

WASHITA BATTLEFIELD NATIONAL
HISTORIC SITE: A STUDY OF
VISITOR EXPECTATIONS
AND EXPERIENCES

By

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Bachelor of Liberal Studies

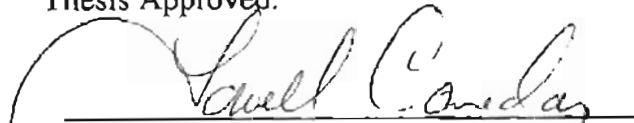
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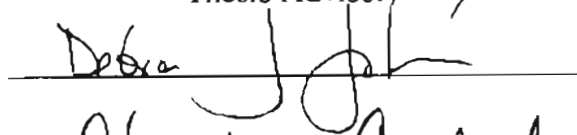
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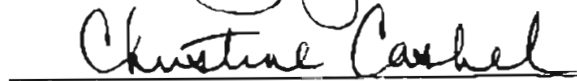
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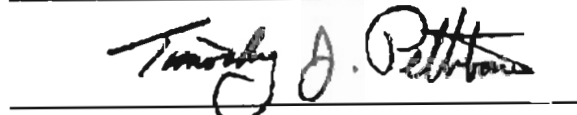
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CHAPTER I

INTRODUCTION

Background

Created on November 12, 1996, the Washita Battlefield National Historic Site recognized the importance of the Battle of Washita as a nationally significant element of frontier military history. It also symbolized the struggles of the Southern Great Plains tribes to maintain control of their traditional areas. Additionally, in establishing this national historic site, Congress created a partnership among the National Park Service, the State of Oklahoma, private landowners, and the Cheyenne and Arapaho tribes (Washita Battlefield National Historic Site Act, 1996).

Through establishment of the Washita Battlefield National Historic Site (WBNHS), the NPS has been charged to preserve the site of one of the largest engagements between the United States military and Native American tribes on the southern plains. At this site the attack of Lt. Colonel George Armstrong Custer took place on the sleeping village of Peace Chief Black Kettle in 1868. The creation of this small park in western Oklahoma has memorialized this site of war, the beginning of the end of the Plains Indians roaming freely, and the death of a great Indian leader (NPS WBNHS Final General Management Plan, 2001).

In 1998, the National Park Service began development of the Washita Battlefield National Historic Site. Funding from the United States Department of Interior to build a visitor center was anticipated in 2002. Visitation had been increasing slightly since the park was established in 1996, with approximately 10,000 visits in 1999 and over 11,500 visitors in FY2001 (NPS, 2001). Of those visiting, over 2,100 attended more than 300 ranger-led programs. Many visitors used the self-guided trails at the park; others came to look at the site from the park overlook (S. Craighead, personal communication, November 28, 2001).

There had been no formal study of visitation to Washita since its establishment; all information about park visitors had been based on staff observation only (NPS, 2001). While the National Park Service was aware of approximately how many people were visiting the park, they had little other information about these visitors. The NPS desired to understand what visitors to the Washita Battlefield National Historic Site expected when they visited the battlefield and what they desired to leave with as an experience.

This study was designed to investigate the expectations and experiences of visitors to the Washita Battlefield National Historic Site and the potential to meet their needs through provisions of the National Park Service. In addition, the study examined the history of the National Park Service and its emphasis on conservation and preservation. A brief history of the Washita Battlefield National Historic Site was also included. An additional focus of the study was recreation associated with historical sites, with special emphasis on interpretation and natural resources. Finally, demographics and outdoor recreation and visitor motivation were examined, along with a review of visitor assessments and surveys.

This chapter outlined the problem and purpose of the study. The significance of the study was also discussed. Finally, assumptions, delimitations and limitations of the study were presented, along with definitions of unique or ambiguous terms.

Statement of the Problem

The problem addressed in this study was one of understanding visitor expectations and desires in terms of their experience of the Washita Battlefield National Historic Site. Visitor expectations and experiences may be affected by population characteristics, including but not limited to: social, economic, educational, and ethnic factors (Kelly & Freysinger, 2000). As of 2002, little was known about the Washita Battlefield visitor other than their approximate number of total visits to the park. What little was understood had come from staff observation. There had been no formal study of visitation nor had a visitor assessment been conducted. As a result, this study focused on such factors as the demographics of visitors and the types of services in which visitors were interested. Specific study questions were identified as follows:

1. Washita Battlefield National Historic Site had not conducted a visitor assessment since its establishment in 1996; thus the National Park Service needed general information about visitor demographics; what were the demographic characteristics of visitors at this site?
2. Future development of the park included building a visitor center. It was important to the NPS to learn about the types of visitor services in which people were interested, particularly as they pertained to a visitor center; what services would interest visitors at this site?

3. The NPS desired to know about the economic impact of visitation to the local community. What was the impact to the regional economies of Cheyenne and other nearby communities?
4. The National Park Service desired to understand how the Washita Battlefield National Historic Site could best be situated into a broader historical context, which included other western Oklahoma sites and other National Park Service units. How could this historic site be linked to others similar to it?

Purpose of the Study

The goal of this study was to understand what visitors to the Washita Battlefield National Historic Site expected and what they left with in terms of an experience. Visitor demographics were evaluated and an assessment of desired visitor center services was conducted. This study also investigated the economic impact of visitation to the Washita Battlefield NHS on the local community. An assessment of the Washita's historical inclusion with other western Oklahoma and National Park Service unit sites was also provided. The following objectives were identified for this study:

1. Identify visitor preferences regarding services and programs desired from a visitor center;
2. Evaluate visitor satisfaction with the recreation experience offered at Washita;
3. Assess visitor spending within 30 miles of Washita and beyond that 30-mile radius as generated by recreation visitation and in compliance with the IMPLAN model;

4. Provide a historical context within which the Washita Battlefield NHS is included with other western Oklahoma sites and National Park Service units, and;
5. Present a preferred future for development of the Washita BNHS based upon the attitudes and opinions expressed by the visitors.

Significance of the Study

The assessment of visitor needs and opportunities at the Washita Battlefield National Historic Site initiated a process that had great value to the National Park Service, linking it with other National Park visitor studies that have been conducted throughout the nation. The process also served to link the Washita Battlefield in a broader historical context as it pertained to other western Oklahoma sites and other National Park historical sites. This assessment provided an opportunity for the NPS leadership to base decisions for development on accurate information from the primary users of the Washita site. Further, this project presented the opportunity for the public to have a voice in planning for the public recreation estate, as provided through the National Park Service.

This study recognized that the visitor amenities and programs at Washita Battlefield National Historic Site were currently under development. It anticipated that the Site would soon receive funding to build a visitor center. As a result of these expected developments, it was of great value to the NPS to understand who the visitors were, what their expectations were and what they preferred to leave with as an experience. This research provided a mechanism for documenting these expectations and planning for a preferred future.

In addition, this investigation resulted in a written and electronic report that was delivered to the National Park Service, and culminated in a thesis submitted to Oklahoma State University. This project was funded by the National Park Service Visitor Services Project. The VSP was an ongoing research project of the National Park Service designed to provide superintendents with usable knowledge about visitors.

Research Design

This research utilized a modified Dillman Total Design Method (TDM) and was a descriptive study based on survey research. A visitor survey instrument was designed to assess demographics, preferences, facility utilization, recreational spending and the situating of Washita into a broader context with other western Oklahoma sites and other units of the National Park Service. This survey closely matched those used by Gary Machlis, Ph.D., in a nationwide National Park Service visitor services study that began in 1982.

The research design included random selection of dates for visitor contact at the Washita site. The sampling design for contact with visitors included face-to-face interviews and pencil and paper surveys conducted on weekdays and weekends, randomly selected to permit a statistically valid sample of days and dates. The visitor questionnaire was conducted over a period of five months, beginning in July 2002 and continuing through November 2002. The researcher conducted a random selection of one, two, three, four and five day intervals for surveying dates.

Results from this research design included both quantitative and qualitative components. The quantitative results were entered manually into the Statistical Package

for the Social Sciences (SPSS) which permitted chi-square statistical analysis. The qualitative results were individually evaluated in context and content, with the results summarized. Both types of data were analyzed and reported as descriptive statistics. Inferential applications were used on those appropriate components in the survey.

Research Questions

In developing this study, the researcher identified various questions that she and the National Park Service wished to have answered. These questions were identified as:

1. What were the expectations of visitors coming to the Washita Battlefield National Historic Site?
2. What experiences did these visitors desire to take away with them?
3. What were the demographic characteristics of Washita Battlefield NHS visitors?
4. What preferences did visitors have for services provided by a NPS visitor center?
5. What preferences did visitors indicate regarding recreation at the Washita Battlefield National Historic Site?
6. What were the recreational spending habits of Washita visitors and the economic impact to the local community?
7. What other western Oklahoma sites and other National Park Service units did visitors attend and why did they attend them?
8. What attitudes and opinions that related to Washita Battlefield NHS recreation opportunities did visitors indicate?
9. How did the attitudes and opinions regarding recreation opportunities reflect the demographic patterns of visitors to Washita Battlefield National Historic Site?

