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: 2/1/2009 – 9/30/2014
Funding Amount: $4,087,087(FY13: $694,504; FY12: $ 958,847; FY11: $925,264; FY10: 905,422; FY09: $603,050)

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.

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 Service-wide report. All FY09 final reports for both projects will be complete by September 30, 2010. All FY10 final reports for both projects will be complete by September 30, 2011. The VSP staff will hold some "closeout" workshops in the subject parks. All FY11 final reports for both projects will be complete by December 31, 2013. All FY12 final reports for the Visitor Services Project will be complete by September 30, 2014. All FY13 final reports will be complete by May 30, 2014.

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