

Project Summary

Rocky Mountains Cooperative Ecosystem Studies Unit

Project Title: National Park Service, Visitor Services Project

Discipline: Social Science

Type of Project: Technical Assistance

Funding Agency: National Park Service

Other Partners/Cooperators: University of Idaho

Effective Dates: 6/27/2008 - 9/30/2010

Funding Amount: \$745,930

Investigators and Agency Representative:

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Project Abstract: The Visitor Services Project (VSP) and the Visitor Survey Card (VSC) are social science programs of the National Park Service that have been housed at the University of Idaho for more than a decade. The VSP/VSC serves parks nationally who wish to have the University of Idaho conduct surveys of visitor use of the parks. Depending on continued NPS funding, the UI will conduct at least 15 VSP in-depth visitor studies each year. Parks included for 2008-2009 include: Blue Ridge Parkway, Yosemite, Everglades, Horseshoe Bend, Carl Sandburg Home, Fire Island, Capitol Reef, Frederick Douglass Home, Great Smoky Mountains, Grand Teton, Sleeping Bear Dunes, Herbert Hoover, Bryce Canyon, and City of Rocks. The research associates at UI will also prepare the "Serving the Visitor 2007" report by 9/30/2008.

Outcomes with Completion Dates: The products for each Visitor Services Project (VSP) park are a final report and a DVD with all of the data and files related to the project. The Visitor Survey Card (VSC) products are a report for each park and a Servicewide report. All FY08 final reports for both projects will be complete by September 30, 2009. Planning for FY09 parks will be underway by September 30, 2008. The VSP staff will hold some "closeout" workshops in the subject parks.

Keywords: NPS-Visitor Services Program, Visitor Survey Card, visitor surveys, University of Idaho