Research Hypotheses

Some of these research questions were answered using qualitative information gained from library research, archival data or survey response. Other research questions were addressed as research hypotheses. The following hypotheses were tested as a part of this project. All hypotheses were tested at the .05 significance level.

H₀₁: There is no difference in the expectations of visitors to the Washita Battlefield National Historic Site prior to their visits based upon their demographic characteristics.

H₀₂: There is no difference in the experience of visitors to the Washita Battlefield National Historic Site during their visits based upon their demographic characteristics.

H₀₃: There is no difference in preferences of visitors to the Washita Battlefield National Historic Site for services or facilities based upon their demographic characteristics.

Assumptions

There were three major assumptions in this research. These assumptions were identified as follows:

1. The subjects chosen in the sample were assumed to be representative of all visitors to the Washita Battlefield National Historic Site.
2. The subjects responded honestly and reflected the intentions, motives and behavior of the visitors to Washita.
3. The date selection protocol used in this study was appropriate for the study.

Delimitations

This was a descriptive study based on survey research. The unit of analysis that was used for this study was individuals, more specifically visitors to the historic site who were 18 years or older. This study was delimited to a sample of those visitors who visited the site on the random dates selected for interviewing, between the months of July and November 2002. Furthermore, the sample size was contingent upon such things as the number of visitors attending the site, weather conditions and the time of day the interviews were conducted.

Limitations

Because of the nature of this study, certain limitations were recognized and considered. They were as follows:

1. Non-response bias may have resulted from individuals who did not respond to the survey.
2. Social desirability bias may have resulted from the presence of an interviewer.

Definition of Terms

Some terms mean different things to different individuals. For this reason and to avoid confusion, the following terms were defined for use in this study:

1. Dillman's Total Design Method (TDM): A detailed method of conducting mail and telephone surveys, which identified each aspect of the survey process. "The

total design method was built on both a theory of response behavior and an administrative plan to direct its implementation” (Dillman, 1978, p. 2).

2. Gender: the behavioral, cultural, or psychological traits typically associated with one sex (<http://www.m-w.com/cgi-bin/dictionary>). In this study the term gender was used interchangeably with the term sex, since the National Park Service used gender in that manner; sex was defined as either of the two major forms of individuals that occur in many species and that are distinguished respectively as female or male (<http://www.m-w.com/cgi-bin/dictionary>).
3. Historic Site: A place commemorating an event, building, object or property of national significance (National Historic Act of 1935).
4. IMPLAN: An acronym for Impact Analysis for Planning. It is an input-output, non-survey based model developed by the USDA Forest Service for the purpose of examining regional economic impacts linked to any proposed policy change.
5. Office of Management and Budget (OMB): Federal management office that reviews and authorizes all questionnaires used in any federally funded survey.
6. Recreation: An activity that is engaged in during one’s free time, is pleasurable, and has socially redeeming qualities. (Kraus, Richard, 1990).
7. Visitors: Individuals who physically visit the Washita Battlefield National Historic site.
8. Visitor Demographics: Characteristics or attributes of visitors such as age, marital status, family size, socioeconomic status, etc.

9. Visitor Questionnaire/Assessment: “A systematic inquiry about needs, attitudes, behaviors and patterns of both participants and nonparticipants” (DeGraaf, Jordan, & DeGraaf, 1999, p.75).
10. Survey: A visitor questionnaire or assessment.
11. Washita Battlefield National Historic Site: The historic battlefield site of Peace Chief Black Kettle and Lt. Colonel George Armstrong Custer, located near the western Oklahoma town of Cheyenne.

Organization of the Study

The following chapters discussed the history of the National Park Service and the Washita Battlefield National Historic Site and the literature related to these areas. Discussion also included a review of recreation and historic sites with emphasis on interpretation of natural resources, and the demographics of outdoor recreation in the United States. Visitor motivation was also examined. The development of the visitor survey was investigated and methodology for the selection of the subjects was discussed. Finally, an analysis of the data resulting from the survey was performed and conclusions and recommendations were offered.

CHAPTER II

REVIEW OF LITERATURE

Introduction

The purpose of the literature review was to provide a theoretical framework and point of reference for the study. The review began with a discussion of the history of the National Park Service with its emphasis on conservation and historic preservation. The history and purpose of the establishment of the Washita Battlefield National Historic Site was then presented. Recreation at national historic sites was also examined, with special emphasis given to how interpretation provided meaningful recreation for historic sites. Additionally, the demographics of outdoor recreation and visitor motivation were discussed. Finally, this review concluded with an evaluation of the methods of visitor assessments and survey development, as related to parks and recreation.

Brief History of the National Park Service

On August 25, 1916, President Woodrow Wilson approved legislation creating the National Park Service within the Department of Interior. The Act made the bureau responsible for the Interior's national parks and monuments, including those sites that had been created by Congress, as well as others established by presidential order, as authorized by the Antiquities Act of 1906.

President Theodore Roosevelt was credited as being the first United States president with a strong interest in land conservation. His trips to the American West in the late 1800s as a hunter and cattle rancher alerted him to the damage that was being done to the land and its wildlife by big game hunting and overgrazing. Conservation increasingly became one of Roosevelt's major concerns. During his presidency, Roosevelt established the US Forest Service and signed the 1906 Antiquities Act. Under this act he proclaimed 18 national monuments, five national parks, 51 wildlife refuges and 150 national forests (<http://www.nps.gov/thro/index.htm>).

Fredrick Law Olmstead, recognized as the founder of American landscape architecture and the nation's foremost parkmaker also played an influential role in the creation of the National Park Service. Olmstead crafted evocative words that served as the foundation for legislation establishing the Park Service in 1916:

... to conserve the scenery and the natural and historic objects and the wildlife therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations (Organic Act of 1916).

The national park concept was generally credited to the artist George Catlin (Ibrahim & Cordes, 1993; Macintosh, 1991). In 1832, after traveling through Sioux Indian lands, Catlin worried about the impact of America's westward expansion on Indian civilization, wildlife, and the wilderness; he foresaw their eventual destruction. They might be preserved, he wrote, "by some great protecting policy of government... in a magnificent park... a nation's park, containing man and beast, in all the wild and freshness of their nature's beauty!" (Albright, 1985).

Catlin's vision was partly realized in 1864, when Congress donated Yosemite Valley to California for preservation as a state park. In 1872, only eight years later, Congress reserved the spectacular Yellowstone country in the Wyoming and Montana territories. This was the first time the term *national park* appeared, although the earlier Yosemite protection had embodied the concept (Ibrahim & Cordes, 1993).

Congress followed the Yellowstone precedent with other national parks in the 1890s and early 1900s, including Sequoia, Yosemite, Mount Ranier, Crater Lake and Glacier. The idealistic impulses to preserve nature were often joined by the pragmatic desire to promote tourism. Western railroads lobbied for many of the early parks and built grand rustic hotels in them to boost their passenger business (Mackintosh, 1999).

The late nineteenth century also saw growing interest in preserving prehistoric Indian ruins and artifacts on public lands. Congress first moved to protect Arizona's Casa Grande Ruin, in 1889. In 1906 Congress created Mesa Verde National Park, which contained dramatic cliff dwellings in southwestern Colorado. Congress then passed the Antiquities Act authorizing presidents to set aside "historic and prehistoric structures and other objects of historic and scientific interest" in federal custody as national monuments (Everhart, 1972).

Stephen Mather, a wealthy Chicago businessman was born and educated in California and considered a strong advocate for conservation. He was one of the first citizens to urge legislation which would set aside areas of the United States that were of "scenic, historic, and scientific significance" (Ibrahim & Cordes, 1993, p. 45). His concern regarding the management and deteriorating condition of the national parks while under the leadership of the Department of War, earned him the position of first

director of the National Park Service. Mather now considered to be the father of the National Park Service, served as its director for 15 years and was instrumental in aggressively developing the Park Service's funding, organization and tourism appeal (Macintosh, 1991).

