
Visitor Services Project
San Antonio Missions
National Historical Park



Visitor Services Project Report 65
Cooperative Park Studies Unit



Visitor Services Project

San Antonio Missions

National Historical Park

Margaret Littlejohn

Report 65

December 1994

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff and volunteers at San Antonio Missions 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.

Visitor Services Project San Antonio Missions National Historical Park

Report Summary

- This report describes the results of a visitor study at San Antonio Missions National Historical Park during April 6-12, 1994. A total of 537 questionnaires were distributed and 401 returned, a 75% response rate.
- This report profiles San Antonio Missions visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (61%). Groups often consisted of two people (46%); one-third were three or four people (33%). The most common visitor ages were 46-70 years old (49%), 31-45 years old (21%) and 15 years or younger (12%). Most (83%) were first time visitors to the park. International visitors comprised 8% of all visitors. Thirty percent of international visitors came from Germany, 18% from Canada and 17% from the United Kingdom. United States visitors came from Texas (44%) and 42 other states. Most visitors (97%) speak English at home; 16% speak Spanish.
- Common activities for visitors were taking photographs, painting or drawing (77%), shopping at the park bookstore (44%) and shopping at the park gift shop (42%). Sixty-six percent of the visitors stayed two to four hours during their visit.
- A majority of visitors (54%) were not aware that San Antonio Missions is a National Park Service site. More than half the visitors (56%) planned to visit all four missions and half of the visitors (50%) actually visited all four missions. Many visitors cited lack of time as the reason they were unable to visit all four missions.
- The most visited sites in and around San Antonio Missions were San Jose Mission (84%), Mission Concepción (73%), the Alamo (72%), the River Walk (66%), Mission San Juan (65%) and Mission Espada (60%). Visitors often went first to the Alamo and River Walk.
- Private vehicles (82%) were the most often used form of transportation to get to the sites in San Antonio Missions. Travel guides and tour books (36%) were the most used source of information about the park. As the reason for visiting, most visitors (83%) cited learning about history and culture. History and architecture are the educational program subjects visitors said they would most like to hear about in the future.
- The most used services were the park brochure/map (79%) and historical exhibits and signs (73%). The most important services were the historical exhibits and signs, road directional signs and park brochure/map. The highest quality services were assistance from park employees, park brochure/map and ranger-led programs.
- Most visitors (88%) did not have difficulty locating the park. Those who had difficulty mentioned unclear road signs or lack of signs as the main reasons.
- Most visitor groups (85%) had at least some members who did not live in San Antonio. Groups with non-residents were asked to estimate their expenditures in San Antonio during this visit. Most (60%) estimated their total expenditures as \$251 or more. The average visitor group expenditure during the visit was \$581; the average per capita expenditure was \$213.
- 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>

TABLE OF CONTENTS

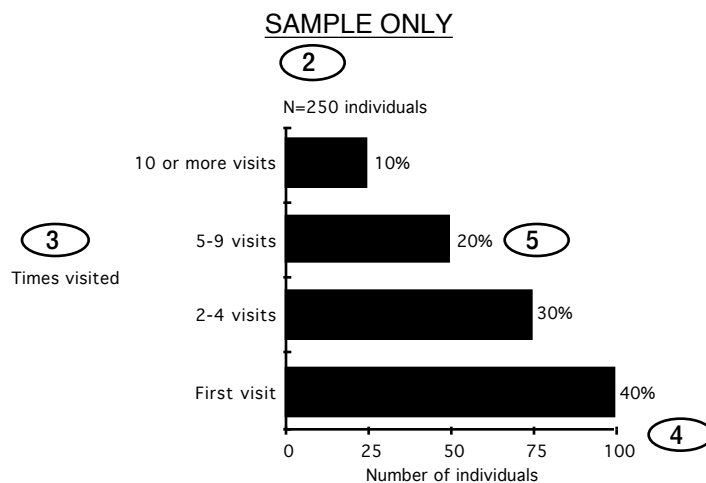
	Page
INTRODUCTION	1
METHODS	2
RESULTS	4
Visitors contacted	4
Demographics	4
Length of stay	11
Activities	12
Awareness of missions as National Park Service site	13
Visit all four missions	14
Sites visited	16
Forms of transportation used	18
Source of information	19
Reasons for visit	20
Visitor services and facilities: use, importance and quality	21
Locating the park	37
San Antonio residency	38
Expenditures	38
Membership in Los Compadres	42
Educational programs preferred for the future	43
Comment summary	44
MENU FOR FURTHER ANALYSIS	46
QUESTIONNAIRES	47

INTRODUCTION

This report describes the results of a study of visitors to San Antonio Missions National Historical Park (referred to as "San Antonio Missions"). This visitor study was conducted April 6-12, 1994. The study was conducted 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. A Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has copies of the Questionnaires. 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. 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.
-

METHODS

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of selected visitors using San Antonio Missions National Historical Park during April 6-12, 1994. 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 copies of the English and Spanish questionnaires.

Visitors were sampled as they entered various locations in the park: Mission Concepción, Mission San Jose, Mission San Juan, Mission Espada, Espada Park and Dam and Espada Aqueduct.

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 stamped questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard. Respondents were given their choice of an English or a Spanish version of the questionnaire.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. English and Spanish replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey.

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.

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 398 groups, Figure 5 presents data for 1090 individuals. A note above each figure's graph specifies the information illustrated. 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 401 questionnaires were returned, Figure 1 shows data for only 398 respondents.

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

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

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 April 6-12, 1994. 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.

Several special events took place during the week of the survey, but such special events are a normal part of San Antonio Mission's visitation. They should not affect the survey results.

**Special
Conditions**

RESULTS

Visitors contacted

A total of 568 visitor groups were contacted; 95% accepted questionnaires. Four hundred and one visitor groups completed and returned their questionnaires, a 75% 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 slightly significant for age; visitors may have under-reported their ages verbally to the interviewers; some respondents refused to give their age. Non-response bias for group size was insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	530	45.8	391	49.6
Group size	536	5.9	398	6.3

Demographics

Figure 1 shows group sizes, which varied from one person to 120 people. Forty-six percent of visitors came in groups of two people; 33% came in groups of three or four. Sixty-one percent of visitors came in family groups (see Figure 2). "Other" groups included tour bus groups, school groups, church groups, work associates and conventions.

Visitors were asked whether they were with a group during this visit. The sampling method involved asking one visitor from selected groups to participate in the survey. This may have under-represented the number of groups on guided tours or on educational field trips (see Figures 3 and 4). Read these figures with caution.

The languages visitors regularly speak at home include English (97%) and Spanish (16%), as shown in Figure 5. "Other" languages visitors listed were Dutch and eight other languages.

Figure 6 shows the varied age groups; the most common was visitors aged 46-70 (49%); 21% were aged 31-45. Children aged 15 or younger made up 12% of the visitors. Most visitors (83%) were visiting San Antonio Missions for the first time (see Figure 7).

Visitors from foreign countries comprised 8% of all visitation. Map 1 and Table 2 show that most international visitors came from Germany (30%), Canada (18%) and the United Kingdom (17%). Most United States visitors came from Texas (44%), with smaller proportions from 42 other states (see Map 2 and Table 3).

