

Summary

- The report describes a 1983 survey of NPS interpretive managers and planners. The purpose of this survey was to identify potential barriers to the adoption of the interpretive services mapping technique. The technique was developed as part of an ongoing visitor services project at the CPSU.

- There is considerable literature on the adoption and diffusion of innovations. Several factors influence the diffusion of innovations, including the relative advantage, compatibility, complexity and trialability of an innovation.

- A report describing the mapping and the results for Grand Teton National Park was mailed, along with a short questionnaire, to a selected sample of 38 NPS employees involved in the planning and management of interpretive services. Response rate was 79 percent.

- Results indicate that all four attributes (relative advantage, complexity, compatibility and trialability) of the method are likely to contribute to its adoption.

- Specific suggestions for improvement and for problems anticipated in implementation of the mapping method are described.

- Recommendations are made for improving the mapping method and for increasing the likelihood of its adoption.