Through the 1920s the national park system was essentially a western park system. The West was home to America's most spectacular natural scenery, and most land there was federally owned and thus subject to park or monument reservation without purchase. If the system were to benefit more people and maximize its support in Congress, it would have to expand eastward (Albright, 1985). In 1926 Congress authorized Shenandoah, Great Smoky Mountains, and Mammoth Cave national parks in the Appalachian region but required that their lands be donated from the private sector. No federal appropriations would be made to acquire land for these parks. With the aid of John D. Rockefeller, Jr., and other philanthropists, the states involved gradually acquired and turned over most of the land needed for these parks in the next decade (Ibrahim & Cordes, 1993).

The National Park Service's greatest opportunity in the eastern United States was in the realm of history and historic sites. At Congress' direction, the War Department began to preserve a number of historic battlefields, forts and memorials as national military parks and monuments. Then, in 1933 the Park Service was charged with managing not only the War Department's parks and monuments but also the national monuments held by the Forest Service and the national capital parks, including the White House. In 1935 a major piece of legislation was passed which detailed government policy of historic areas. This legislation is commonly referred to as the Historic Sites Act of

1935. Since the enactment of this legislation, the role of the National Park Service in historical preservation has increased greatly, and the service has become the guiding force in the organization of preserving our nation's historic sites, buildings, objects, and antiquities. Soon after enactment, the addition of nearly 50 historical areas in the East made the park system and the Park Service truly national, and deeply involved with historic as well as natural preservation (Macintosh, 1991).

The 1950s brought on a postwar travel boom and the National Park Service responded with Mission 66, a ten-year, billion-dollar program to upgrade facilities, staffing, and resource management (Runte, 1997). A hallmark of Mission 66 was the park visitor center, a multiple-use facility with interpretive exhibits, audiovisual programs, and other public services (Albright, 1999).

The Park Service system branched out in several new directions during the 1960s and 1970s. Natural resource management was restructured along ecological lines following a 1963 report of scientists chaired by Aldo Leopold. The Leopold report recommended that a primary goal of the park system should be:

...the biotic associations within each park be maintained or where necessary recreated as nearly as possible in the condition that prevailed when the area was first visited by the white man...the national park should represent a vignette of primitive America. (Foresta, 1985).

Environmental interpretation, emphasizing ecological relationships and environmental education reflected America's growing environmental awareness.

Living history programs became popular attractions at many historical parks, ranging from frontier military demonstrations to period farming. The Park Service's

historical activities expanded beyond the parks, as well. The National Historic Preservation Act of 1966 authorized the bureau to maintain a comprehensive National Register of Historic Places. Special consideration in federal project planning, federal grants and technical assistance was given to encourage preservation of public and private owned properties, as well as local and nationally significant sites (Mackintosh, 1999).

During the bicentennial of the American Revolution in the mid 1970s, the two-dozen historical parks commemorating the Revolution benefited from significant development funding. In 1980, the national park system more than doubled with the addition of 47 million acres of wilderness in Alaska. Because the Park Service's funding had not kept pace with its growing responsibilities, management sought to slow the system's expansion, yet the mid-1980s brought a renewed direction for the Service. With a change in leadership, the National Park Service moved toward a deeper interest in interpretation. NPS now sought a greater role in educating the public about American history and environmental values (Rettie, 1995). As of 2002, the national park system was comprised of 384 areas in nearly every state and U.S. possession, including the Washita Battlefield National Historic Site in Cheyenne, Oklahoma (National Park Service Website, 2002).

History and Establishment of the Washita Battlefield National Historic Site

Lieutenant Colonel George Armstrong Custer was victorious in only one engagement against the American Indians—the Battle of the Washita. Eight years before the Little Bighorn, Custer marched his men through heavy snows to attack a village of Cheyenne Indians under Peace Chief Black Kettle, the most peaceful of the Cheyenne

leaders. The Indians did not consider themselves to be at war and were taken by surprise by the dawn attack. Over 100 Cheyenne men, women and children were killed and 800 of their horses and mules shot (Hoig, 1976).

In 1996 Congress recognized the importance of the Battle of Washita as a nationally significant element of frontier military history, and as a symbol of the struggles of the Southern Great Plains tribes to maintain control of their traditional areas. It established a partnership among the National Park Service, the State of Oklahoma, private landowners, and the Cheyenne and Arapaho tribes. Congress could do so because a number of important legislative acts had been previously established to provide for the preservation of historic events and places such as the Battle of Washita.

With the major goal of the U.S. National Park Service to conserve natural areas and their wildlife, archeological sites and historical properties, the Service had received much of the responsibility for preserving the nation's historic past. Over time, the park service was given jurisdiction over national cemeteries and national battlefields. But it was with the enactment of the Historic Sites Act of 1935, that the Park Service had become the guiding force in the organization of preserving our nation's historic sites, buildings, objects, and antiquities (Yates, 1980).

The Historic Sites Act of 1935 directed the Secretary of the Interior to collect data of historic and archeological sites, buildings, and objects; to establish a National Register of Historic Places; and to conduct research as to the historical and archeological background of particular sites, buildings, or objects of significance. The Secretary was also mandated to acquire historic properties by gift, purchase, or otherwise and to coordinate preservation activities of the federal government with all other organizations

and individuals. The legislation charged the Secretary of the Interior to restore, reconstruct, rehabilitate, preserve, and maintain historic or prehistoric sites, buildings, or objects; to establish museums when deemed desirable; to erect and maintain markers to commemorate historic and prehistoric places and events of national significance; to operate and manage historic properties; and to organize an extensive educational program. Especially significant was the National Park Service's designation as the sole government agency with jurisdiction over historic properties and the preservation program (Ise, 1961).

Congress had passed historic preservation legislation since the Historic Sites Act of 1935. Instead of creating new policies and programs, however, the new laws merely expanded the Act. Of these, the National Historic Preservation Act of 1966 was a key element in the present framework for historic preservation in this country, expanding the definition of what constituted a historic place still further, while reaffirming the importance of education. It assigned responsibility for protecting the nation's heritage to a new partnership, which included all levels of government and the private sector, with the National Park Service retaining its central role in the partnership.

The National Register of Historic Places established by the 1966 Act and administered by the NPS, extended federal recognition beyond nationally significant properties to those that were important to states or communities. This broadened scope encouraged the research in state and local history that was necessary to identify and evaluate properties significant in community history (Thomson & Harper, 2000). The Act provided funding for statewide historic surveys. It also provided for a program of

matching grants to the states for the preservation, acquisition, and development of National Register properties (Department of Interior, 1977).

In 1966, approximately 300 acres near Cheyenne, Oklahoma were surveyed and acquired through funding from the National Historic Preservation Act, for the establishment of the Washita Battlefield National Historic Landmark. The site included the attack site, uplands, and riparian area of the Washita River valley. Thirty years later on November 12, 1996, Public Law 104-333 created the Washita Battlefield National Historic Site in the State of Oklahoma “in order to provide for the preservation and interpretation of the Battle of the Washita”. The Act found and provided that:

- a) The Battle of Washita, November 27, 1868, was one of the largest engagements between Plains tribes and the United States Army on the Southern Great Plains;
- b) Lt. Colonel George A. Custer, leading the 7th United States Cavalry, attacked the sleeping Cheyenne village of Peace Chief Black Kettle. Custer's attack resulted in more than 150 Indian casualties, many of them women and children;
- c) The Battle of the Washita symbolized the struggle of the Southern Great Plains tribes to maintain their traditional lifeways and not to submit to reservation confinement;
- d) The Washita battle site possessed a high degree of integrity and the cultural landscape was essentially intact. The Cheyenne village site had not been altered substantially except by periodic flooding of the Washita River;

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- e) The Act recognized the importance of the Battle of the Washita as a nationally significant element of frontier military history and as a symbol of the struggles of the Southern Great Plains tribes to maintain control of their traditional use areas; and
- f) The Act established the site of the Battle of the Washita and provided opportunities for American Indian groups including the Cheyenne-Arapaho Tribe to be involved in the formulation of plans and educational programs for the national historic site.

The Act directed the Secretary of the Interior, through the Director of the National Park Service, to manage the national historic site for the following purposes:

- a) To protect and preserve the national historic site, including the topographic features important to the battle site, artifacts and other physical remains of the battle, and the visual scene as closely as possible as it was at the time of the battle; and
- b) To interpret the cultural and natural resources of the historic site, providing for public understanding and appreciation of the area in such manner as to perpetuate these qualities and values for future generations.

The park had been operating under an interim operation plan since 1996 and a strategic plan since 1998 (NPS, 2001). With the completion of the final general management plan and environmental impact statement in 2001, the Washita Battlefield National Historic Site was prepared to move forward to implement the management plan that would guide the park over the next 15-20 years, and include the construction of a four million dollar visitor center. Before the Park Service did so it desired to understand

the interest, expectations and experiences of those who visited this historic battlefield on the western great plains of Oklahoma. A review of recreation associated with historical sites in American was helpful in understanding visitor expectations and experiences.