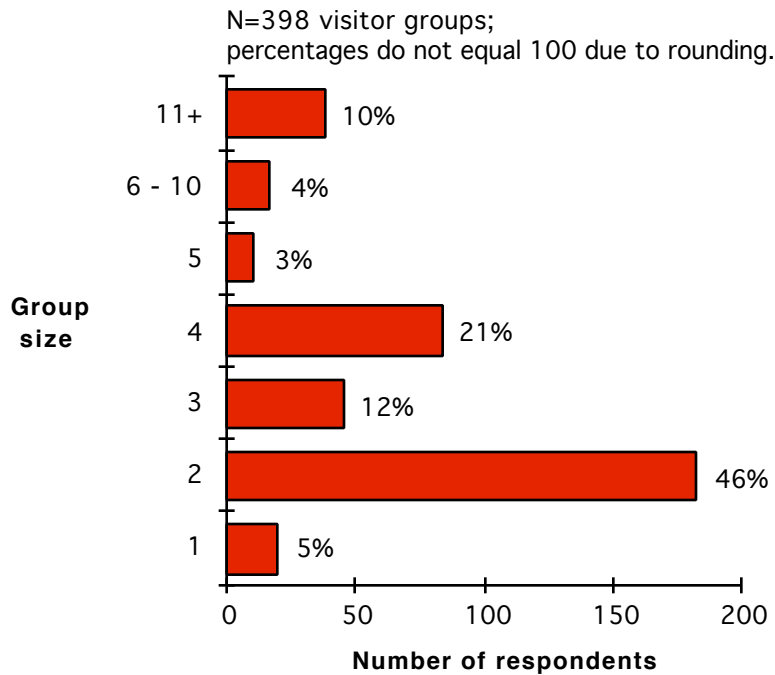


Figure 1: Visitor group sizes

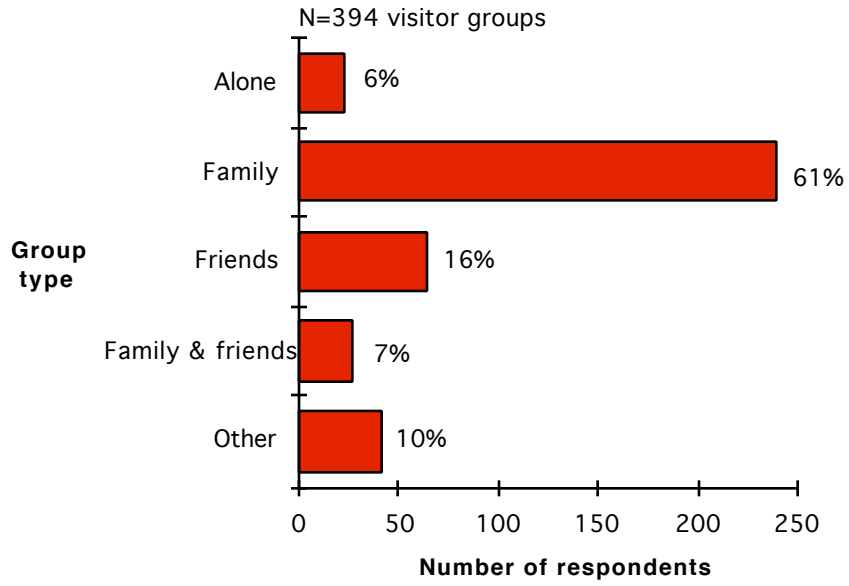


Figure 2: Visitor group types

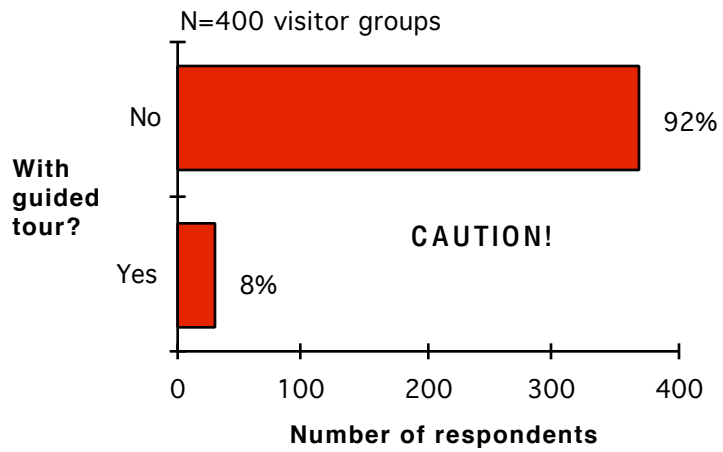


Figure 3: Visitors with guided tour groups

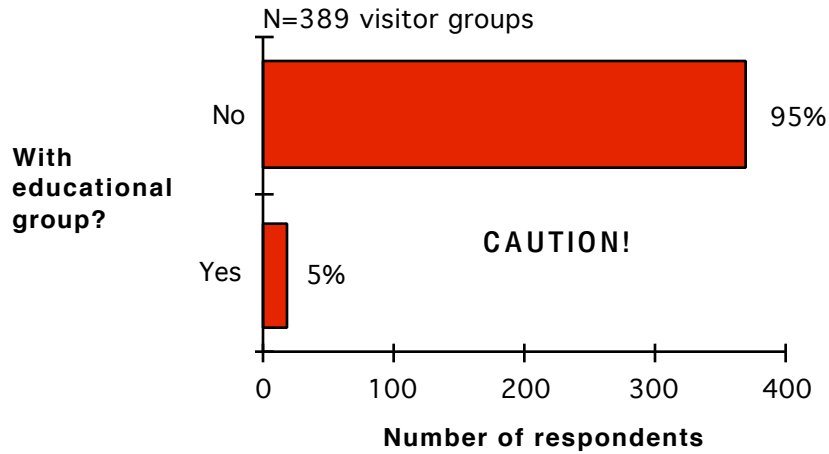


Figure 4: Visitors with educational field trips

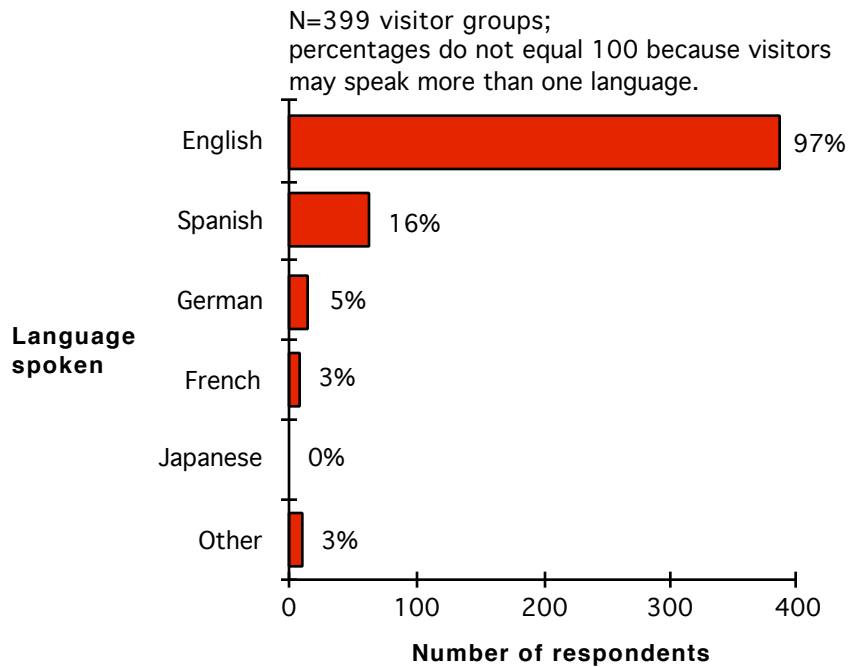


Figure 5: Languages visitors speak at home

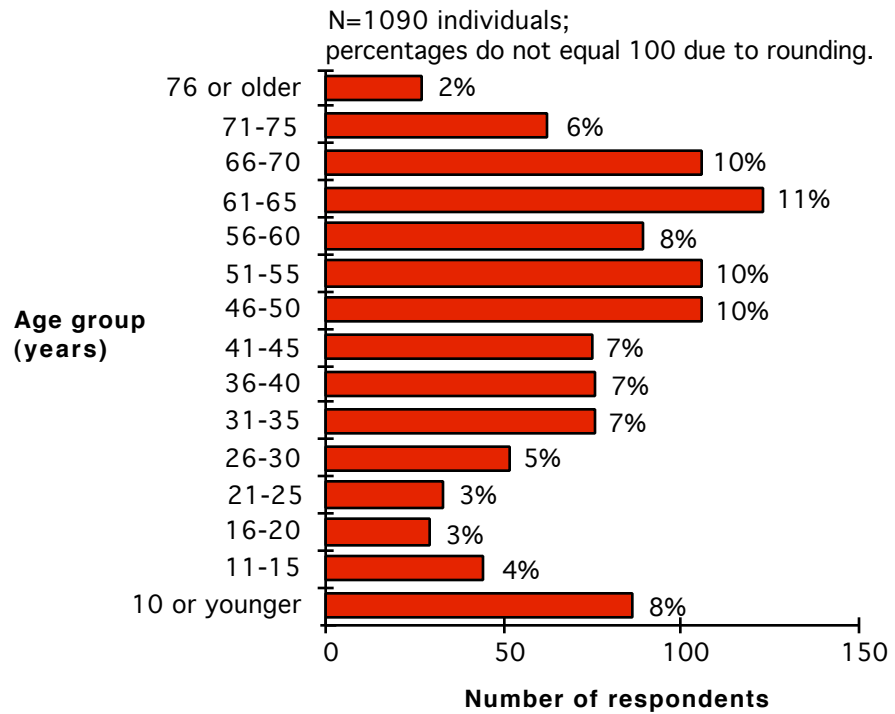


Figure 6: Visitor ages

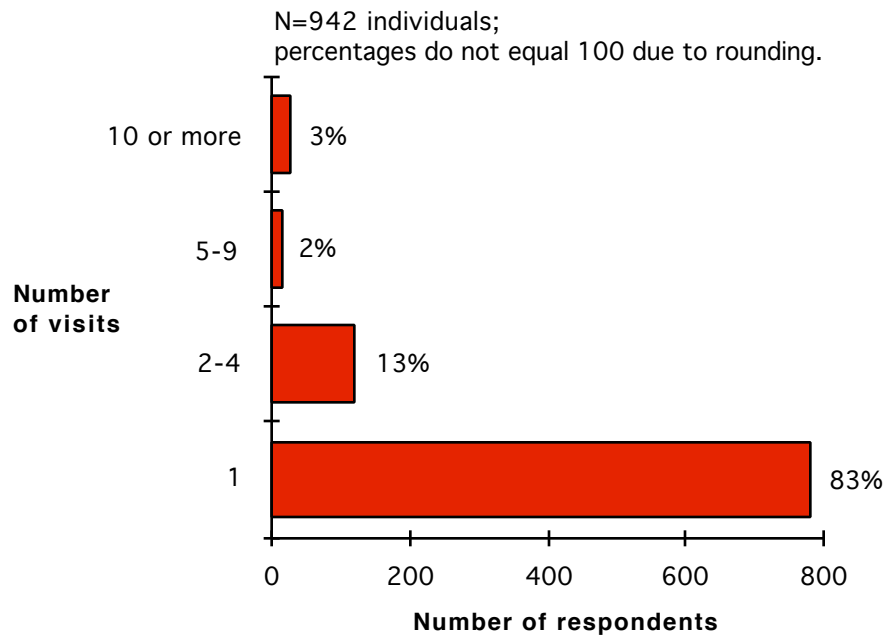
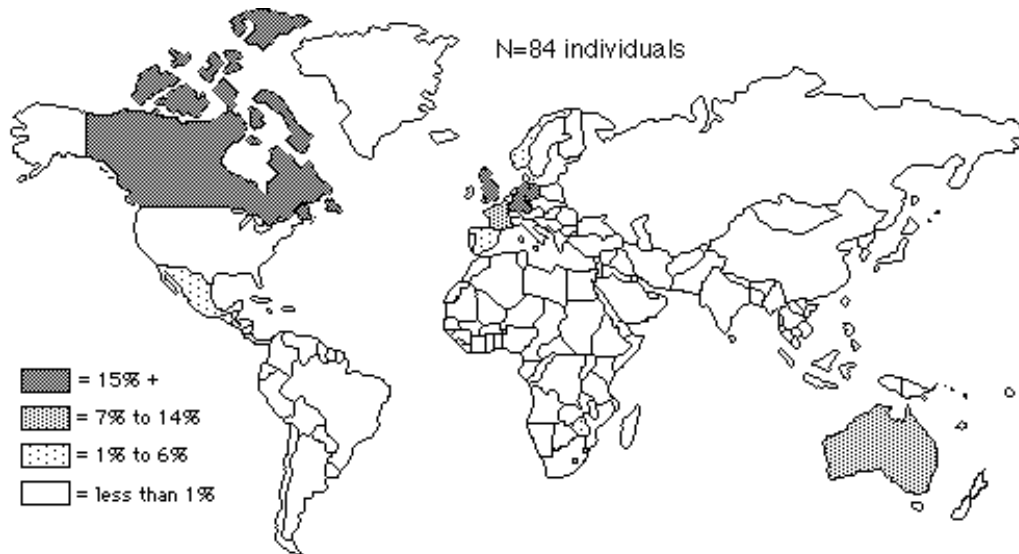


Figure 7: Number of visits

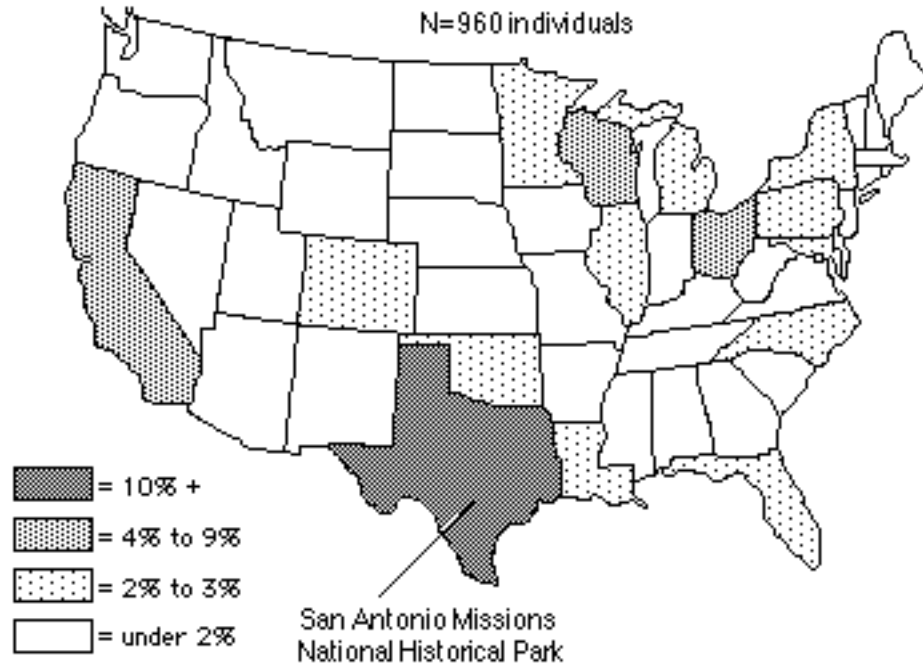


Map 1: Proportion of international visitors by country

Table 2: Visitors by country of residence

N=84 individuals

Country	Number of individuals	% of international visitors
Germany	25	30
Canada	15	18
United Kingdom	14	17
France	10	12
Australia	6	7
Holland	4	5
El Salvador	3	4
Mexico	2	2
Norway	2	2
Philippines	1	1
Spain	1	1
Zimbabwe	1	1



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=960 individuals
percentages do not equal 100 due to rounding.

State	Number of individuals	% of U.S. visitors
Texas	423	44
Ohio	40	4
California	39	4
Wisconsin	35	4
Illinois	32	3
Florida	30	3
Michigan	27	3
New York	24	3
Pennsylvania	24	3
Louisiana	21	2
N. Carolina	21	2
Minnesota	19	2
Oklahoma	18	2
Maryland	17	2
Colorado	15	2
Connecticut	12	1
Tennessee	12	1
Washington	10	1
Arizona	9	1
Missouri	9	1
Kansas	8	1
New Jersey	8	1
New Mexico	8	1
Other states (20) + Washington, D.C. + Puerto Rico	99	10

Visitors were asked, "On this visit, how much time did you and your group spend at sites that are part of San Antonio Missions?" Almost two-thirds of the visitors (66%) stayed two to four hours (see Figure 8). Eleven percent stayed 6 hours or more.

Length of stay

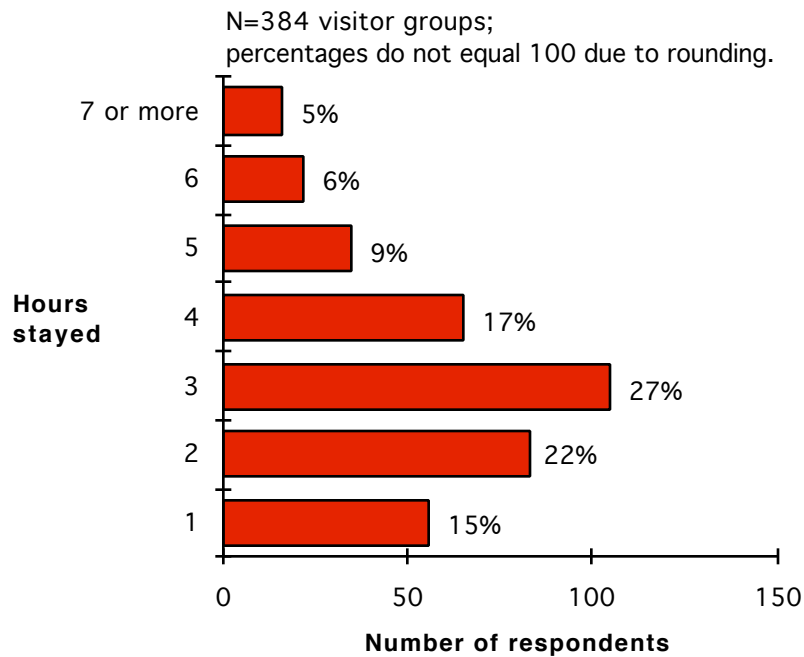


Figure 8: Length of stay

Activities

Figure 9 shows the proportion of visitor groups who participated in various activities during this visit. Common activities were taking photographs, painting or drawing (77%), shopping at the park bookstore (44%), and shopping at the park gift shop (42%). Sixteen percent of the visitors described "other" activities they pursued, such as walking around, watching video presentations/films, talking with rangers, taking a self-guided tour, reading interpretive signs, jogging, attending mass and taking a private tour.

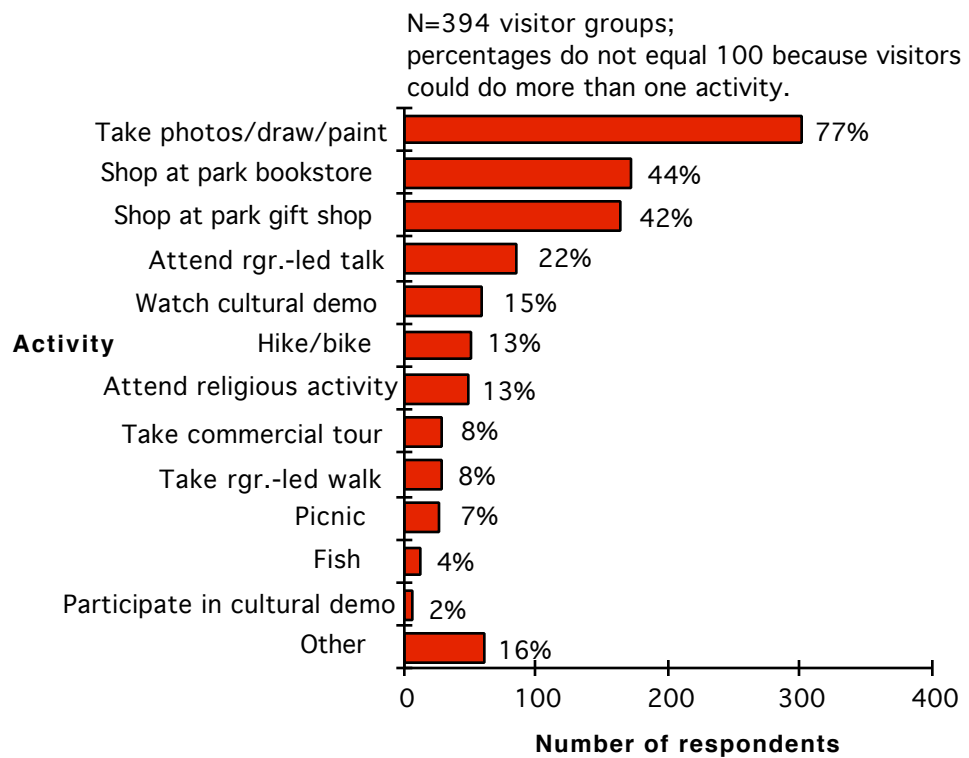


Figure 9: Visitor activities

Visitors were asked "Prior to your visit, were you aware that San Antonio Missions is a National Park Service site?" More than half (54%) of the visitors were not aware that San Antonio Missions is part of the national park system (see Figure 10). Forty-one percent were aware of its national park status and 6% were not sure.

Awareness of Missions as National Park Service site

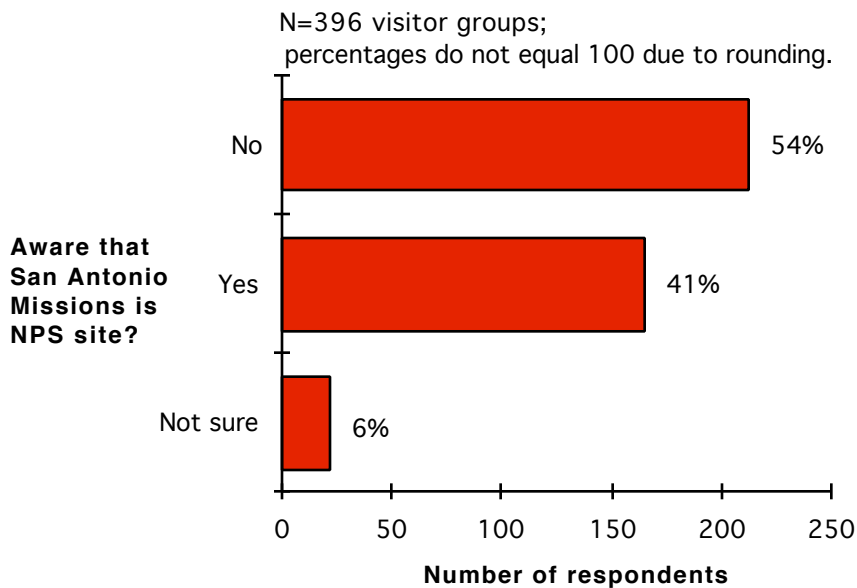


Figure 10: Awareness of missions as NPS site

Visit all four missions

Visitors were asked if they planned to visit all four missions (Mission Concepción, Mission San Jose, Mission San Juan and Mission Espada) at San Antonio Missions on this visit. More than half of the visitors (56%) had planned to visit all four missions (see Figure 11). Fifty percent of the visitors visited all four missions (see Figure 12). Visitors listed the reasons they did not visit all four missions and the results are shown in Table 4. Many said they did not have enough time.

