make movie about Sitka history	3
Make a brochure about Sitka points of interest	3
Need better screen on auditorium television	2
Improve displays at Tlingit fort	2
Provide more totem poles	2
Other comments	5

#### Personal

Hire tour guides educated in Sitka	4
Offer more guided tours	4
Use volunteers to help at park	3
Have staff dressed in period costumes	3
Limit tour size	2
Need person to answer questions at park	2
Other comments	3

### FACILITIES AND MAINTENANCE

#### General

Mark trails better	10
Continue current trail maintenance	9
Continue to maintain park to current standards	5
Provide more hiking trails	3
Need better drinking fountain	3
Improve scenic vistas/remove trees along trails	3
Provide more benches	3
Improve restroom upkeep	2

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Put more wood chips on trails	2
Need ventilation in museum	2
Provide more picnic facilities	2
Other comments	9

**POLICIES**

Need more ranger patrols	4
Limit number of tour buses in park	3
Control dogs/pet owners	2
Other comments	4

**RESOURCE MANAGEMENT**

Keep park natural/preserve it	22
Enjoyed current management	20
Don't allow development at park	2
Reduce number of tourists visiting	2
Other comments	3

**OTHER IMPROVEMENTS**

Need more directional signs	23
Provide shuttle bus	9
Cruise ship passengers should be told about walking tour of Sitka	6
Need larger souvenir shops	3
Provide more RV campgrounds	2
Continue Russian dances	2
Need better transportation	2
Offer boat trips	2
Other comments	5



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N=408 comments; many visitors made more than one comment.

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<b>Nonpersonal</b>	
Enjoyed totem pole trail	6
Totem poles interesting	6
Would like more info about Sitka points of interest	4
Needed more information about park	4
History of Sitka well presented	4
Enjoyed visitor center	3
Enjoyed art/cultural center	3
Provide information about more Tlingit culture	2
Other comment	1
<b>Personal</b>	
Crafters informative	4
Provide more guided or self-guided tours	3
Enjoyed watching artists--add more local art	2
<b>FACILITIES AND MAINTENANCE</b>	
<b>General</b>	
Facilities well maintained	19
Trails well maintained	7
Would like trail for bikes only	3
Continue to maintain park	2
Enlarge restrooms	2
Reconstruct Tlingit fort/Baranoff Castle	2
Comment	1
<b>POLICIES</b>	
Enforce dog rules	2
Comments	3
<b>RESOURCE MANAGEMENT</b>	
Excellent restoration of Russian Bishop's House	6
Continue to preserve park/keep it natural	6
Other comments	3

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**GENERAL IMPRESSIONS**

Enjoyed visit	105
Would liked to have stayed longer	41
Beautiful	37
Educational visit	27
Good job/thanks	24
Town needs better maps & signs	4
Improve service at shops/too slow/rude	3
Enjoyed tour	3
Enjoyed town	2
Sheldon Jackson Museum excellent	2
Disappointed in Gaven Hill trail	2
Public transportation system needed	2
Other comments	14