Recreation and National Historic Sites

Much had been written regarding recreation and parks and more specifically, recreation in the National Parks. An area of particular interest related to this study was recreation associated with historic sites in America. Generally, cultural and historic sites were established for their intrinsic values, and not necessarily for their traditional outdoor recreational values. Yet recent market research indicated that visiting cultural and historic sites was one of the main reasons people travel and this reason was increasing in importance (Belland & Boss, 2001). In 2001, the National Park Service Visitation Report registered over 424 million visitors to the park system. Of those, over 61 million visits were to national historic sites, national battlefields or national military parks (NPS Public Use Website, 2002).

In 1959, the Outdoor Recreation Resources Review Commission (ORRRC) commissioned a nationwide survey that asked Americans if they went outdoors for recreation. Ninety percent said yes. One quarter of a century later, nearly the same percentage (89% or 188 million people) said yes, they went outdoors for recreation (PCAO, 1986). In 1985, the President's Commission on Americans Outdoors (PCAO) was charged with reviewing public and private outdoor recreation opportunities, policies and programs, and making recommendations to ensure the future availability of outdoor recreation for the American people. The Commission found five types of motivation

characteristics that drive American adults to participate in outdoor recreation: fitness, social, excitement, experience self and nature, and conformist/space cramped. Two other motivational characteristics were found to combine with several of these five motivators but not specifically with any one of the five. Those characteristics were: for change and to learn (PCAO, 1986). The Commission also noted that a higher proportion of American adults participated in spectator outings than in any specific active sports except swimming and walking. They found that 76% of adults often participated in spectator outings such as sightseeing, walking, and visiting historic sites (PCAO, 1986).

Studies identifying the psychological benefits of recreation often recognized a number of highly valued experiences gained during outdoor recreational activities. Of these, learning, along with recollection and nostalgia and reflection of personal values were noted as valued experiences (Driver, B.L., Brown, P.J., & Peterson, G.L., 1991; Brown, P.J., 1981).

The modern concept of learning as a part of leisure had a history of many decades (Goodale & Godbey, 1988). But it was not until the late 1940s that the importance of learning as leisure received the attention called for by the Bureau of Education. The objective and rationale for learning as a form of leisure was so that every individual could cultivate personal and social interests. Learning, as a type of leisure, could recreate the individual and enlarge and enrich their lives, making them better able to meet their responsibilities (Goodale & Godbey, 1988). Leisure and learning was often seen as a counterweight to the demands of jobs that were not inherently meaningful or satisfying. Charles Brightbill (1966) spoke of learning for leisure in terms of the highest social values, the good of humanity, freedom, dignity, justice, benevolence, and humaneness.

Tourism and recreation have been considered the world's largest industry. In the United States, this field employed the second-largest number of persons, well over five million workers (Kelly & Freysinger, 2000). Researchers (Kelley & Freysinger, 2000) cited many reasons for leisure travel; satisfactions intrinsic to the experience, satisfactions in the companionship of travel; and satisfactions in the destination. Among these, they added educational satisfaction—taking children to the nation's capitol or a historic site, experiencing different cultures, and trips designed for learning.

Recreational travelers were also marked by their variety. In the tourism business, identifying styles of travelers was called "market segmentation". Numerous studies had found that those who travel were not all alike (Kelly & Freysinger, 2000). One national study identified six types of travelers. Of those, the largest percentage, (22%) were labeled "aesthetic appreciation travelers", and defined as well-educated people who sought an educational experience (Burak, 1985). Another study segmented travelers based upon consistencies between what they did on vacations and in the rest of their lives. Again, the largest groups of travelers (28%) were labeled "budget travelers" and were noted for their interest in travel to seek educational experiences (Perrault, Darden, & Darden, 1977).

Dean MacCannell (1976) argued that tourism was a search for the authentic. People really wanted contact with what was real in other cultures and environments. Tourism had become a means by which modern persons attempted to understand their world. National historic sites offered that contact with other cultures and the past. They did so by utilizing interpretation as a tool that brought meaningful recreation through the understanding of the world and how it came to be.

Roughly 58% of the 384 park areas administered by the National Park Service have been set-aside as symbols and evidence of American history and prehistory (NPS History Website, 2001). These places have presented an American history textbook that has educated the populace about the people, events, buildings, objects, landscapes, and artifacts of the American past. "Historic places have the power to imprint upon our minds and our hearts the reality of our past, and the longing to know more" (Boland & Metcalf, 1993, p. 62). Historic sites have allowed individuals to recreate in such a way that emphasized the educational values of places and the importance of the stories that connected these visitors to the site of history. The National Park Service historian Barry Macintosh stated that for most historic sites in the National Park system "recreation has come primarily through the opportunity for the visitor to understand who they are, where they have been, and how they as a part of society might approach the future" (Mackintosh, 1986, p.92). A 1990 NPS study reported "more visitors attended programs at the historical areas than at the natural areas studied" (Littlejohn & Machlis).

Generally speaking, historical parks needed interpretation more than natural and recreational parks did. Natural parks typically encompassed spectacular or outstanding scenic natural features, and could be enjoyed aesthetically by most visitors regardless of whether they understood the geologic or biologic phenomena underlying them. Relatively few visitors to parks established primarily for active recreation were receptive to interpretive programs (Mackintosh, 1986). Although many historical parks had aesthetic appeal and some accommodated active recreation, few could be greatly appreciated without some explanation of who lived or what occurred there. In far greater proportion than at parks established for other purposes, the task at historical areas and the basic

rationale for National Park Service involvement with such areas was interpretation. Interestingly, visitors to national parks rated the quality of interpretive programs and services as good (Littlejohn & Machlis, 1990).

Historic places had powerful stories to tell, but they could not speak for themselves. They did not communicate in a language that most were trained to understand. For visitors to remember the stories of the past they had to be told in ways they understood. This was the goal of all good teaching about history. Because it was like the process of translating from one language to another, telling the story of a place was often called “interpretation”.

Definitions of interpretation generally centered on the concepts of meaning and relationships. Alderson and Low (1976) defined interpretation as the communication of the “essential meaning of the site and of the people and events associated with it” (p.6). Paul Risk of Yale University defined interpretation as “the translation of the technical or unfamiliar language of the environment into lay language, with no loss in accuracy, in order to create and enhance sensitivity, awareness, understanding, and appreciation, and commitment” (p.37). Risk’s goal of interpretation was to change the behavior of others. Freeman Tilden’s (1977) influential study, Interpreting Our Heritage defined interpretation as “an educational activity, which aims to reveal meanings and relationships through the use of original objects, by first-hand experience, and by illustrative media, rather than simply to communicate factual information” (p. 8). Tilden explained that interpretation began with facts and information, but then goes on to explore what those facts meant and how they related to the everyday world. It used spoken, written, and visual language to help the public see more clearly. Interpretation

clarified, explained, and even decoded and deciphered so the observer could begin to understand another time or generation. For Tilden, the goal of interpretation was “provocation”. Good interpretation raised questions and encouraged visitors to seek for themselves the information they needed to understand what they were seeing. He emphasized that understanding led to appreciation, which in turn led to protection.

Interpretation in the National Park Service was based on three tenets, or general principles, that together constitute still another definition:

1. Historic resources possess meanings and have significance;
2. Visitors were seeking something of value for themselves; and
3. Interpretation facilitated a connection between the interests of the visitor and the meaning of the resource (NPS Interpretive Development Website, 2001).

The Washita Battlefield National Historic Act was established with two specific management purposes detailed in the Act. The first purpose was:

To protect and preserve the national historic site, including the topographic features important to the battle site, and other physical remains of the battle and the visual scene as closely as possible as it was at the time of battle.

The second management purpose was “to interpret the cultural and natural resources of the historic site, providing for public understanding and appreciation of the area in such manner as to perpetuate these qualities and values for future generations”.

Native American cultures have become central to the interpretive experience of visitors to many national park units. Since 1996, Washita Battlefield NHS has become one of more than 50 NPS sites that interpret native cultures or their early contact with Europeans (Bowman, 1998). In approximately 30 of those sites, American Indians,

Alaskan Natives, or Native Hawaiians have addressed their own heritage in their homelands that have become national parks (Bowman, 1998). Native American heritage has underlayed the cultural landscape of these 50-plus national park units and has played a crucial role in the visitor experience.