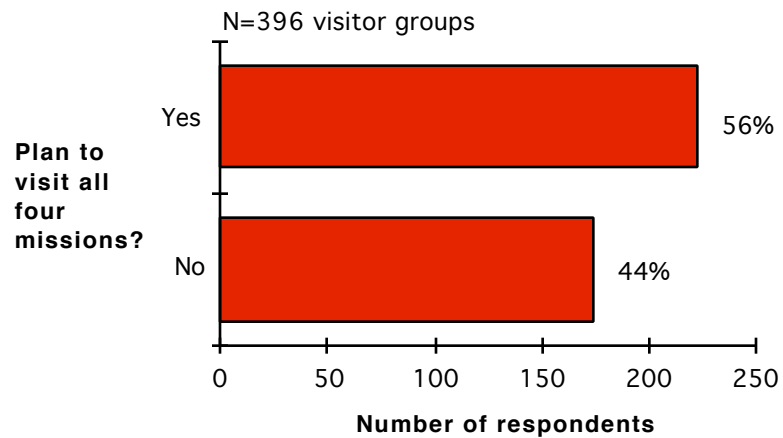


Figure 11: Plan to visit all four missions

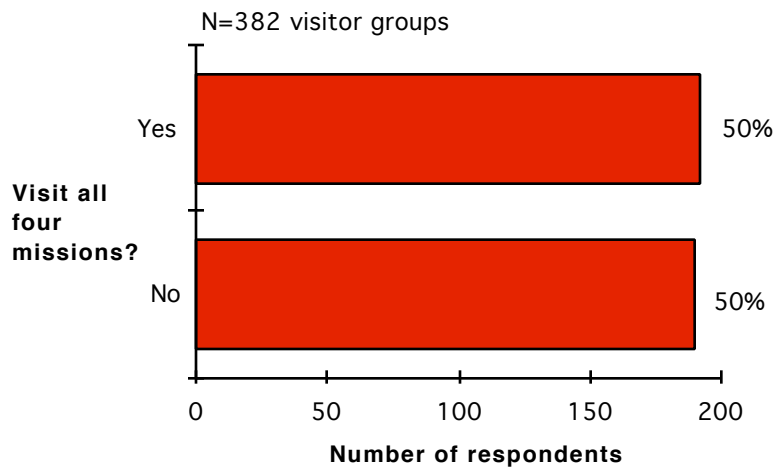


Figure 12: Visited all four missions

Table 4: Reasons visitors did not visit all four missions

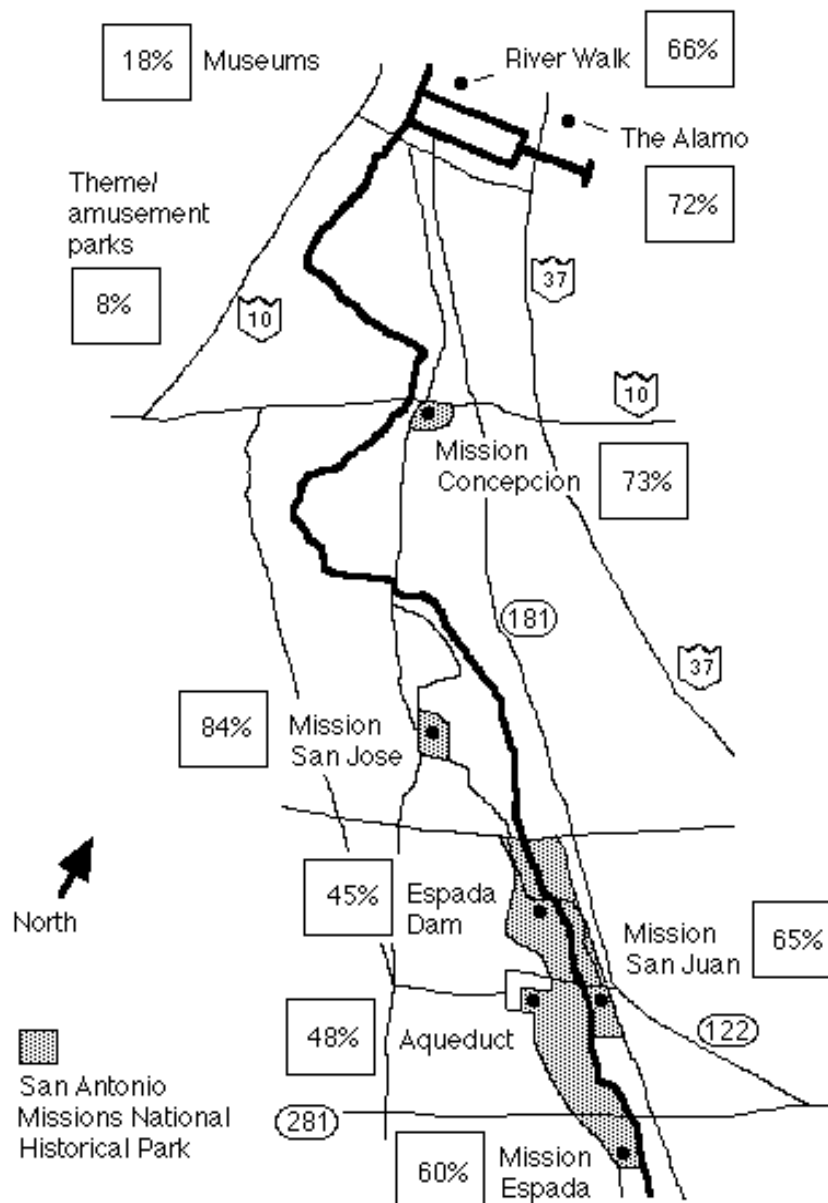
N=201 comments

Reason	# of respondents
Not enough time	127
Have seen the other missions before	10
Had other plans	10
Got lost	8
Came for recreation (fishing, jogging, etc.)	7
Too tired	6
On a tour	6
Weather	5
Thought other missions would be repetitive	5
Started too late	5
Sites close too early	3
On a bus	2
Wanted to eat lunch	2
Did not want to	2
Other reasons	3

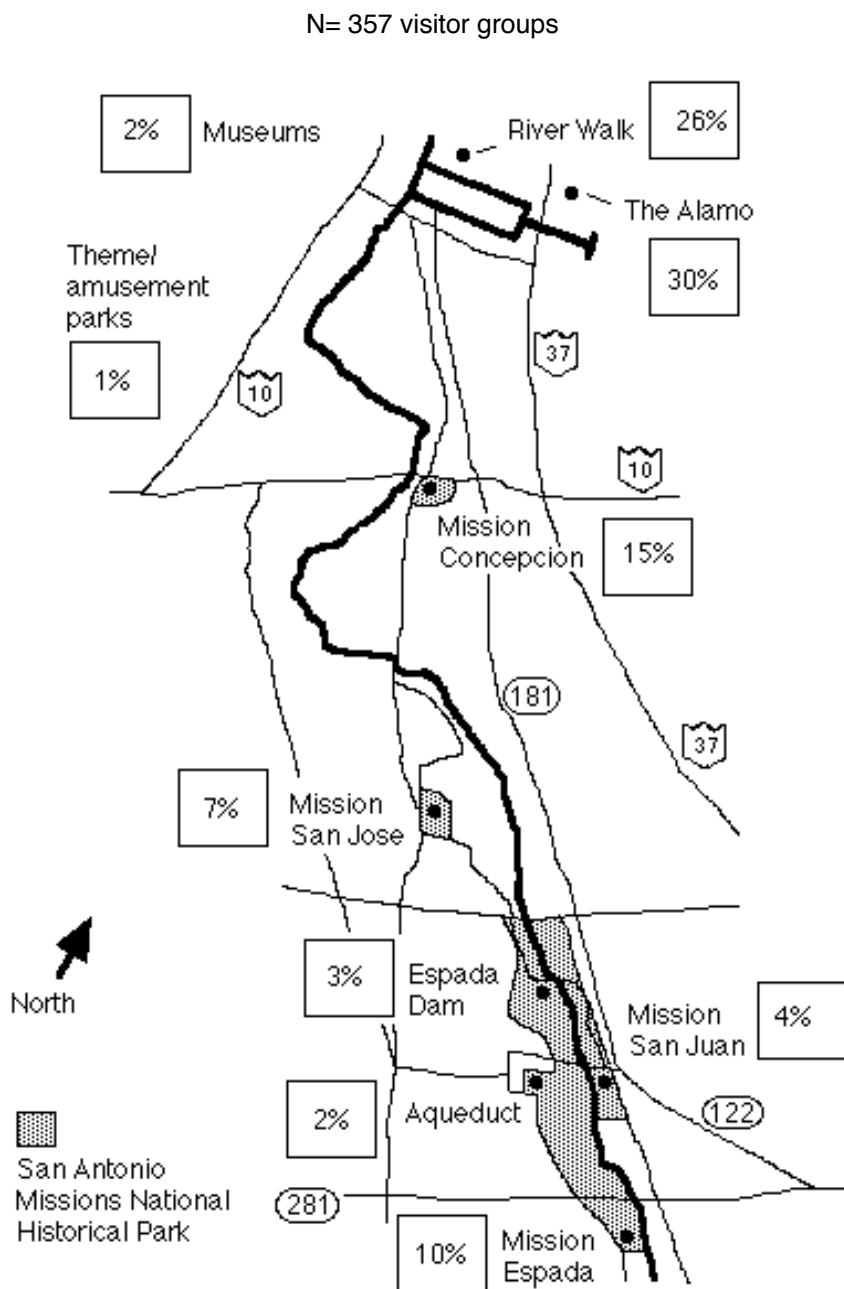
Sites visited

Visitors were asked to identify the order in which they visited selected sites in and around San Antonio Missions. The most visited were Mission San Jose (84%), Mission Concepción (73%), the Alamo (72%), the River Walk (66%), Mission San Juan (65%) and Mission Espada (60%), as shown in Map 3. The least visited site was the theme/amusement parks (8%). Most visitors went first to the Alamo (30%), River Walk (26%) and Mission Concepción (15%), as shown in Map 4.

N=370 visitor groups;
percentages do not equal 100 because visitors could visit more than one site.



Map 3: Sites visited



Map 4: Sites visited first

Forms of transportation used

Visitors were asked what forms of transportation they used to get to San Antonio Missions. The majority of visitors (82%) used a private vehicle to get to the park sites (see Figure 13). Nine percent arrived by tour bus and 6 percent by city bus. "Other" forms of transportation they used included rental cars, walking, bicycle, church van and RV.

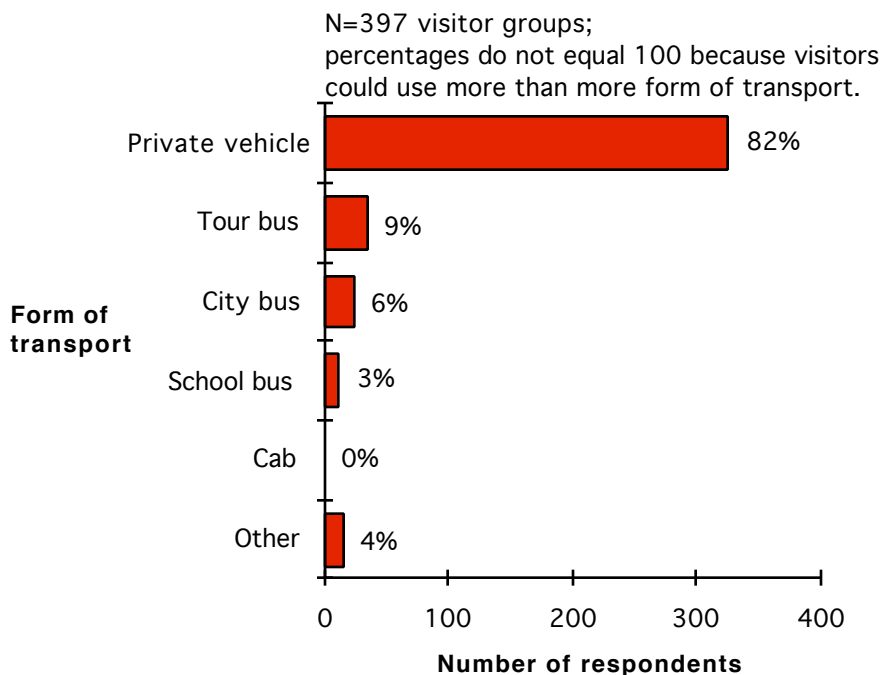


Figure 13: Forms of transportation used to get to San Antonio Missions

Prior to visiting, the most often used sources of information about the park were travel guides and tour books (36%), maps and brochures (32%), friends and relatives (27%) and previous visits (27%), as shown in Figure 14. Thirteen percent of the visitors had received no information prior to their visit. "Other" sources of information included school, living in San Antonio, the American Automobile Association and the Texas Tourist Bureau.

Source of information

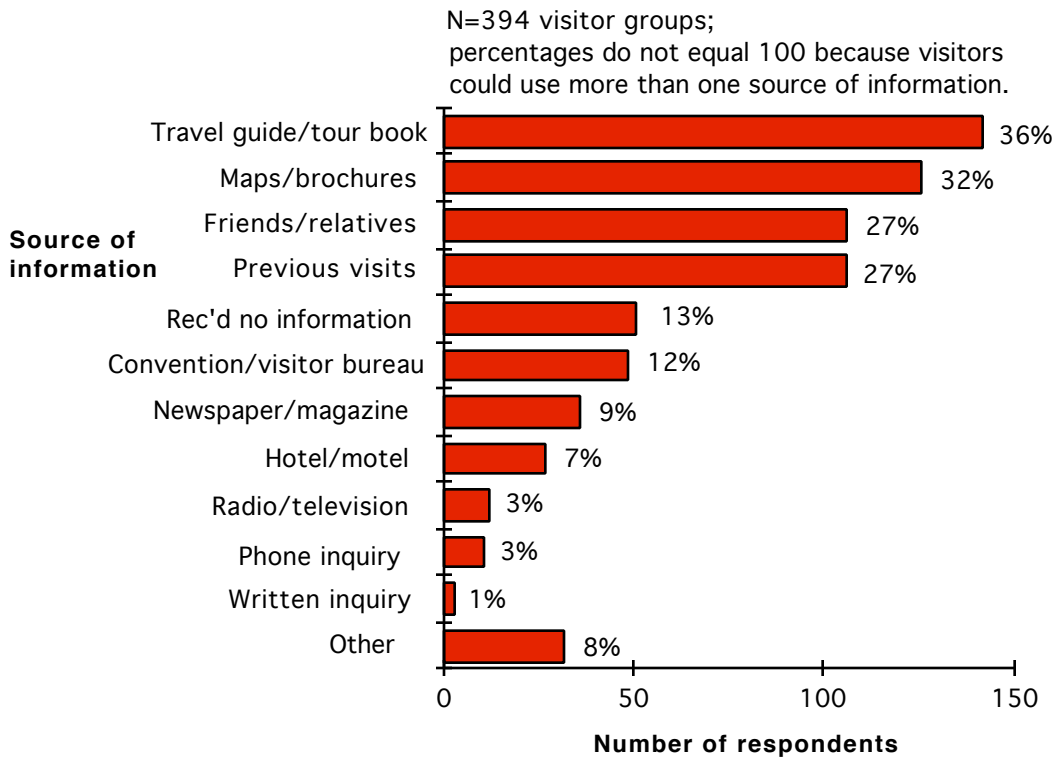


Figure 14: Sources of information

Reasons for visit

Visitors were asked their reasons for visiting San Antonio Missions on this visit. The most often identified reasons included learning about history and culture (83%), taking photographs, painting or drawing (49%) and religious reasons (20%), as shown in Figure 15. "Other" reasons included a planned stop on tour schedule, to look around, show sights to a friend, enjoy the beauty, see the structures/architecture, attend a mass, relax, see craft demonstrations and learn the history.

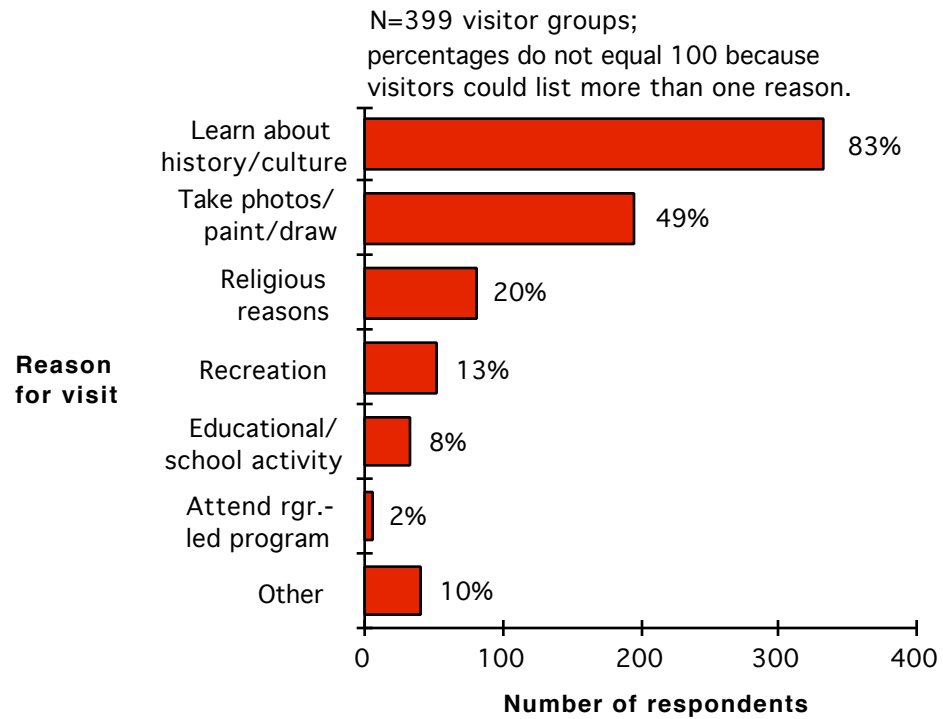


Figure 15: Reasons for visit

The visitor services and facilities most used by visitors were the park brochure/map (79%), historical exhibits and signs (73%), restrooms (70%), road directional signs (68%), and assistance from employees (57%), as shown in Figure 16. The least used service was the San Juan Nature Trail (8%).

Visitor services and facilities: use, importance and quality

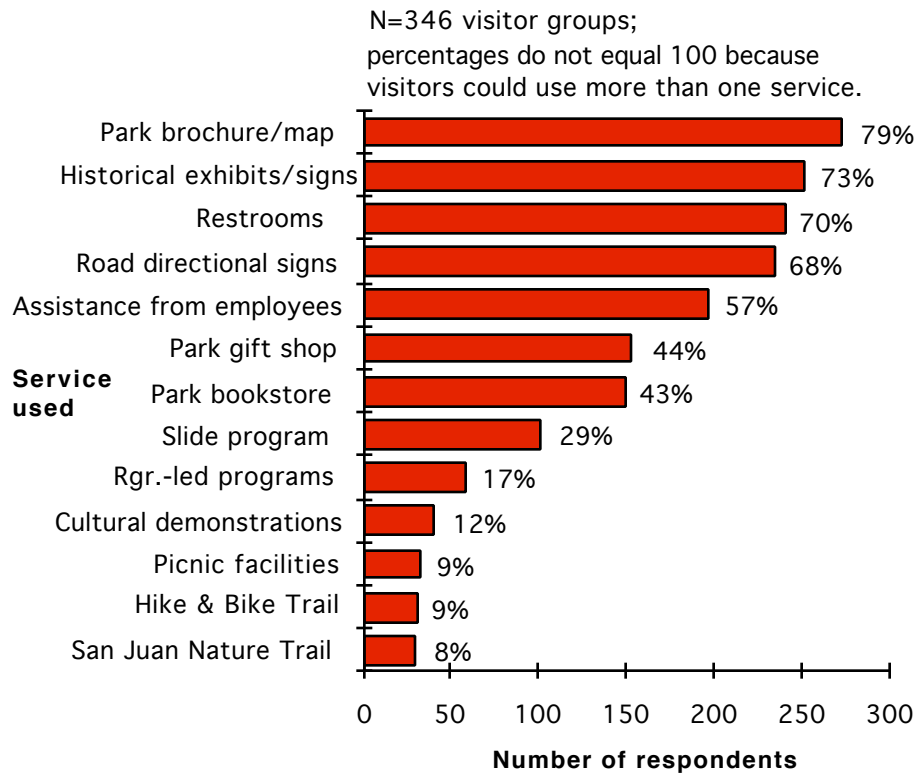


Figure 16: Use of visitor services

Visitors rated the importance and quality of each of the visitor services and facilities 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 17 shows the average importance and quality ratings for each service or facility. 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 17. All services and facilities except the park gift shop were rated above average in importance and quality.

Figures 18-30 show that several services or facilities received the highest "very important" to "extremely important" ratings: historical exhibits and signs (85%), road directional signs (85%), and park brochure/map (82%). The highest "not important" rating was for the park gift shop (11%).

Figures 31-43 show that several services were given high "good" to "very good" quality ratings: assistance from park employees (87%), park brochure/map (86%), and ranger-led programs (83%). The services receiving the highest "very poor" quality ratings were cultural demonstrations and road directional signs (each 8%).