As a side note, prior to Congress establishing the Washita Battlefield, the National Peace Foundation proposed a new classification of historic sites and landmarks to be added to the NPS, called "Monuments to Historic Peacemakers" (Strikland, 1994). The intent of this new category was to honor peacemakers and peacebuilders in our nation's history. Rather than interpreting the Washita site as a battlefield, this foundation sought to interpret the site in a way that would elevate the visibility and value of peacemaking in U.S. history. Military heroes usually had higher profiles than peacemakers. Thus most American school children knew about Lt. Colonel George A. Custer and nothing about Peace Chief Black Kettle who was killed by Custer in 1868. The National Peace Foundation stated that Black Kettle had:

...lost his life because, as Peace Chief of the Southern Cheyenne, he had agreed at the Fort Wise Treaty Council of 1861 not to take up arms against any action, Indian or non-Indian. He had kept his oath of peace for a decade and in doing so, saved thousands of lives. (Strikland, 1994, p. 90).

When Custer and his men attacked and killed him, died a hero's death. The Peace Foundation felt his life should be honored, as should others like Dr. Martin Luther King, and peacemaking should be taught as a part of American history (Strikland, 1994).

Additional understanding of visitors at national historic sites was also obtained by examining outdoor recreation and the characteristics of those who recreated outdoors.

Demographics and Outdoor Recreation

For many people, time is the most valued commodity. “How we spend our free time says something about who we are and what we value” (Wellner, 1997, p. 1). A primary area of interest of this study was the demographics of those who chose to recreate at historic sites in America. As with any study of parks and recreation, knowing who the visitors were, what they did in their free time, and the frequency with which they did it was very important in understanding them and providing them a meaningful recreational experience.

In 1997, Alison Wellner authored Americans at Play: Demographics of Outdoor Recreation & Travel. Much of the data in this work were a compilation of the U.S. Forest Service’s *1994-95 National Survey of Recreation and the Environment*, along with the Bureau of Labor Statistics’ *1995 Consumer Expenditure Survey*. Together, these surveys provided the most comprehensive information about Americans’ participation in approximately 60 of the most-popular outdoor recreational activities (Wellner, 1997).

The *1994-95 National Survey on Recreation and the Environment (NSRE)* was the latest in a series of national surveys that began in 1960 by the Outdoor Recreation Resources Review Commission (ORRRC). Since that time, six additional surveys were conducted in 1965, 1970, 1972, 1977, 1982-83, and 1994-95. This most recent survey was sponsored by a variety of government and private agencies, including the U.S. Department of Interior, Bureau of Land Management, the U.S. Army Corps of Engineers, the U.S. Environmental Protection Agency, the U.S. Department of Agriculture’s Economic Research Service, and the Sporting Goods Manufacturers Association. In addition, assistance and resources were provided by the National Park Service, the

University of Georgia, Indiana University, and Georgia Southern University (USFS, 2002).

Survey researchers interviewed 17,220 Americans aged 16 or older. The large sample size allowed results to be separated by age, sex, household income, ethnicity, and other demographic characteristics (Wellner, 1997). Respondents were asked which outdoor recreational activities they had participated in during the past 12 months. Results showed that 94.5 percent of Americans participated in at least one of the surveyed forms of outdoor recreation in 1994-1995, versus 89% in 1984-1985. That 94.5 percent of Americans translated into 189 million participants nationwide (USFS, 2002).

The top three outdoor recreational activities for the total U.S. population were: walking (66%), sightseeing (56%), and picnicking (49%). Of these, walking had over 133 million participants; sightseeing, 113 million; and picnicking, 94 million. Wildlife viewing (31.2%), bird watching (27%), and hiking (23%) all ranked in the top 20 list of recreational activities for the total population (Wellner, 1997).

Wellner cited age as playing a large role in what recreation activities one participated. Young adults were more likely to take part in more recreational activities than older Americans (Wellner, 1997). In itself this seemed self-evident. Some activities declined more steeply with age than others, particularly those that were physically demanding, such as running. Yet surprisingly, a considerable number of people over 60 were participants in activities that were quite physical. Many of these older people had greater time in which to recreate because they were retired, and interest in maintaining physical fitness was growing for people of all ages (USFS, 2002). Some activities were more popular among older than younger Americans, such as walking and bird watching.

Bird watching increased in popularity from ages 40 to 60+ (Wellner, 1997). Interestingly, survey results showed that while participation in many activities declined with age, many activities appeared among the top ten in all age groups. These included walking, swimming, picnicking, hiking, bicycling, and fishing (Wellner, 1997).

Wellner also compared the demographic profiles of survey participants to each other. In most sports and recreational activities, similar patterns were shown by age. Participation was above average among people under age 50 and below average for those 50 or older. Wellner suggested that this was about to change.

The oldest members of the baby-boom generation, who were noted to be the first to embrace sports and fitness as a lifestyle, were entering their 50s in the mid-1990s. "In the next decade, participation in sports and recreation will surge within the fiftysomething age group as it fills with the boomers. This group will be one of the biggest growth markets for participatory sports" (Wellner, 1997, p.5).

In ranking participation in outdoor recreational activities, survey results revealed households with higher incomes (\$100,000 or more) had higher rates of participation in activities that required expensive equipment or travel when compared to middle income households (\$25,000-\$49,000) (Wellner, 1997). The generalization was that the leisure of the wealthy was distinguished by distance; they went farther to engage in their recreation than individuals of lower and middle-income. (Kelly & Freysinger, 2000). Common sense explained this difference due to higher income households having more expendable income for recreation. Yet Kelly and Freysinger (2000) contended income may be seen as a resource for travel but did not itself define interests and conditions for tourism, including recreation. For most activities, participation was low for people with family

incomes below \$25,000 per year. Participation was highest for people with family incomes between \$25,000 and \$75,000 per year. It appeared that primarily the middle class enjoyed many outdoor recreation activities (USFS, 2002). Interestingly, survey results showed the 10 most-popular outdoor sport and recreational activities among affluent households to be identical to those of middle-income households, with two exceptions, fishing and golf. Among those top 10 were walking, swimming, picnicking, jogging, and hiking (Wellner, 1997).

Wellner argued that “the gender gap is still alive and well in outdoor sports and recreation” (p.25). Wellner’s use of the term gender was biologically based rather than social, meaning differences between men and women. Men participated at higher rates than women in most activities including fishing, golf, basketball, and hunting (Wellner, 1997). Surprisingly, women participated at a higher rate than men in only five activities: ice-skating, horseback riding, walking, picnicking, and bird watching (Wellner, 1997). Overall, both genders most frequently participated in walking, picnicking, and swimming. Wellner predicted women “will constitute a growing share of participants in most sports and recreational activities—thanks to the aging of generations of women who have benefited from Title IX” (p.5). This law required schools receiving federal funding to provide equal athletic opportunities for men and women. “Women’s participation in a variety of sport and recreational activities is rising as younger, more-active generations of women replace less-active older women” (p.25). This, Wellner argued, would reduce the gender gap in the years ahead.

Survey results ranking participation in outdoor recreational activities by race and Hispanic origin showed that whites dominated outdoor sports and recreation. Blacks

participated at a higher rate than whites in only seven activities: volleyball, softball, baseball, team handball, football, running, and basketball. Hispanics and Asians and others such as Pacific Islanders participated more than whites in some activities including kayaking and surfing (Wellner, 1997). Income also reflected differences in types of activity participation among whites and blacks, with higher incomes for whites allowing them to participate more often in activities that required expensive equipment or travel. This same difference accounted for a gap between whites and those who were Asian, Hispanic and others such as Native Americans and Alaskan Natives (Wellner, 1997). Geography also contributed to differences in recreation among whites, Asians, and Hispanics. A large proportion of Asians and Hispanics lived in coastal areas such as Florida, California and Hawaii, and were more likely to take part in activities such as kayaking and surfing (Wellner, 1997). The survey did find all ethnic groups listed walking and picnicking as the top two choices for outdoor recreational activities.

Additionally, Wellner noted that recreational activities could be cyclical in popularity. With the diversification of American society, Wellner felt that recreational choices would reflect differences but that “sports and recreation will adapt and take on a more global feel” (p.8).

Population experts predicted after the 1990 census that the demographic composition of the U.S. population would change significantly over the next 30 years (USDA Forest Service, 1994). One of the most notable changes would be a general aging of the population, as noted earlier by Wellner. The population was also expected to diversify even more with respect to ethnic and racial backgrounds. Projections of demographic trends indicated the populations of racial and ethnic minorities were

growing faster than the U.S. population as a whole. It was anticipated that 80% of the growth of America was expected to come from groups that were currently minority populations (Murdock, Backman, Colberg, Hogue, & Hamm, 1990; USDA Forest Service, 1994). The 2000 census confirmed the growth trend of minorities in the United States, with the Hispanic and Latino population leading the growth among all minority populations (U. S. Census, 2000).