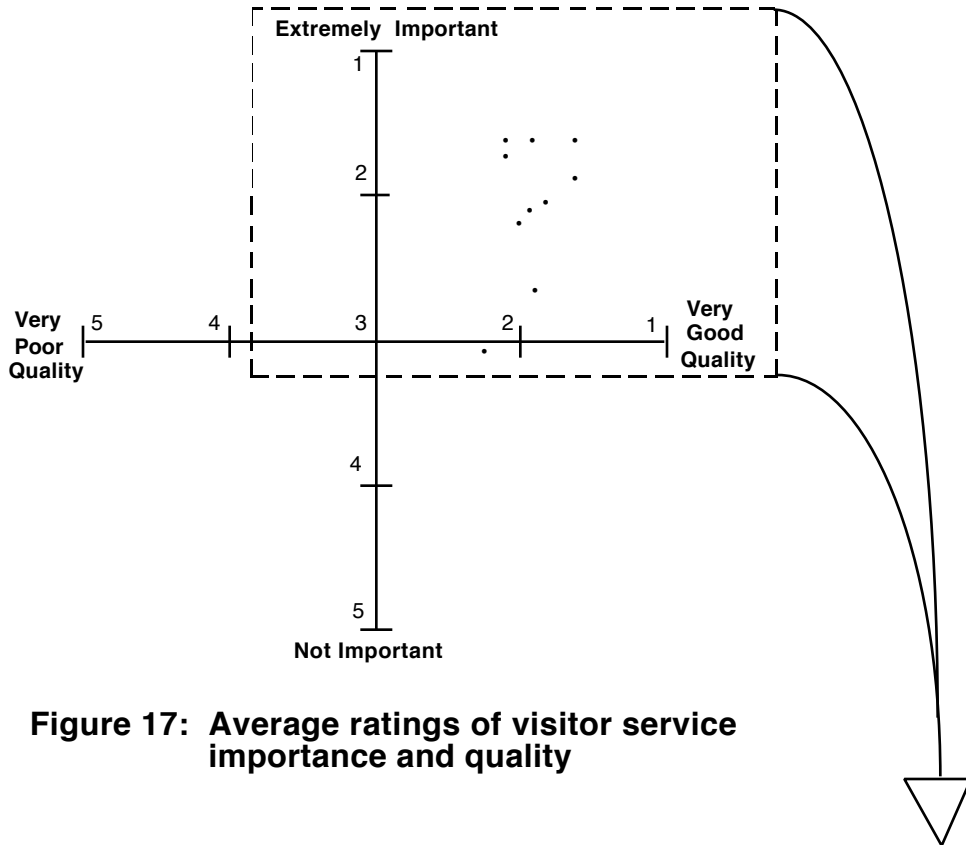


Figure 17: Average ratings of visitor service importance and quality

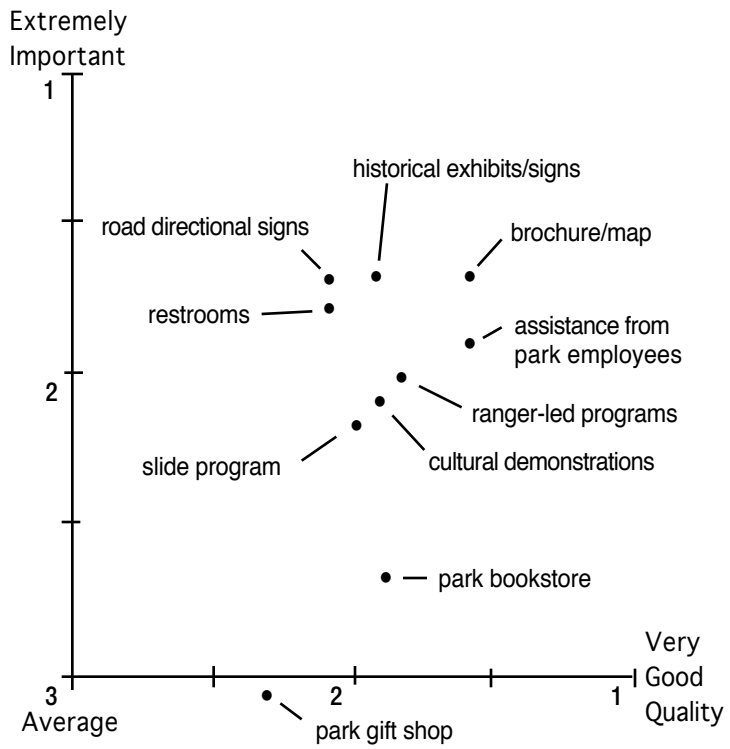


Figure 17: Detail

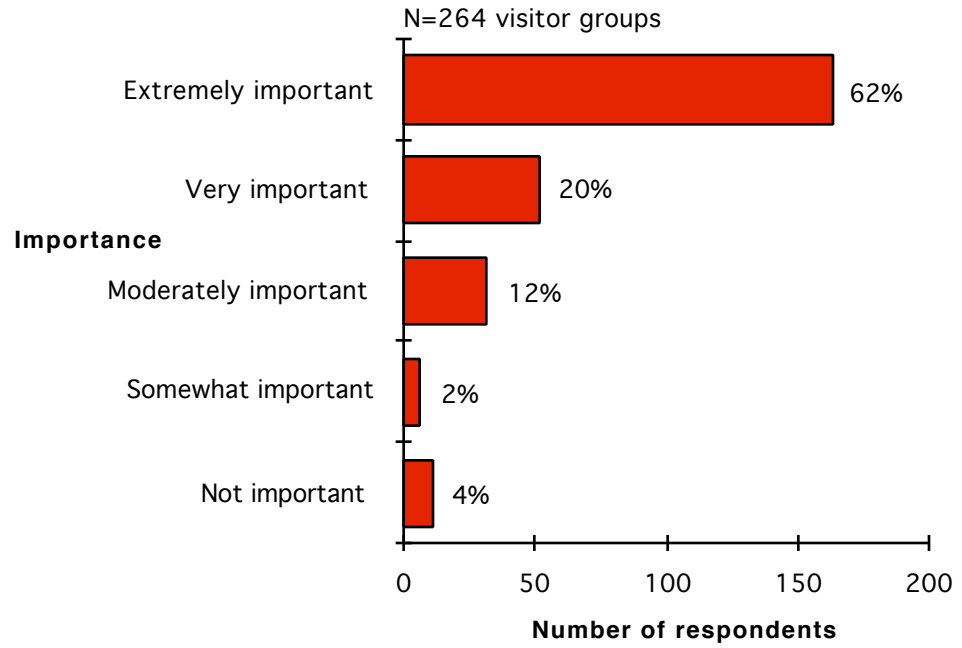


Figure 18: Importance of park brochure/map

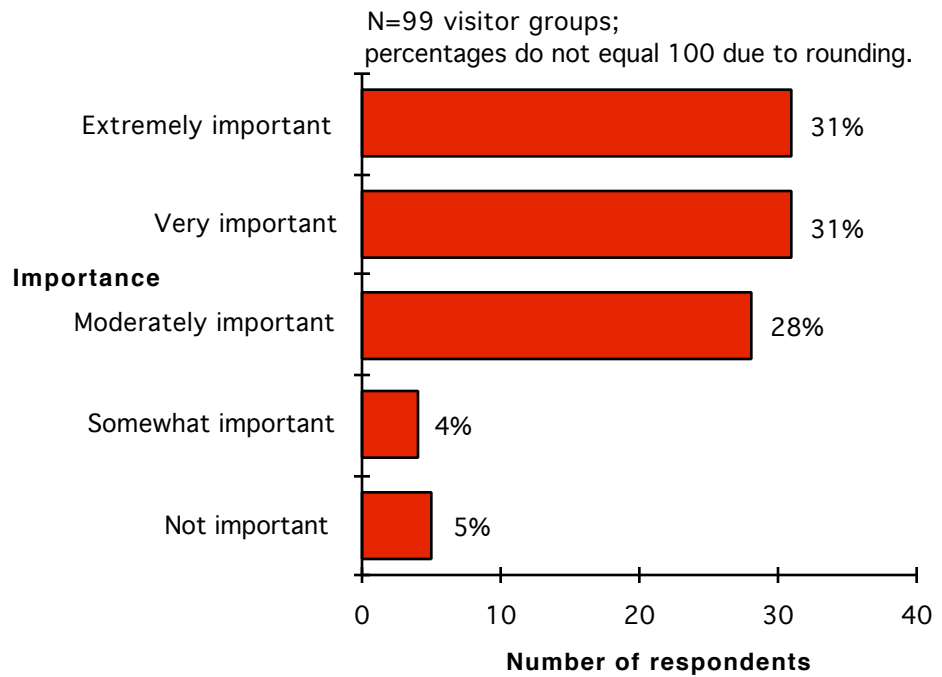


Figure 19: Importance of slide program

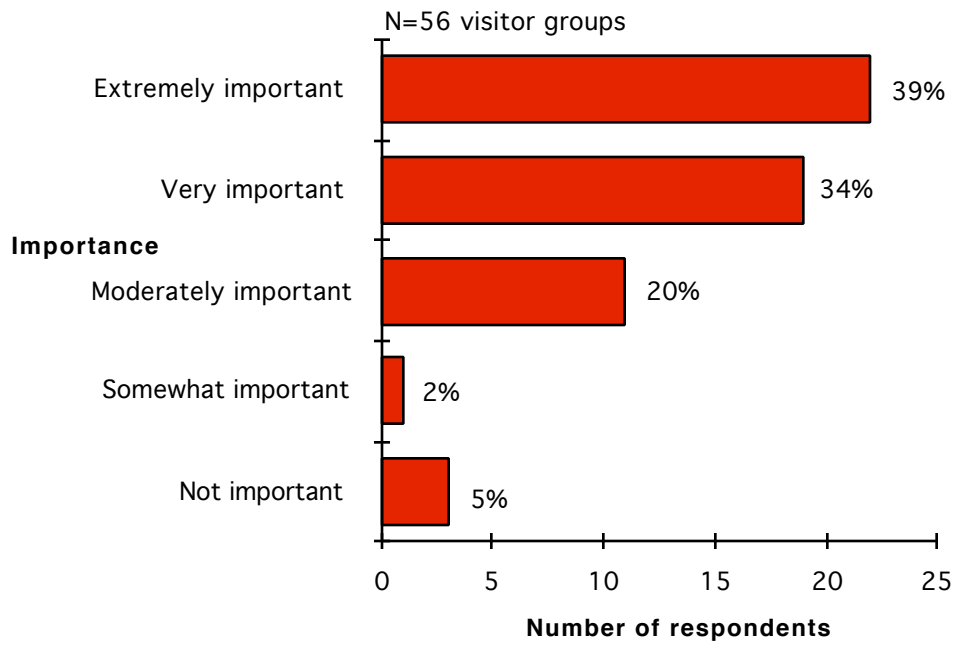


Figure 20: Importance of ranger-led programs

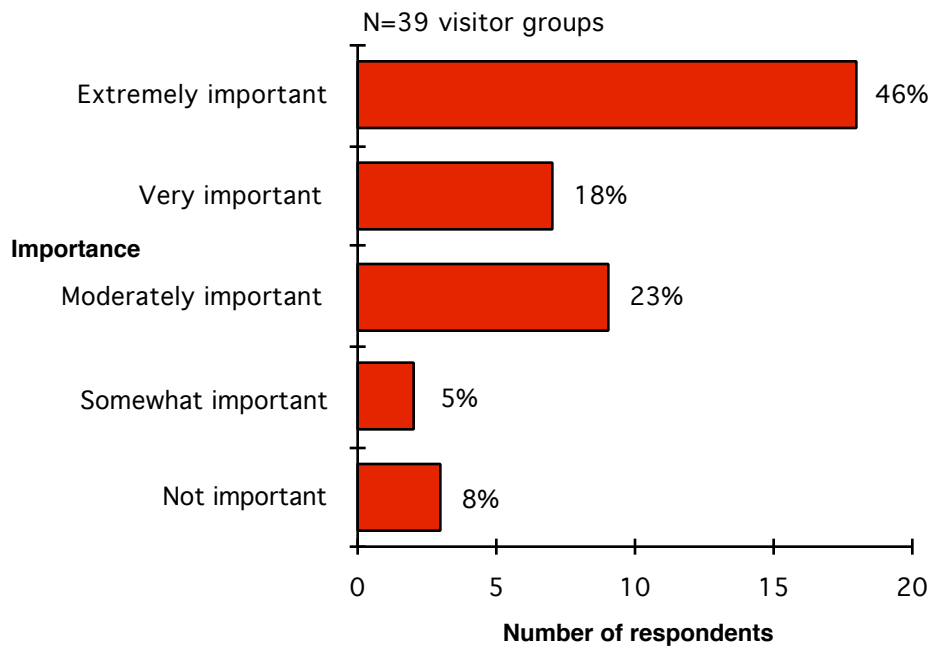


Figure 21: Importance of cultural demonstrations

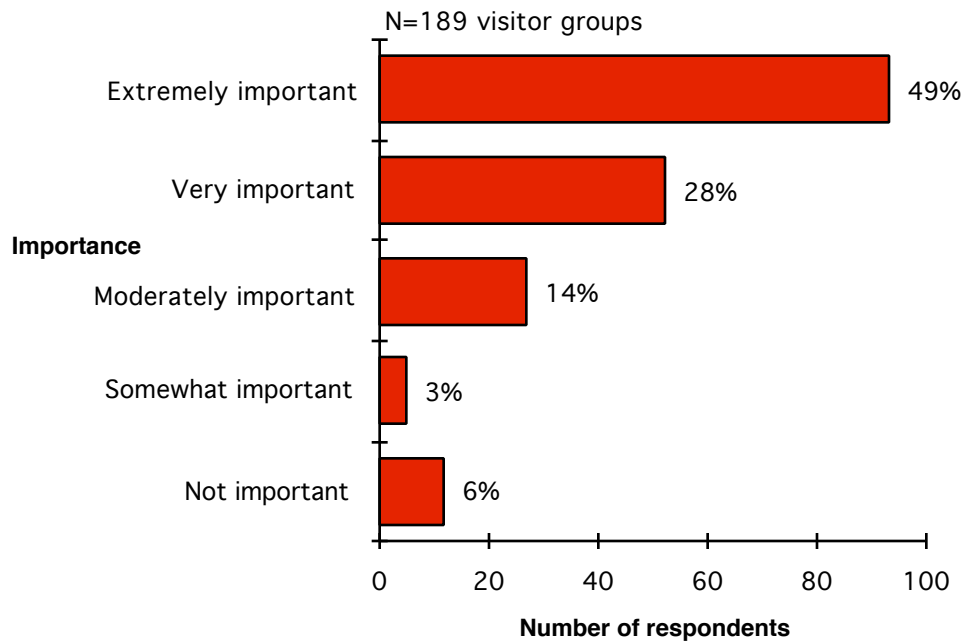


Figure 22: Importance of assistance from park employees

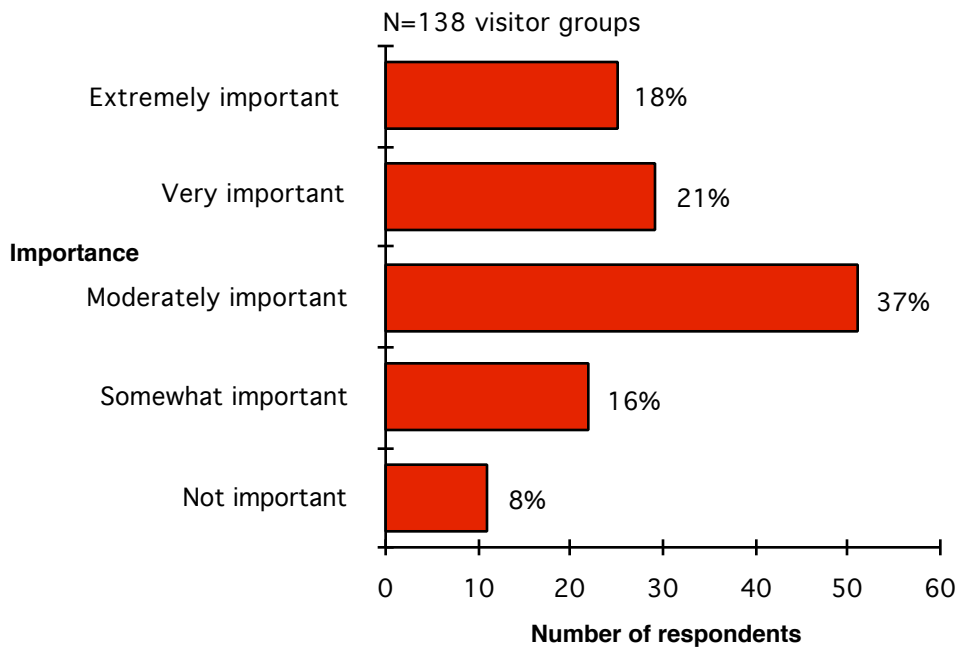


Figure 23: Importance of park bookstore

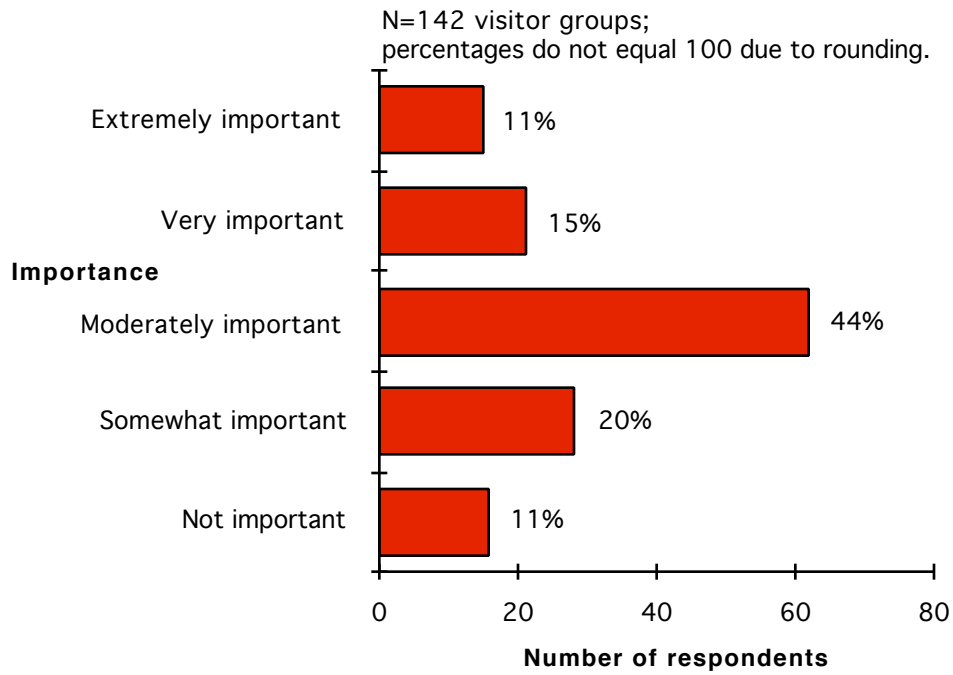


Figure 24: Importance of park gift shop

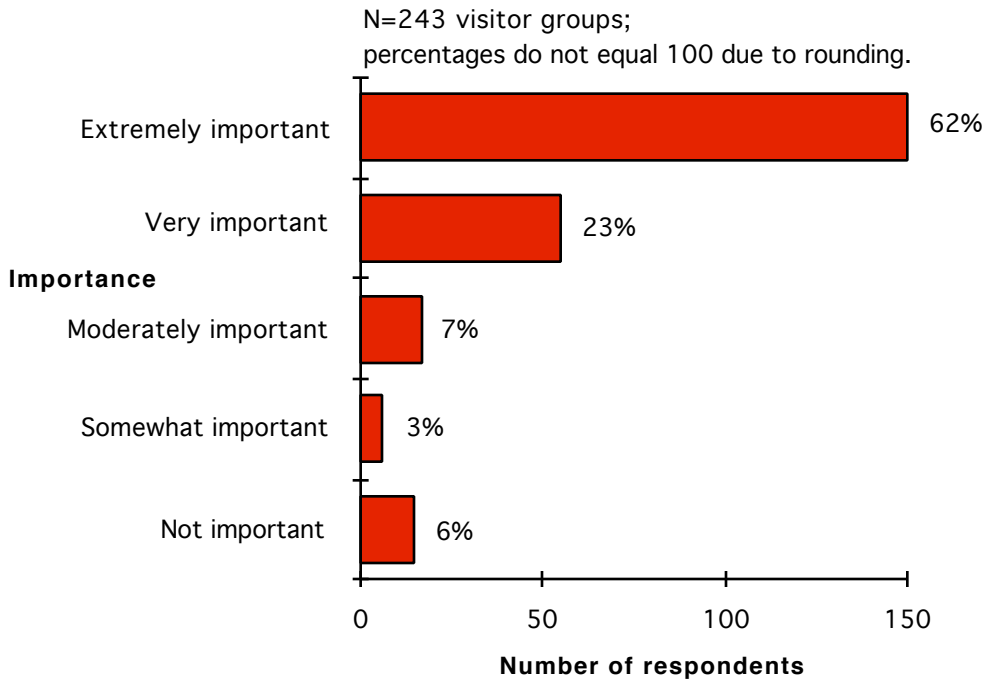


Figure 25: Importance of historical exhibits and signs

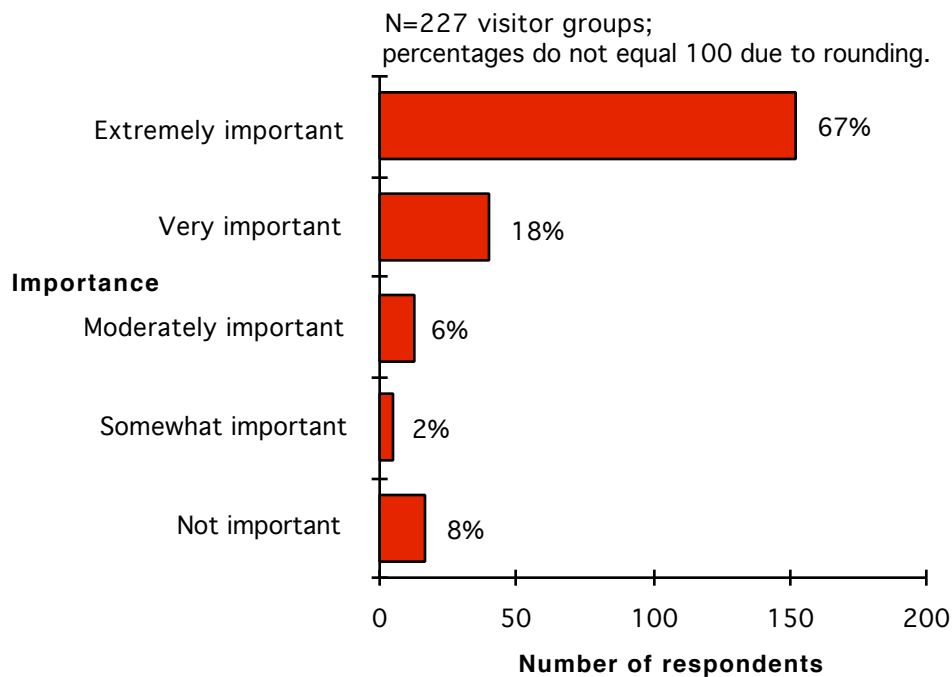


Figure 26: Importance of road directional signs

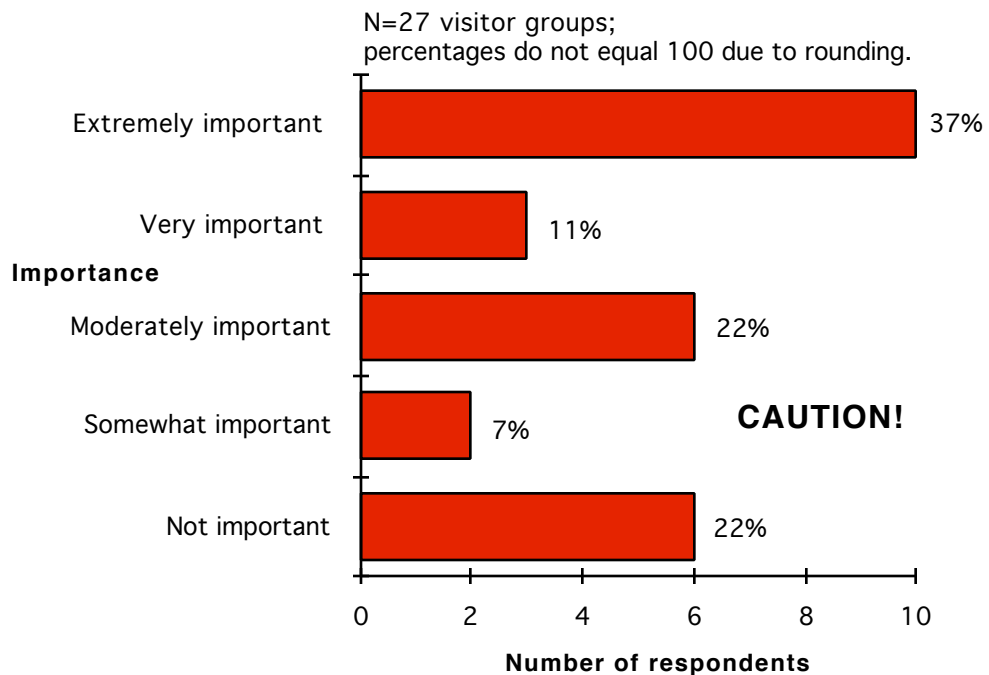


Figure 27: Importance of San Juan Nature Trail

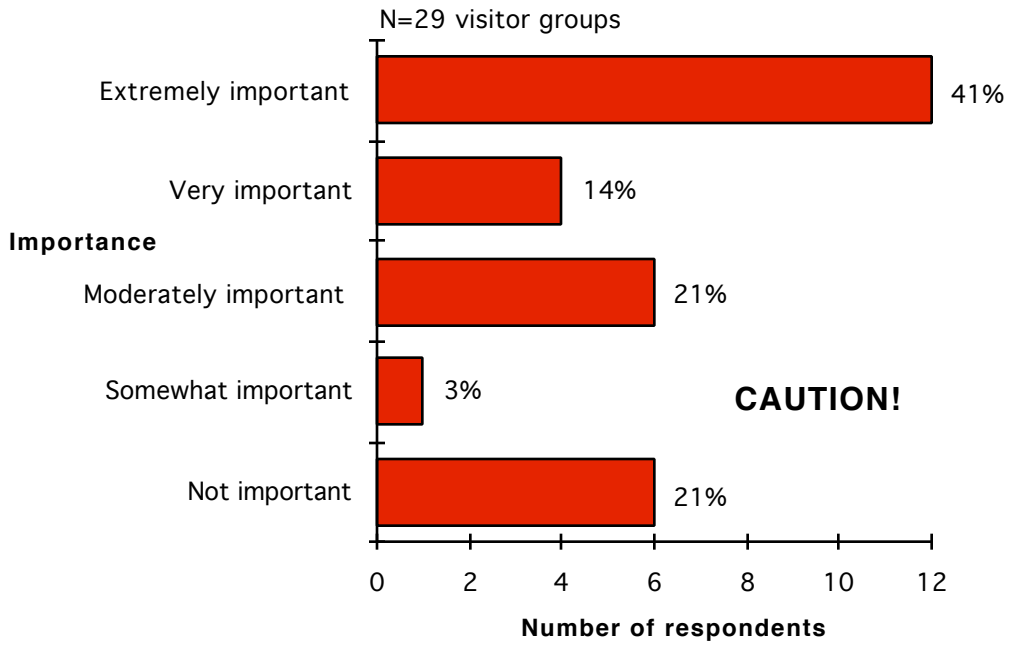


Figure 28: Importance of Mission Hike and Bike Trail

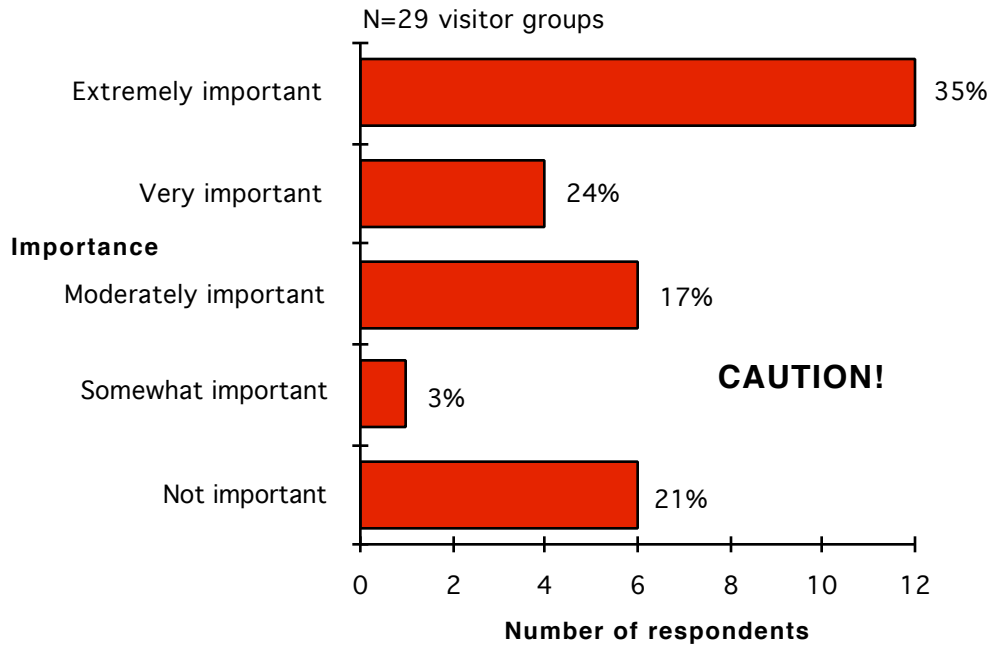


Figure 29: Importance of picnic facilities

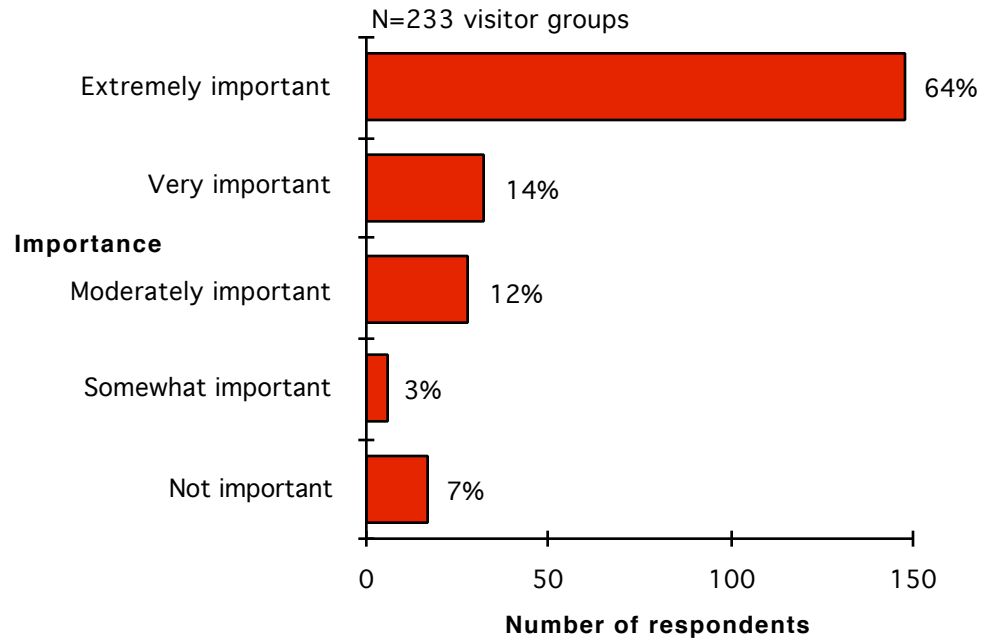


Figure 30: Importance of restrooms

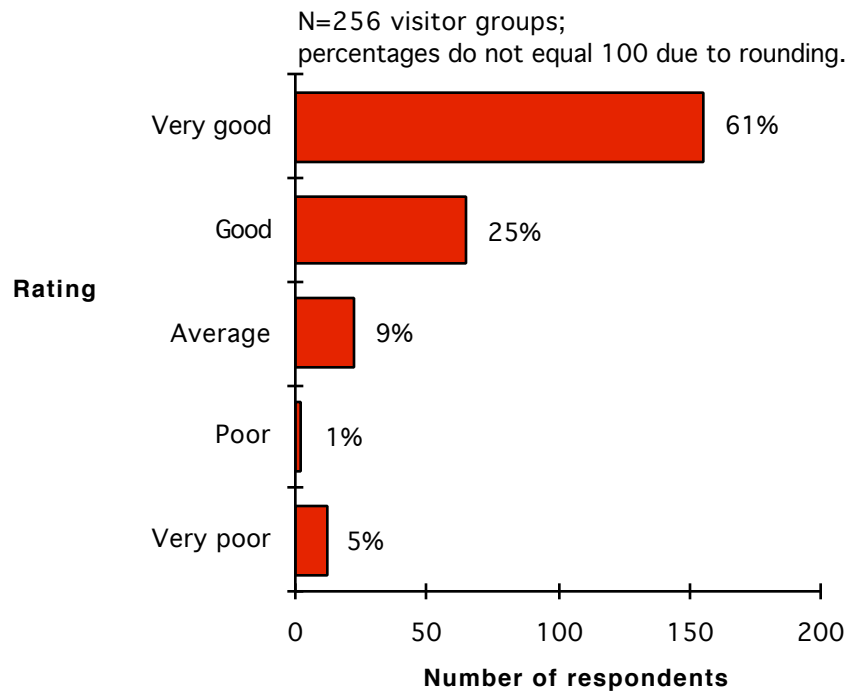


Figure 31: Quality of park brochure/map

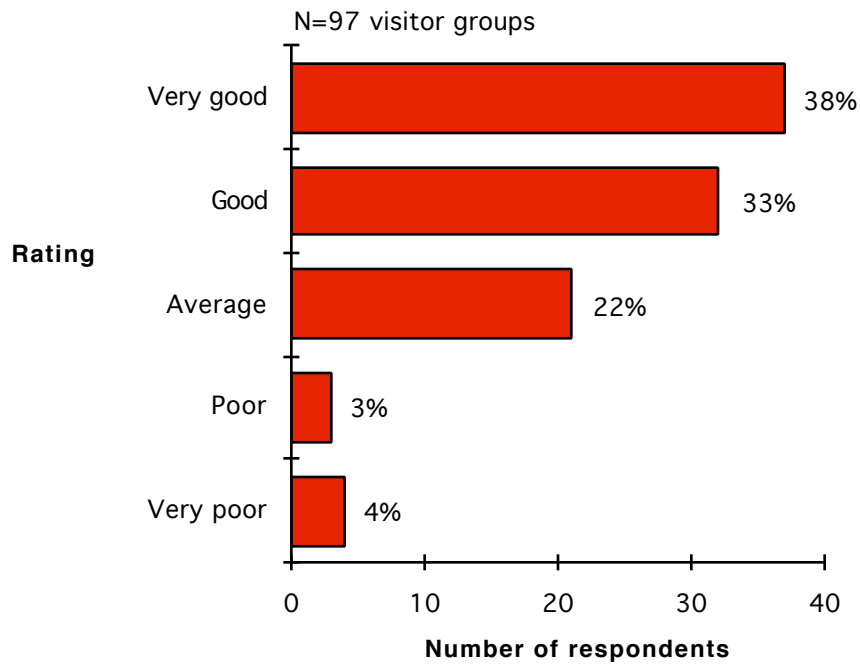


Figure 32: Quality of slide program