Rapid increases in the diversity of the population in race, culture and other factors would change the demand for outdoor recreation but these increases should not diminish the size of the overall market. Growing population diversity would result in different preferences, expectations and ways of seeking and participating in outdoor recreation (Cordell, et al., 1999). For example, studies have established that African Americans are less likely than European Americans to recreate in dispersed settings or to travel to regional recreation areas. Also, Hispanic visitors tended to be more family and group-oriented when visiting outdoor recreation areas (Dwyer, 1994).

USDA Forest Service scientists Patricia Winter and Deborah Chavez noted culture had a strong link to ethnicity and race, and many differences in outdoor recreation were explained by culture rather than race or ethnicity. Differences in perceptions of place, recreational activities, communication patterns and preferences, development preferences, and spill-over of city-based problems into the recreational setting were all impacted by cultural diversity (Winter and Chavez, 1999). For example, studies found that larger group size was a reflection of cultural differences focusing greater importance on family and extended family (Chavez, 1996; Chavez & Winter, 1994).

Cultural differences also provided insight into variations among recreational patterns and activities. Hispanics who typically recreated in large family groups expressed preferences for recreational sites providing the most site development, approximating the characteristic of a regional park (Chavez & Winter, 1993).

Cassandra Johnson, Social Scientist with the USDA Forest Service studied participation differences in outdoor recreation among cultural groups. In particular, Johnson (1999) researched participation barriers to outdoor recreation and found them to be linked to racial and cultural differences. Insufficient time, lack of money for recreation, inadequate transportation, lack of information, inadequate facilities, poorly maintained areas and crowded activity areas were barriers often cited by minority cultural and racial groups as barriers to their participation in outdoor recreation.

In conclusion, cultural diversity has been found to add complexity to understanding the recreational experience and how best to serve the visitor. It also placed challenges on resource managers to understanding the differences, similarities and interest of the present and future visitor.

Finally, the demographic factor of education was an aspect that impacted individual choice of outdoor recreation. The primary reasons education influenced sport and recreation participation, as stated by Wellner were: 1) income rose with education allowing participation in activities that were more expensive than those chosen by individuals with less income; 2) college exposed individuals to outdoor activities which they might not have otherwise taken part; continuation of those activities could take place throughout their lives; and 3) age; the college educated were generally younger than those with less education. Wellner summarized "...the college educated (i.e., younger

adults) were more likely to take part in a variety of physically demanding sports than those with less education (i.e., older adults)” (p.38). College graduates were likely to take part in walking, hiking, swimming, golf, and picnicking. High school graduates were likely to choose fishing, hunting, baseball and basketball as preferred activities (Wellner, 1997). Worthy of notation was both the college educated and the high school educated listed walking and picnicking as their top two activities.

Wellner’s examination of the demographics of outdoor recreation included further study in some areas worth mentioning for this study. They are outdoor family activities, nature observation, recreational travel, spending on recreational activities while on out-of-town trips, sightseeing, and visiting historic and prehistoric sites. A brief review of these items follows.

Outdoor Family Activities

Of those surveyed who were aged 16 or older, nearly two-thirds gathered with friends and family in the outdoors and away from their home within the past 12 months. A majority of nearly every demographic segment took part in such outdoor gatherings, which included over half of those with household incomes of \$15,000 or more, over 60% of both women and men, and most whites and most blacks (Wellner, 1997). Littlejohn & Machlis (1990) found families were the most common group that visited the parks in a 1990 study done by the NPS Visitor Services Project.

Nature Observation

“Wildlife viewing, observing nature near water, and bird watching are some of the most popular outdoor recreational activities in the United States” (Wellner, 1997, p.143).

Survey results found wildlife viewing ranked just behind swimming in popularity with 31% of Americans participating at least once in a year's time. Nature study (28%) and bird watching (27%) were more popular than running and almost as popular as bicycling (Wellner, 1997).

Recreational Travel

“Millions of Americans travel in pursuit of their sport and recreational interests” (Wellner, 1977, p.209). Travel by Americans increased by an enormous 45 percent between 1985 and 1995, according to the Travel Industry Association of America, based in Washington, D.C. (Wellner, 1997). This study revealed that most pleasure travelers go by car. Eighty percent of all person-trips were taken by automobile in 1995, and 73% of automobile trips were taken for pleasure (Wellner, 1997).

Wellner further contended that travel had been increasing for two reasons—the aging population and the rising educational level of Americans. “Educated people travel more than those with less education” (p.300). As the educational level of the population rises, Wellner stated, “Pleasure travel is becoming a popular hobby” (p. 300). Travel also had different meanings among people. For some people, there was an educational aspect—travel in pursuit of a hobby or visiting another culture. Kelly & Freysinger (2000) argued that those individuals with higher education levels were more likely to travel than less educated persons, to seek learning experiences with new environments and cultures. Wellner contended many families wanted the educational benefit of an authentic cultural experience when they traveled.

Recreational Spending on Out-of-Town Trips

In Americans at Play, Wellner supported the notion that “recreation has always been an important part of travel” (p.326). In 1995, 16 % of travelers visited historic sites or museums and 10 % attended cultural events and festivals (Wellner, 1997). These activities could be quite costly. The biggest spenders on recreational activities while on out-of-town trips were householders ranging in age from 45 to 54. The most-affluent householders spent nearly three times as much as the average household on recreational activities while on trips (Wellner, 1997). A NPS study found that most visitors spent money during park visits but what they spent varied by park (Littlejohn & Machlis, 1990). The average per capita expenditure of visitors to five park areas varied from \$14 per person at Harpers Ferry National Historic Park to \$76 per person at Denali. The study found “visitors contributed substantial, although variable amounts of money to the regional economies around the park” (Littlejohn & Machlis, 1990, p.14).

Sightseeing

Sightseeing was found to be one of America’s most-popular recreational activities, with over half the people aged 16 or older having been sightseeing in the past year (Wellner, 1997). This survey showed that participation in sightseeing rose with income. Whites were somewhat more likely than blacks or others (primarily Asians or Hispanics) to go sightseeing, and people with at least some college experience were more likely to sightsee than those who did not graduate from high school. Also, sightseeing was most popular in households with two adults (Wellner, 1997).

Visiting Historic/Prehistoric Sites

Finally, Wellner cited visitation to historic sites as a popular recreational activity among Americans. "Nearly half (44%) the people aged 16 or older have visited a historic site in the past 12 months" (p.340). Wellner asserted that the popularity of visiting historic sites and prehistoric sites "will depend on how much the public insist on the preservation of these areas" (p. 340). Visiting historic and prehistoric sites was most popular among educated Americans. The survey found that 58% of college graduates visited an historic site in the past year. As the well-educated baby-boom generation entered its 40s and 50s, said Wellner, "the popularity of historic and prehistoric sites could grow. Demands for preservation of historic and prehistoric sites are certain to arise more frequently in communities across the country in the decades ahead" (p. 340).

National Park areas were established primarily to protect natural and cultural resources and to provide for visitors' enjoyment of those resources. To do so the Park Service needed information. To protect park resources they must know about the natural and cultural resources and their diversity. But that was only half the equation. The other half was knowledge of people. To provide for visitors' enjoyment, while protecting resources, NPS must know their visitors, in all their diversity. The National Park Service stated, "Understanding visitors is a key requirement for the wise management of parks" (Littlejohn & Machlis, 1990, p. 24). The National Park Service Visitor Services Project (VSP) provided answers to such questions as "who are the park visitors"? Where are they from? What do they think about the facilities they use and the interpretive programs they attend?

Visitor Services Project

The VSP was an ongoing research project of the National Park Service designed to provide superintendents with usable knowledge about visitors (National Park Service, 2002). It began in 1982 when the NPS recognized the need to learn more about visitors and their opinions, and asked the staff of the University of Idaho Cooperative Park Studies Unit to develop a new approach to visitor studies. They developed a technique that provided an easy-to-understand, consistent, and efficient means of studying visitors.

Since 1988, the VSP has conducted over 105 visitor studies in 91 units of the National Park System. Summaries of VSP reports were available on the website: <http://www.nps.gov/socialscience/waso/products.htm> (NPS, 2002). Each study provided information about visitors including: demographics, such as age, zip code or country of residence, education, length of stay, number of visits to park unit, languages spoken and ethnicity; trip planning; travel expenditures; service and facility use; service and facility importance and quality ratings, preferences for future services and facilities; and, opinions about resource management issues (NPS, 2002). The VSP provided a snapshot of the overall visitor population in the park being studied, over a 7-10 day study period. The study has experienced a high response rate to its surveys, with over a 77% return since 1988 when the VSP studies began (NPS, 2002).

The Visitor Services Project (Littlejohn & Machlis, 1990) summary of visitation of national historic sites, national historic parks, battlefield parks, and memorials provided the following visitor profile:

- The reports described the results of visitor studies at historic sites, historic parks, battlefield parks or memorial parks during a period of approximately one week,

and over the time period of 1991-1999. Response rates to surveys ranged from 61% to 88%. As noted above, since 1988, survey response rates have averaged a 77% rate of return.

- Visitors were most often in family groups. Groups often consisted of two people. The predominant age of visitors ranged from 36 to 50, but a surprising number of visitors (21% to 28%) were aged 15 years or younger. Most people were first time visitors to the parks.
- Visitors from foreign countries comprised 2% to 8% of the visitation to historic sites, with the majority of the international visitors from Germany, Great Britain, and Canada. Americans came from predominantly the states surrounding the park sites visited.
- Most visitors spent one to two hours at historic sites or parks. Very few spent more than four hours at a given site.
- Most visitors cited learning about area history and culture as reasons for visiting national historic sites or battlefields. Visitors also indicated viewing scenery, viewing battlefield sites, interest in history of the West, Native American history and military history as additional reasons for visiting these areas. The subjects visitors would prefer to learn about on a future visit included natural history, Native American history and history of early settlers. Visitors most often preferred learning through guided tours, trailside exhibits and visitor center exhibits at historic sites and parks.

- The most common visitor activity was visiting visitor centers and exhibits, as well as walking or day hiking. Visitors frequently cited taking photos as an activity at historic parks, as well as touring battlefields and park museums.
- The most used visitor services and facilities were visitor centers, trail guides, maps and brochures; restrooms were also frequently used, as were trails, parking and information stations.
- Most visitors found the most important visitor services to be self-guided tours/maps, visitor center exhibits, ranger-guided tours and restrooms. Museum or visitor center exhibits, employee and visitor center personnel assistance and park maps and brochures received the highest quality rating along with ranger assistance. Ratings for overall park quality ranged from above average to good and very good. Visitors noted the most important park qualities to be historic settings, scenery, and clean air.
- Visitors most often relied on trail guides/tour books, friends and relatives, previous visits, and maps as sources of pre-trip information about the park. Most had little or no difficulty in locating the parks.
- Average visitor group expenditure varied widely by park from \$1 to \$50, up to \$581. Of the total expenditures by groups most were for lodging and food. The average per capita expenditure also varied greatly, ranging for \$0 to \$213.
- No educational or income related information was made available in the VPS studies.

Since the establishment of Washita Battlefield National Historic Site in 1996, there had been no assessment to determine the demographics of the visitor. Hence, one of

the purposes of this study was to provide the National Park Service with an accurate representation of those who visited the Washita.

Assessment of Visitors and Visitor Motivation

Who were park visitors? What motivated some people to go to parks in general and specifically historical parks? What did they think about the parks they visited, the facilities they used, and the interpretive programs they attended? An examination of visitor motivation assisted an understanding in these areas and provided insight into assessing the visitor. The visitor questionnaire was designed to answer these questions and to ultimately help the park manager make more informed decisions about park operations and planning.

The visitor comes seeking the authentic story of a place—its past as well as its living traditions...people do not come...to see our airports and stay at our hotels. They come for the particularity and distinctiveness of a place, whose specialness cultural organizations discover, develop, interpret, and celebrate... (American Association of Museums, 2002)

Cultural tourism has long sought to capitalize on the visitors' motivation and their desire to get to know a particular place, its people and their story. Cultural tourism proponents contended that visitors were motivated by both the enjoyment and learning they achieved through authentic encounters with the arts, history, and cultural traditions. Relationships with nature in cultural landscapes were also significant reasons that

individuals traveled to cultural places. (AAM, 2002). Historical sites such as Washita Battlefield might well fit the ideal of recreation for these types of cultural tourists.

Understanding the motivations of visitors to parks might best be understood through examination of research, theories and concepts pertaining to the recreation experience. Marion Clawson (1980) provided a model of outdoor recreation, the Outdoor Recreation Experience Model, in which he suggested there were five stages of the recreation experience. The first stage, anticipation, was characterized by highly emotional and romantic ideas and perceptions of the experience based upon marketing and hearsay. Anticipation usually lasted a relatively long period of time. Travel to the site, the second stage, was often a relatively short timeframe and viewed as a barrier to the experience. The on-site experience was frequently the shortest component of the experience and was the third stage of Clawson's model. Once on-site, an increase of factors occurred that could influence the experience. These included such things as weather, number of visitors, opportunity to view wildlife, insects and other things. This period was marked by intense, physical and social experience. Once the on-site experience was completed, and the fourth stage or travel back home had occurred, the visitor entered the fifth stage, recollection. Clawson suggested that this was usually the longest component of the experience and was the basis for all future decisions related to returning to that type of recreational experience. He suggested that people tended to recall the pleasurable or good parts of their recreation experience, often forgetting those parts that were less than satisfactory. This recollection would be the foundation or motivation for future decisions regarding a similar recreation experience. If the on-site experience was not satisfying to the visitor, recollection would be negative and likewise, similar recreational experiences

would be avoided. The Outdoor Recreation Experience model presented a viable tool with which to understand visitation to the Washita Battlefield, and suggested that a visitor's previous experiences at other national parks and historic sites might well be their motivation for visiting this historic site in rural western Oklahoma.

Other concepts related to outdoor recreation and motivation were provided by Driver and Brown (1978) and Knopf (1991). The Essentials of a Recreation Experience concept described by Driver, Knopf and others, outlined participant decision-making for participation in outdoor recreation, which combined with motivations that initiated a specific activity, and factors that affected that experience, resulting in perceived outcomes. Visitors that came to parks provided a combination of antecedent factors that defined them. Factors included such things as awareness, prior knowledge, education levels, income, personality, range of recreation experiences, and more. These antecedents were the existing conditions within the visitor.

The visitor was then motivated by a combination of desires or expectations to arrive on-site for a recreation experience. Some visitors were pushed by motivations such as learning or nature viewing; others were pulled by marketing, word of mouth or a desire to experience the enjoyment offered by the park environment. Some visitors were both pulled and pushed to make the visit. The visitor then responded to the recreational experience based upon intervening variables. These were the events and conditions experienced on-site such as crowding, weather, visitor attitudes, insects, mistaken expectations, etc., which influenced the outcome of the visitation. The period during or following the on-site experience was one in which the visitor felt satisfaction or dissatisfaction with the experience. Researchers (Driver and Knopf, 1978) argued that

these outcomes were the complex result of antecedents, motivations and intervening variables. The Essentials of a Recreation Experience model suggested that visitors to parks and perhaps historic sites were more likely to have had a previous satisfactory experience, which then motivated them to continue this specific activity.

Similar concepts developed by Roggenbuck, Williams and Schreyer (1978) combined the theories of expectancy, discrepancy, succession and displacement in understanding the recreational experience. Compared to the models presented by Clawson, Driver and Knopf, these concepts had many similarities, yet the details of the outcomes of the recreational experience were better defined. Antecedents and motivations were described as expectations or "expectancy". Expectancy was the belief that a particular outcome would follow a particular expectation. The visitor's expectations were anticipated to be provided through a recreational experience.

Roggenbuck et al. (1978) suggested that if the experience and the perception of that experience paralleled the expectation, satisfaction would be achieved. It was the visitor's satisfactions that led to a desire to return to the site or extend the recreational experience to other sites. Of course, the alternative could occur. If there was no matching of the experience to the visitor's expectation, then dissatisfaction occurred and caused discrepancy, which in turn created displacement. Displacement was considered to be any change in recreation behavior for the purpose of seeking satisfaction. This theory suggested that displacement often motivated the individual to seek a more desirable experience somewhere else or stop seeking a particular recreation experience. With some understanding of the reasons individuals were motivated to visit parks this study turned to

an examination of the visitor assessment process and the design of the visitor questionnaire.

Questionnaires appeared in many different forms and had a wide variety of purposes but they also had certain characteristics in common. Unlike a census, questionnaires gathered information from only a small sample of people, with the types of people dependent upon the purpose of the study (Dillman, 1978). A bonafide survey was one in which the sample was scientifically chosen so that each individual in the population had a known chance of selection (Gay & Airasian, 2000). The sample was not selected haphazardly or only from persons who volunteered to participate. In this way, the results could be reliably projected to the larger public (Gay & Airasian, 2000).

Information was collected by means of standardized questions so that every individual surveyed responded to exactly the same question. The survey's intent was not to describe the particular individuals who by chance were a part of the sample, but to obtain a statistical profile of the population. Individual respondents were never identified and the survey's results were presented in the form of summaries, such as statistical tables and charts (Ferber, Sheatsley, Turner & Waksberg, 1994).