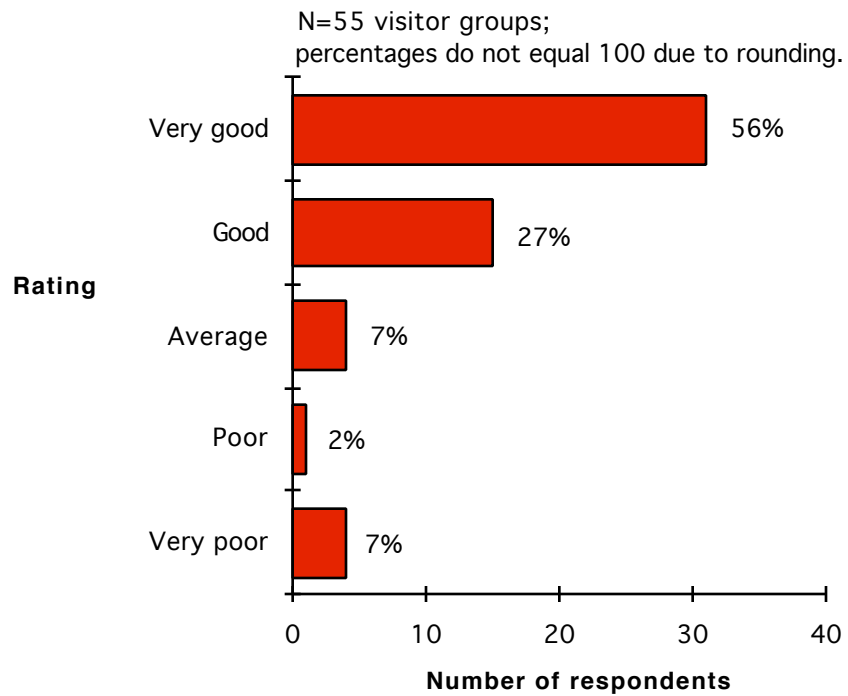


Figure 33: Quality of ranger-led programs

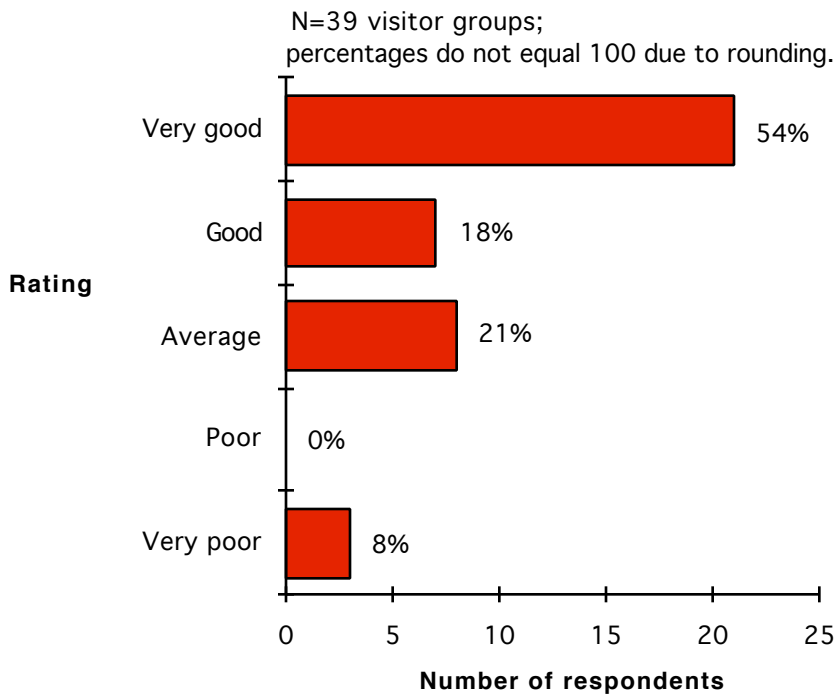


Figure 34: Quality of cultural demonstrations

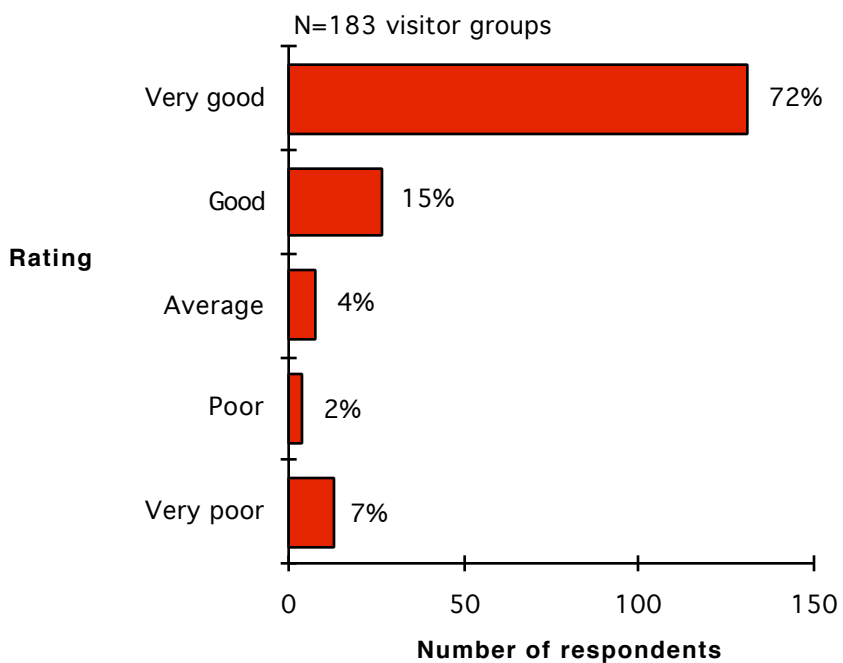


Figure 35: Quality of assistance from park employees

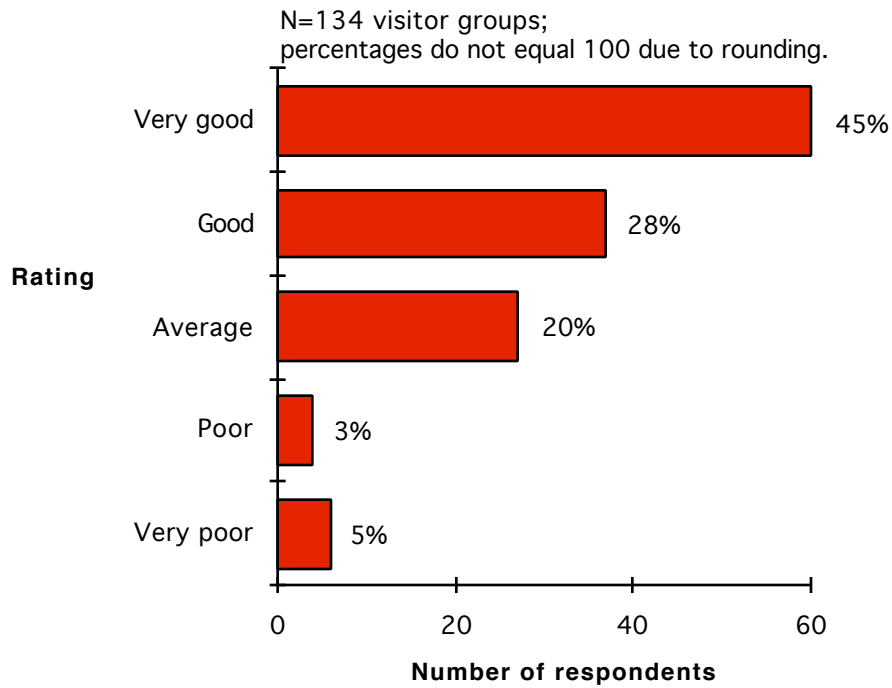


Figure 36: Quality of park bookstore

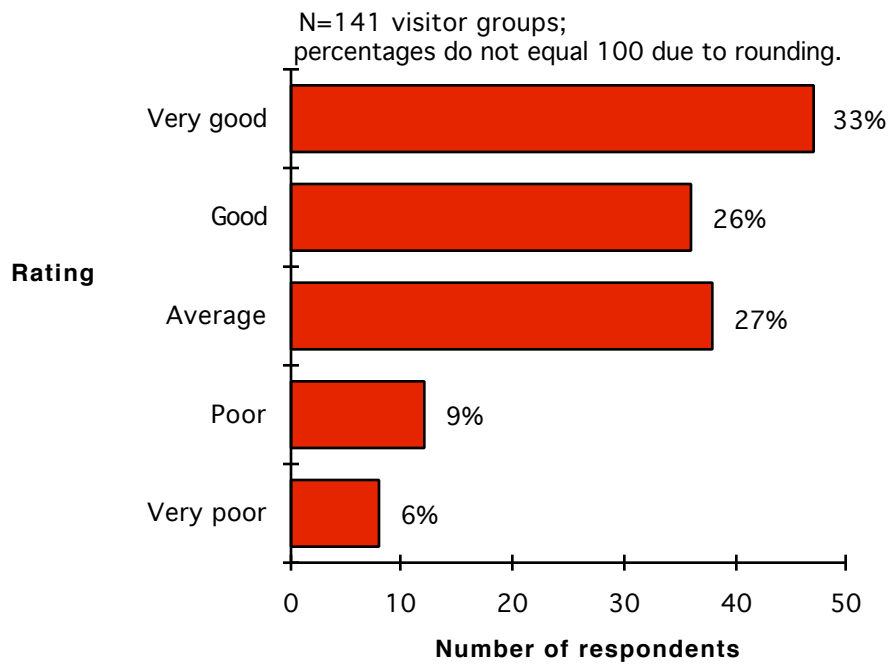


Figure 37: Quality of park gift shop

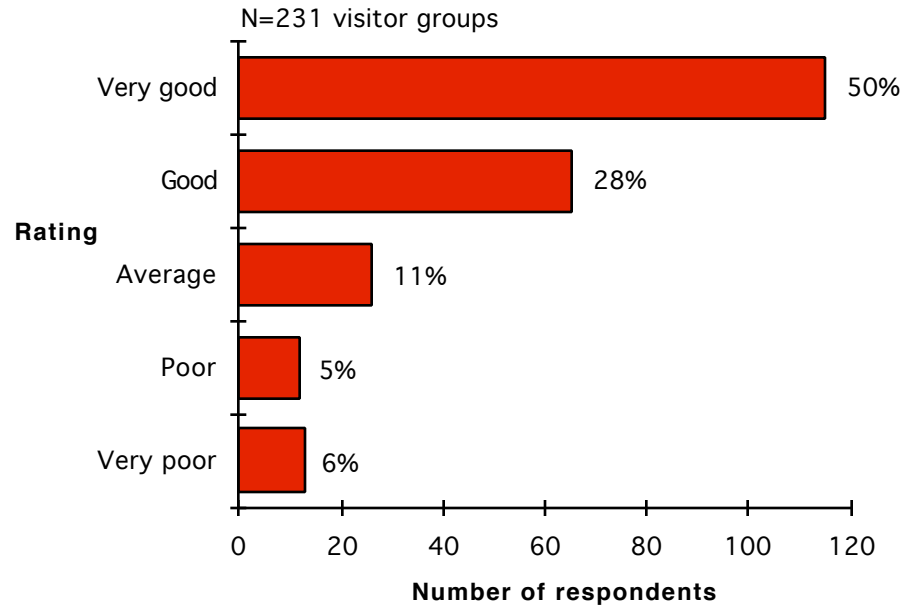


Figure 38: Quality of historical exhibits and signs

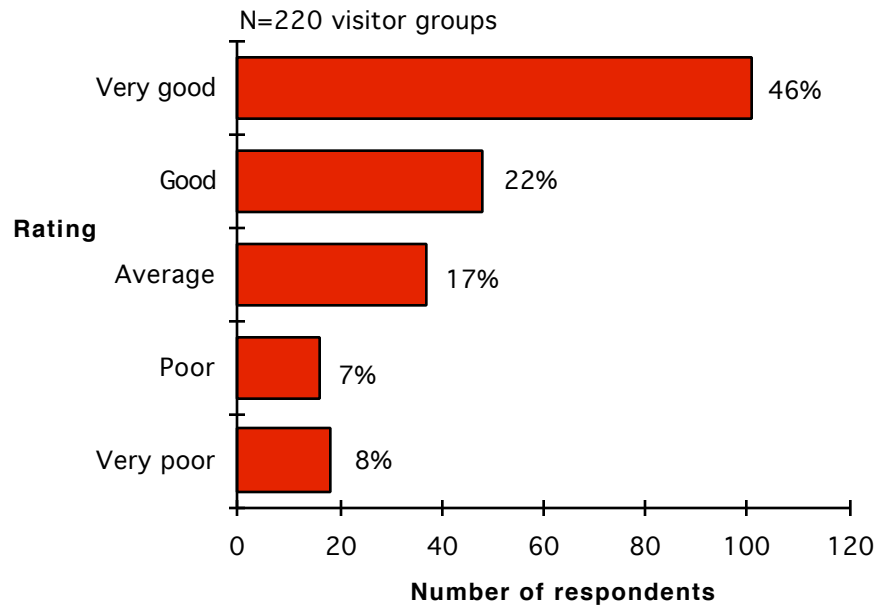


Figure 39: Quality of road directional signs

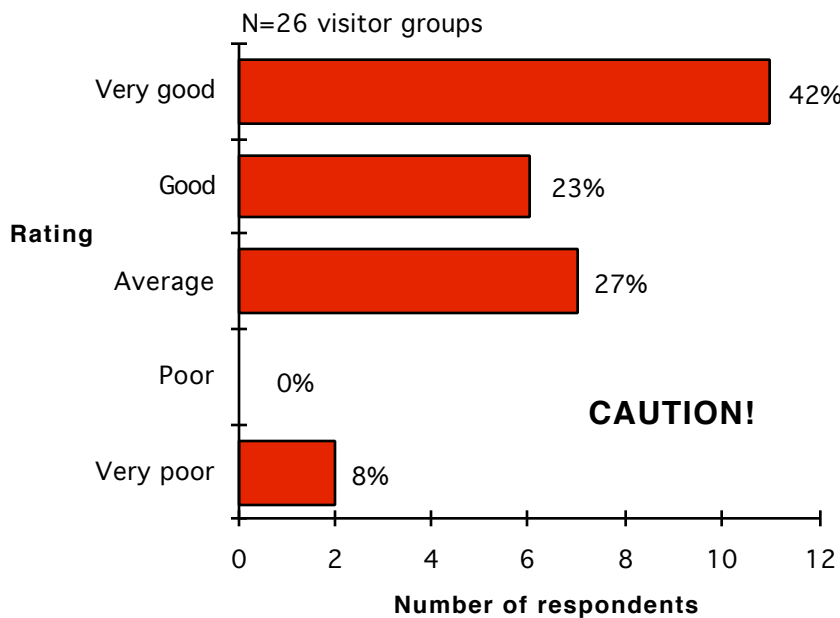


Figure 40: Quality of San Juan Nature Trail

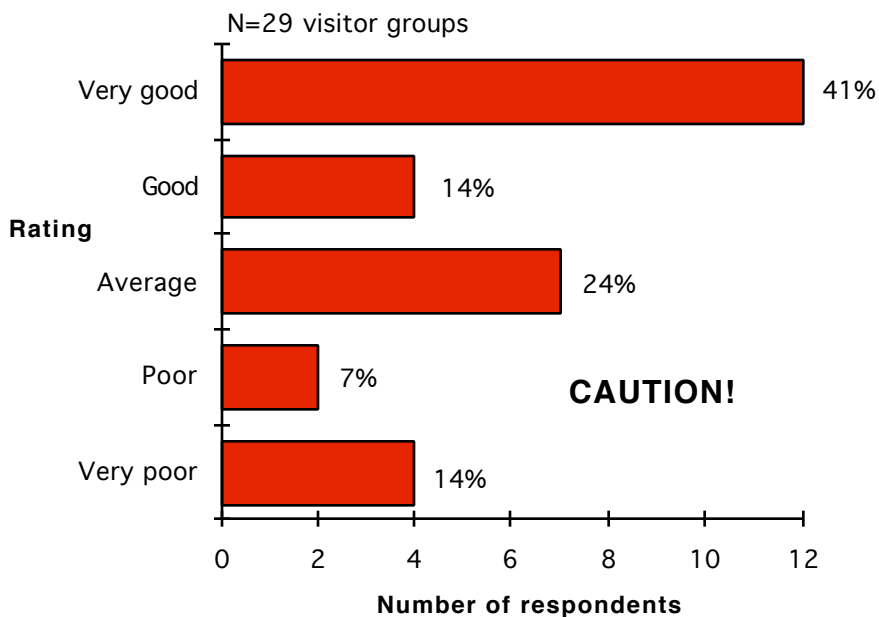


Figure 41: Quality of Mission Hike and Bike Trail

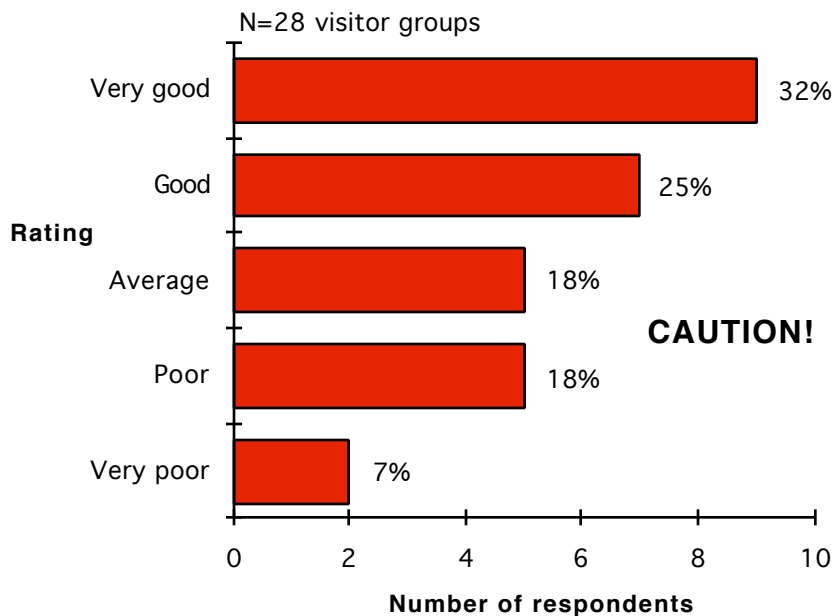


Figure 42: Quality of picnic facilities

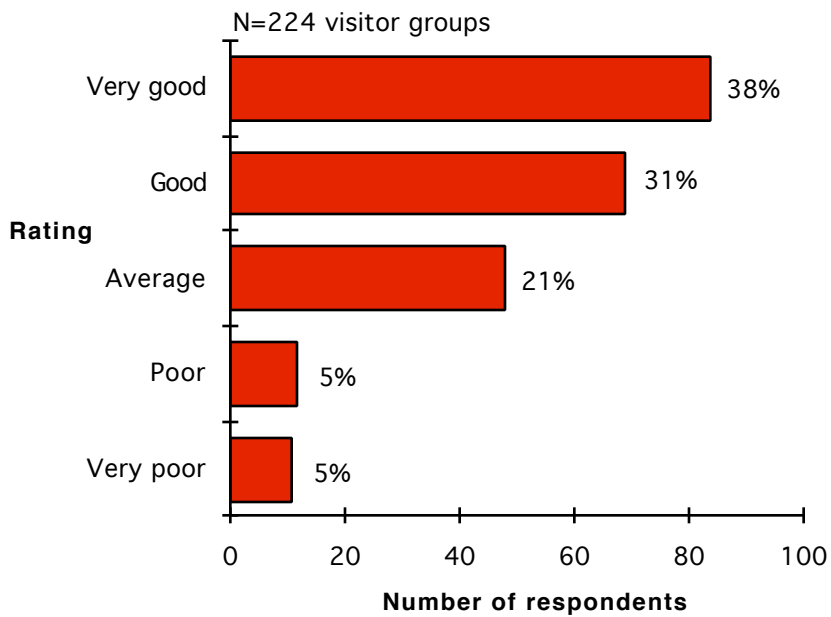


Figure 43: Quality of restrooms

The majority of visitors (88%) did not have difficulty locating the park (see Figure 44). Twelve percent said they had trouble locating the park. The reasons listed included: unclear road signs, lack of signs or missing a sign.

Locating the park

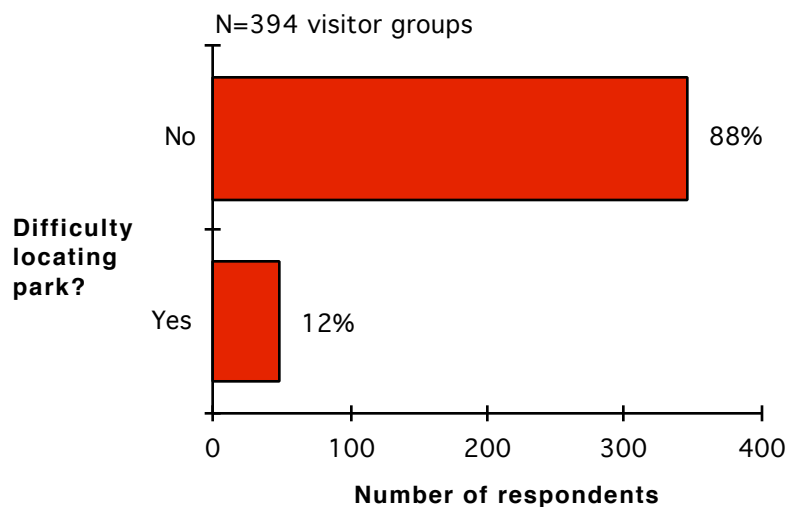


Figure 44: Locating the park

Table 5: Reasons for difficulty locating park

N=52 comments

Reason	# of respondents
Road signs unclear	19
No signs	11
Missed a sign	6
Got lost	4
Signs too small	3
Map was confusing	3
Road construction	2
Got confused leaving San Juan	2
Other comments	2

San Antonio residency

Visitors were asked "Are all members of your group residents of San Antonio?" Most groups (85%) had at least some members who were not San Antonio residents (see Figure 45). In 15% of the groups, all group members were San Antonio residents.

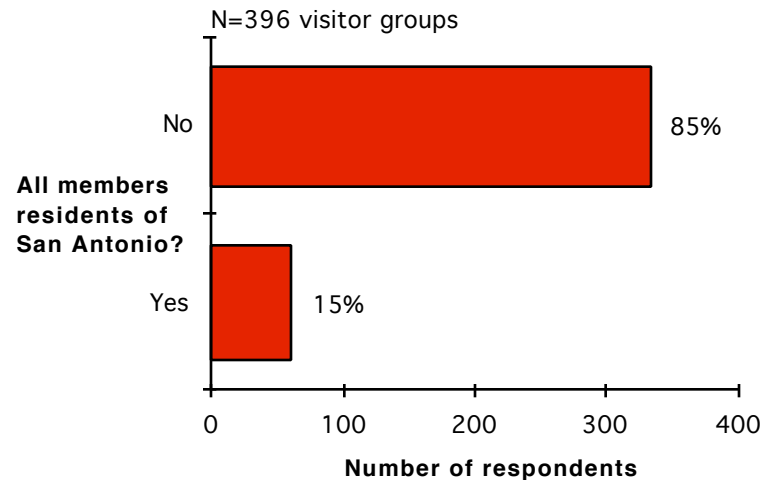


Figure 45: All group members residents of San Antonio?

Expenditures

Visitor groups with non-residents were asked to estimate their expenditures in San Antonio during their visit. They were asked how much money they spent for lodging (hotel, motel, camping, etc.), travel (gas, bus, taxi, plane fare, etc.), food (restaurant, groceries, etc.), and other items (souvenirs, film, gifts, etc.).

Sixty percent of the visitor groups spent \$251 or more for lodging, travel, food and "other" items during their visit (see Figure 46). The largest proportion of visitors' money was spent on lodging (36%) and travel items (28%), as shown in Figure 47.

For lodging and food, the greatest proportion of visitors spent \$151 or more during their visit (see Figures 48 and 50, respectively). For travel and "other" items, the greatest proportion of visitors spent \$50 or less (see Figure 49 and 51).

The average visitor group expenditure during the visit was \$581. The average per capita expenditure during the visit was \$213.

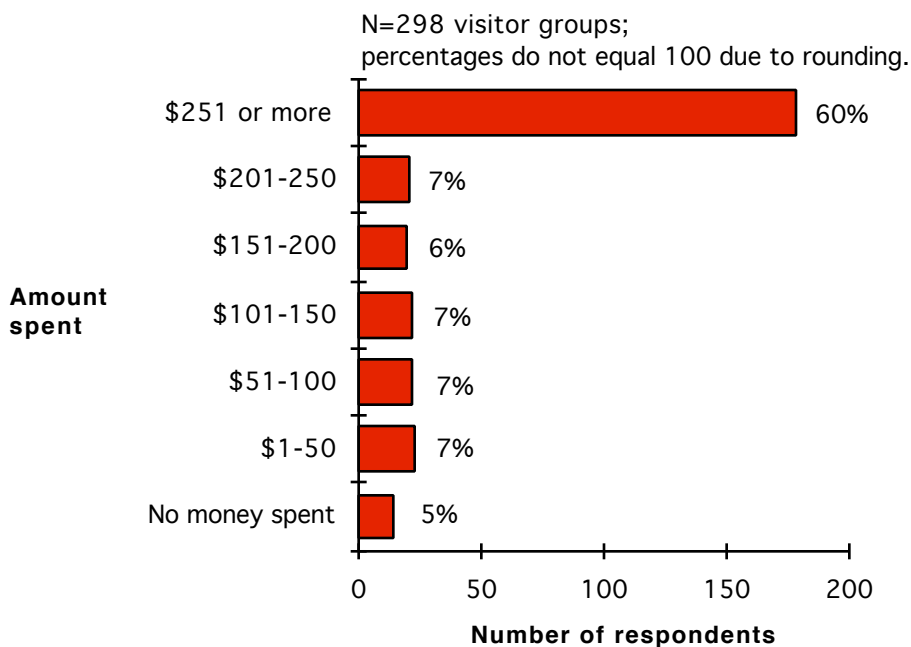


Figure 46: Total visitor expenditures

N=298 visitor groups;
percentages do not equal 100 due to rounding.

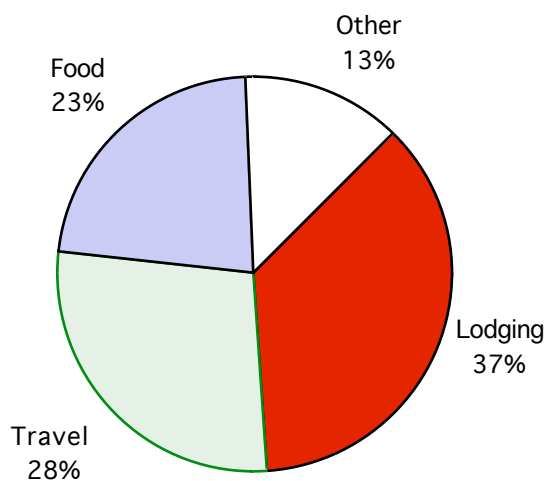


Figure 47: Proportion of visitor group expenditures by category

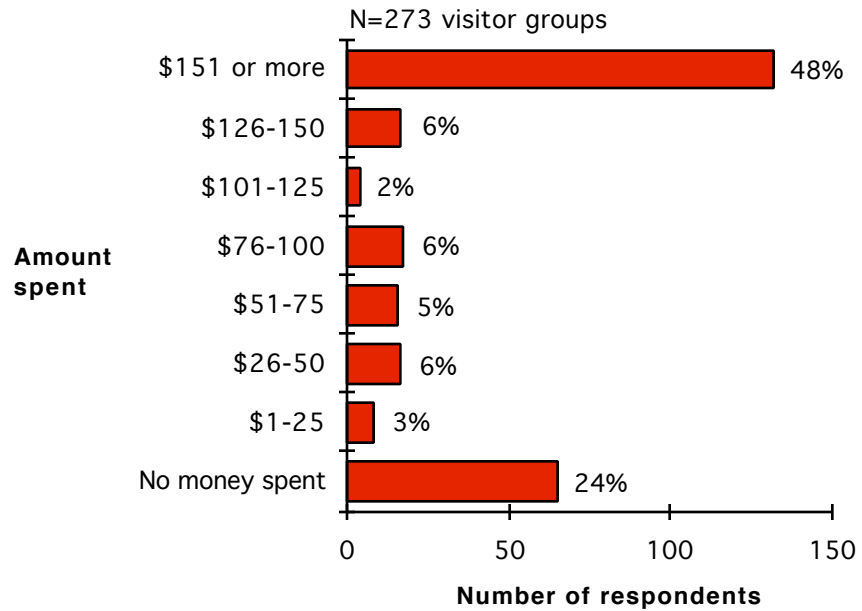


Figure 48: Visitor expenditures for lodging

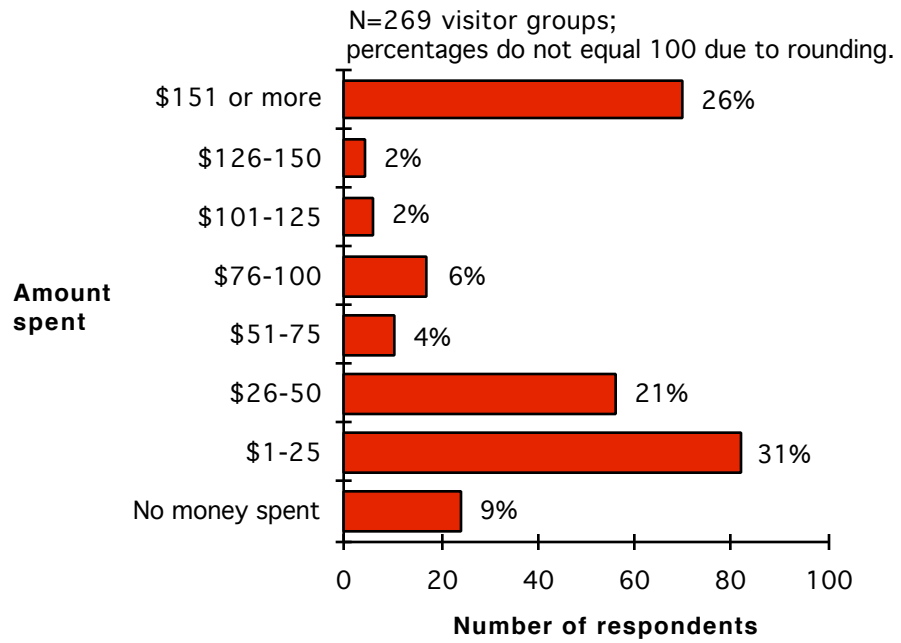


Figure 49: Visitor expenditures for travel

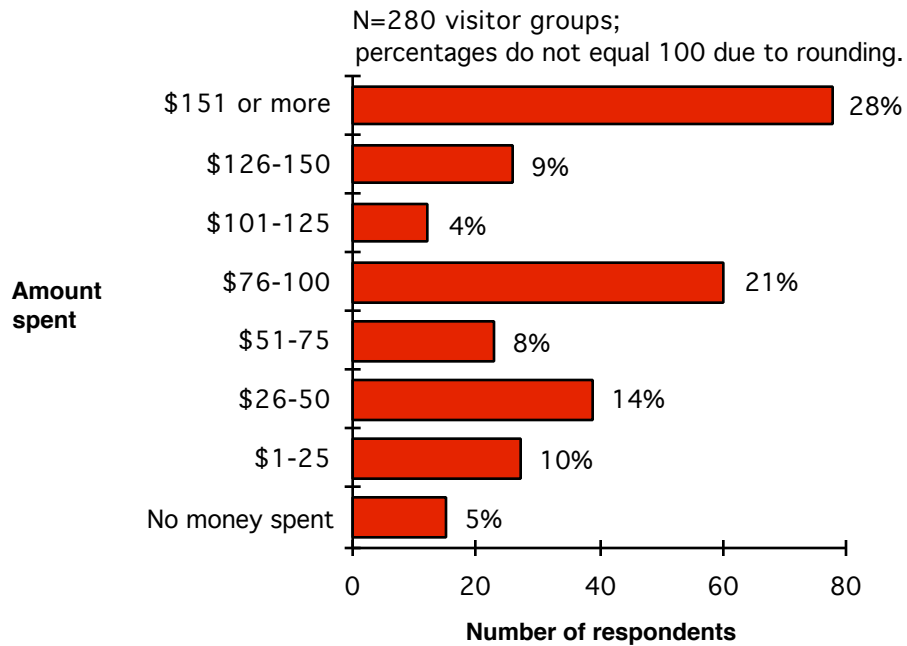


Figure 50: Visitor expenditures for food

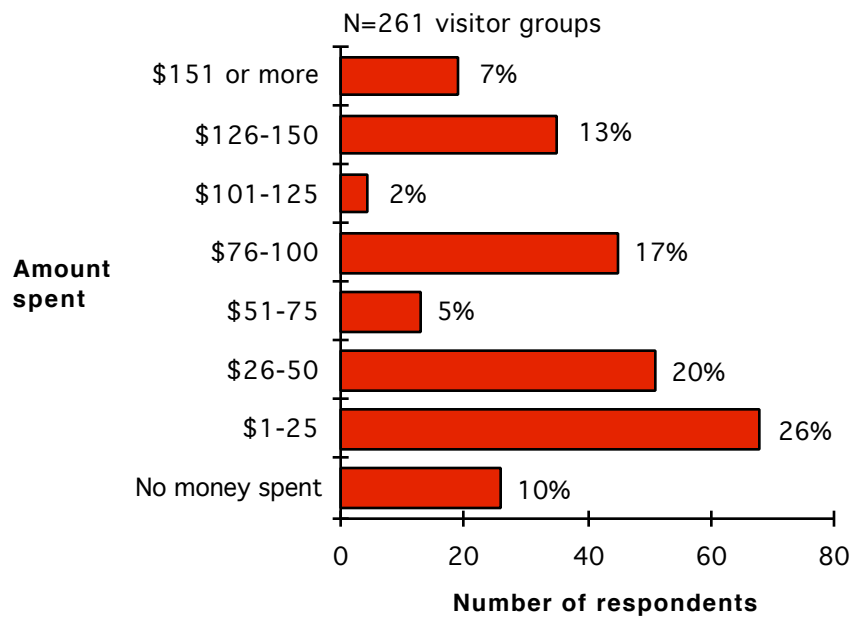


Figure 51: Visitor expenditures for "other" items

Membership in Los Compadres? Visitors were asked "Are you a member of Los Compadres (a friends group of San Antonio Missions National Historical Park)?" All visitors (100%) said they were not members of Los Compadres (see Figure 52).

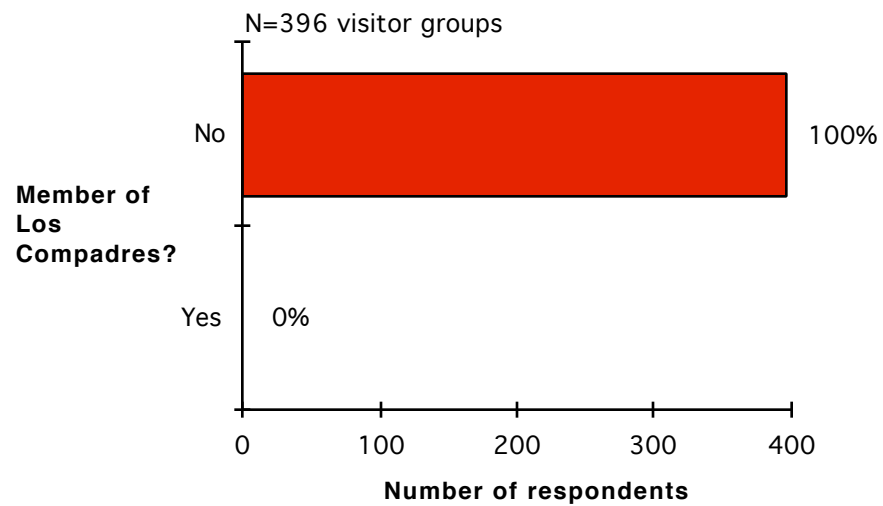


Figure 52: Membership in Los Compadres friends group

Visitors were asked what types of educational programs they would like to have offered at San Antonio Missions in the future. Table 6 shows that the most often listed subjects were history, architecture and archeology. Some visitors listed the methods they preferred including guided tours, movies/slides and ranger talks.

Educational programs preferred for the future

Table 6: Most useful types of future educational programs

N=235 programs

Educational program	# of respondents
History	50
Architecture	31
Archeology	25
Anthropology	19
Keep current programs	19
Indian history	11
Guided tours	11
Movies/slides	11
Ranger talks	9
Life at the missions	5
Craft demonstrations	5
More information about Hispanics	4
Re-enactment's of the past	4
More information about what parts of buildings are original	4
Offer program at local schools	4
Offer more exhibits	4
Provide brochures at each mission	3
Provide a model of each mission at each site	3
Slide program at each mission	2
Information on flora/fauna	2
Offer more information in Spanish	2
Provide more maps	2
Other comments	5

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.

Visitor Comment Summary

N=440 comments; many visitors made more than one comment.

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

PERSONNEL

Staff/rangers helpful, friendly	49
Employees unknowledgeable/rude	5
Rangers at Concepción excellent	2

INTERPRETIVE SERVICES

Need better informational signs	7
Enjoyed exhibits	6
Need more educational programs	5
Offer tours	4
Provide Hispanic history	4
Provide more maps/brochures	4
Enjoyed ranger-led tour	3
Do more publicity	3
Provide bus tours	3
Provide more advertising in motels/hotels	2
Enjoyed improvements at Concepción	2
Need more exhibits	2
Other comments	7

FACILITIES AND MAINTENANCE

General	
Well maintained	24
Restorations well done	7
Improve facilities/grounds	6
Facilities have improved	3
Plant more trees/flowers	3
Good directional signs	3
Clean up litter along river	3
Clean up litter along trails	2
Nice restrooms	2
Improve aqueduct hiking trail	2
Restore more of sites	2
Other comments	14

CONCESSION

Gift shop comments 3

POLICIES

Charge admission fee 2

RESOURCE MANAGEMENT

Preserve park 7

Don't change it 2

GENERAL IMPRESSIONS

Interesting, enjoyed visit 85

Thank you 25

Enjoyed history 19

Will return 17

Beautiful 15

Educational 14

Enjoyed religious aspects 13

Keep up the good work 11

Have visited many times 8

Surprised mass still held in missions 6

Not enough time 5

Enjoyed tranquillity 5

Enjoyed San Jose Mission the most 5

Enjoy bringing visitors/friends 4

Nice place for families 3

Not impressed with the Alamo 3

Need improvements at the Alamo 2

Other comments 7

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 mission sites visited by first time visitors, request a comparison of mission sites visited by first time visitors; to learn about the number of visits by visitors who visited Mission San Jose, request a comparison of number of visits by sites visited (Mission San Jose).

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 ages of visitors who shopped at the park bookstore and their quality ratings of the bookstore, request a comparison of age by activity (shopped at park bookstore) by bookstore quality.

Consult the list of characteristics for San Antonio Missions 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
San Antonio Missions National Historical Park
Report 65

Date of request _____
Person requesting analysis/Title _____
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

• Aware of NPS status	• Sites visited	• Quality of service
• Source of information	• Group size	• Difficulty locating park
• Length of visit	• Group type	• San Antonio resident
• Activities	• Guided tour group	• Lodging expenditures
• Forms of transportation	• Educational group	• Travel expenditures
• Reason for visit	• Age	• Food expenditures
• Languages spoken	• State/country of residence	• Other expenditures
• Plan to visit all four missions	• Service used	• Los Compadres member
• Visit all four missions	• Importance of service	

Two-way comparisons (write in the appropriate variables from the above list)
mission sites visited by first time visitors
by _____
by _____

Three-way comparisons (write in the appropriate variables from the above list)
age by shop at bookstore bookstore quality
by _____ by _____
by _____ by _____

Special instructions Tell us the reason 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

Visitor Services Project Analysis Order Form
San Antonio Missions National Historical Park
Report 65

Date of request: _____ / _____ / _____

Person requesting analysis/Title: _____

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.

- Aware of NPS status
- Source of information
- Length of visit
- Activities
- Forms of transportation
- Reason for visit
- Languages spoken
- Plan to visit all four missions
- Visit all four missions
- Sites visited
- Group size
- Group type
- Guided tour group
- Educational group
- Age
- State/country of residence
- Service used
- Importance of service
- Quality of service
- Difficulty locating park
- San Antonio resident
- Lodging expenditures
- Travel expenditures
- Food expenditures
- Other expenditures
- Los Compadres member

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

QUESTIONNAIRES

NPS D-28

December 1994



Printed on recycled paper

Visitor Services Project
San Antonio Missions National
Historical Park

Appendix

Visitor Services Project Report 65
Cooperative Park Studies Unit



Visitor Services Project

San Antonio Missions National Historical Park

Appendix

Margaret Littlejohn

Report 65

December 1994

This volume contains a summary of visitors' comments for Questions 15, 18 and 19. The summary is followed by their unedited comments.

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff and volunteers at San Antonio Missions 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.

Most useful types of future educational programs

N=235 programs

<u>Educational program</u>	<u># of respondents</u>
History	50
Architecture	31
Archeology	25
Anthropology	19
Keep current programs	19
Indian history	11
Guided tours	11
Movies/slides	11
Ranger talks	9
Life at the missions	5
Craft demonstrations	5
More information about Hispanics	4
Re-enactment's of the past	4
More information about what parts of buildings are original	4
Offer program at local schools	4
Offer more exhibits	4
Provide brochures at each mission	3
Provide a model of each mission at each site	3
Slide program at each mission	2
Information on flora/fauna	2
Offer more information in Spanish	2
Provide more maps	2
Other comments	5

Visitor Comment Summary

N=440 comments; many visitors made more than one comment.

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

PERSONNEL

Staff/rangers helpful, friendly	49
Employees unknowledgeable/rude	5
Rangers at Concepción excellent	2

INTERPRETIVE SERVICES

Need better informational signs	7
Enjoyed exhibits	6
Need more educational programs	5
Offer tours	4
Provide Hispanic history	4
Provide more maps/brochures	4
Enjoyed ranger-led tour	3
Do more publicity	3
Provide bus tours	3
Provide more advertising in motels/hotels	2
Enjoyed improvements at Concepción	2
Need more exhibits	2
Other comments	7

FACILITIES AND MAINTENANCE

General	
Well maintained	24
Restorations well done	7
Improve facilities/grounds	6
Facilities have improved	3
Plant more trees/flowers	3
Good directional signs	3
Clean up litter along river	3
Clean up litter along trails	2
Nice restrooms	2
Improve aqueduct hiking trail	2
Restore more of sites	2
Other comments	14

CONCESSION

Gift shop comments	3
--------------------	---

POLICIES

Charge admission fee	2
----------------------	---

RESOURCE MANAGEMENT

Preserve park	7
Don't change it	2

GENERAL IMPRESSIONS

Interesting, enjoyed visit	85
Thank you	25
Enjoyed history	19
Will return	17
Beautiful	15
Educational	14
Enjoyed religious aspects	13
Keep up the good work	11
Have visited many times	8
Surprised mass still held in missions	6
Not enough time	5
Enjoyed tranquillity	5
Enjoyed San Jose Mission the most	5
Enjoy bringing visitors/friends	4
Nice place for families	3
Not impressed with the Alamo	3
Need improvements at the Alamo	2
Other comments	7