The sample size required for a survey depended on the reliability needed, which in turn, depended on how the results would be used. Consequently, there was no simple rule for sample size that could be used for all surveys (Gay & Airasian, 2000). However, analysts have found that a moderate sample size is sufficient for most needs (Henderson & Bialeschki, 1995; Ferber et al., 1994).

When it was realized that a properly selected sample of moderate size reflected various characteristics of the total population within a very small margin of error, the

value of a questionnaire was then more easily understood. It provided a speedy and economical means of determining people's attitudes, beliefs, expectations, and behavior (Ferber, et al., 1994).

Questionnaires were classified in a number of ways. One way was by size and type of sample. Some studied the total population, while others focused on special populations. Surveys were conducted on a national, state or local basis and sought to obtain data from a few hundred or many thousand people (Gay & Airasian, 2000).

Surveys were also classified by their method of data collection. There were mail surveys, telephone surveys and personal interview surveys. Mail surveys used to collect information from the general public had low response rates but the method was highly effective with members of particular groups (Dillman, 1978). Face-to-face interviews were the most expensive surveys to conduct but the costs of doing them compared favorably with telephone and mail surveys when there was minimal geographical dispersion. (Dillman, 1978). Telephone interviewing was an efficient method of collecting some types of data and was being increasingly used (Ferber et al., 1994). Each method had certain strengths and weaknesses that did not apply equally to every survey situation. Which method was best was determined only after the study topic, survey population and survey objectives were known, and a desirable balance was found among sampling methods, survey costs, and a host of other factors (Dillman, 1978).

The Citizen Survey Process developed by Kelsey and Gray (1986), utilized a process of identifying interests, desires, participation, priorities and awareness factors of randomly selected citizens, and was used specifically for parks and recreation. This

design included all steps involved in the survey process and included sample surveys for use as reference.

In 1978, Don Dillman developed the Total Design Method (TDM) for mail and telephone surveys as an alternative to the face-to-face interview. The TDM was a step-by-step detailed method for conducting surveys using questionnaires of a length and complexity adequate for social science. The “total design method” was a procedure by which the problems of response quantity and quality were partly solved (Dillman, 1978). This procedure identified each aspect of the survey process that affected response quantity or quality and designed them so that good responses would be encouraged. Dillman’s method was guided by a view about why people did and did not respond to interviews and questionnaires, and a concern that the process of surveying was often weakened by the researcher’s inability to create and implement an ordered and timely process to maximize response. “The total design method is built on both a theory of response behavior and an administrative plan to direct its implementation” (Dillman, 1978, p.2).

Dillman’s landmark work created a methodological “recipe” for successful surveys. His process outlined various design layouts and tips to better increase the effectiveness and response of mail and telephone surveys. He identified ways to improve response rates using the principles of social exchange, which asserted that the actions of individuals were motivated by the return those actions were expected to bring and usually did bring from others. Three key ways that maximized survey response rates were: 1) minimize the costs for responding; 2) maximize the rewards for doing so; and 3) establish trust that those rewards would be delivered (Dillman, 1978).

Dillman suggested rewards given to survey participants were mostly intangible and came from things like explaining that the study's success depended upon their response, and that they were a part of a carefully chosen sample. Verbal appreciation also provided rewards to participants. Making the questionnaire appear less formidable reduced the costs incurred by respondents by reducing its physical size. Cost was also lessened by indicating the interview would be brief, and by eliminating complex questions or directions that were difficult to understand. Dillman determined that the researcher, through identifying himself/herself with a known established organization, could establish trust.

If a significant number of survey contacts ended in refusal, Dillman suggested it was important to know whether those who did not respond differed greatly from those who did. Refusals provided the theoretical potential for introducing considerable error into estimates of the sample characteristics (Dillman, 1978). The extent of differences between respondents and non-respondents was seldom determined. However, Dillman suggested when a refusal occurred in a face-to-face interview, the interviewer should make limited judgments about the person's attributes. They could even ask for the specific reason for refusal. "The face-to-face interviewer can make judgments on certain demographic characteristics such as age, marital status, family size, socioeconomic status and so on" (Dillman, 1978, p.53). Dillman suggested that the ability to determine nonrespondent characteristics was good for the face-to-face interview.

Length of a questionnaire was also a matter of consideration. Dillman proposed that survey length had not been viewed as a serious problem in face-to-face interviews. He noted that length capabilities of face-to-face interviews were greater than those of

telephone or mail surveys. He recommended survey lengths of 11 pages or 125 items for face-to face interviews. Longer questionnaires tended to produce reductions in response rates (Dillman, 1978).

There were differences in the types of questions asked based on the interviewing method used. Dillman considered the face-to-face interview method to be the most versatile because researchers could rely on their observation of respondents and provide feedback that kept the interview going smoothly. Avoiding non-response of answers on surveys was more easily controlled by the presence of an interviewer. Their presence made it more difficult for respondents to skip items or inadvertently overlook questions. This gave clear advantage to face-to-face interviews.

Dillman cautioned against social desirability bias and noted it to be a source of inaccuracy, especially when face-to-face surveying took place. This was the tendency of a respondent to offer socially desirable answers or to answer questions in a way that conformed to the dominant belief patterns among groups to which the respondent felt some allegiance (Dillman, 1978). An interpersonal situation was created with face-to-face interviews, which could affect people's images and behaviors. Dillman expected the tendency to omit socially desirable answers was greater in this situation than when an interviewer was not present. "Thus face-to-face interviews have the highest probability for producing socially desirable answers" (Dillman, 1978, p.63).

In terms of understanding the responses to questionnaires, Dillman noted the answers to items on questionnaires sometime represented the views of others more than those of the desired respondent. This was termed contamination and was greater for the mail questionnaire than for either the face-to-face or telephone interview. The presence of

an interviewer tended to lessen the possibility of contamination in face-to-face, however its occurrence was not eliminated (Dillman, 1978).

Dillman noted that the personnel required for face-to-face interviews must be skilled in conducting field interviews and trained to solve most of their own problems. He contended they must understand sampling procedures and how to deal with various situations encountered in the field. He added that by its nature, interviewing was “highly demanding, requiring people who were not afraid to travel...” (Dillman, 1978, p.66). Dillman concluded that a high level of commitment to the researcher and the scientific enterprise was critical for the face-to-face interviewer.

Dillman provided tips for developing survey questions and conveniently divided the questions in three parts: “1) the kind of information sought; 2) the question structure; and 3) the actual choice of words” (Dillman, 1978, p.79). The kinds of information sought by researchers included 1) attitudes: how people felt about something; 2) beliefs: assessments of what people thought were true or false; 3) behavior: what people did or their beliefs about what they did; and 4) attributes: often thought of as personal or demographic characteristics such as age, education race, marital status, etc.

Dillman identified four basic types of question structure. Questions were: 1) open-ended; 2) closed-ended with ordered choices; 3) closed-ended with unordered response choices; and 4) partially closed-ended. He noted that open-ended questions presented little difficulty for face-to-face interviews. He recommended that interviewers could obtain good answers by using probes such as “Is there anything else?” or “Are there any other reasons?” He cautioned that respondents often found it difficult to verbalize answers to open-ended questions and that skillful probing would be necessary. Closed-

ended questions with ordered choices provided answers for respondents and had an implied continuum. Close-ended questions with unordered response choices required the respondents to choose from unordered categories. And finally, partially closed-ended questions provided answer choices and the respondents had the option of creating their own response (Dillman, 1978).

In choosing the wording for questionnaires Dillman recommended the researcher use simple words but not talk down to respondents; keep the questions short; avoid being vague; be specific but not too specific; and avoid bias and objectionable and hypothetical questions. Dillman felt the goal in writing each survey question was to make a question mean the same thing to everyone.

After the survey was developed and approved the implementation process began. Dillman recommended the first step in the implementation process of a mail survey was writing a cover letter. The letter should introduce the survey and motivate the respondent to complete it (Dillman, 1978). Additionally, the cover letter should explain what the study was about and convince the respondent that the study was useful (Dillman, 1978). Dillman emphasized that the cover letter should let the respondent know that he/she was important to the success of the study and that his/her answers would be confidential. The letter was closed with a statement of thanks and the sender's name and sender's title (Dillman, 1978).

A pretest of the questionnaire and field procedures were needed to determine if the process was effective and without misunderstanding or biasing effect. Dillman (1978) suggested this could be a small-scale pilot study to test the feasibility of the survey technique or to perfect the questionnaire concepts and wording.

When the interviews were completed and the questionnaires filled out, the information was then processed in a form so that aggregated totals, averages or other statistics were computed (Dillman, 1978). This involved coding of questionnaire items that were not already precoded. Also, procedures were developed for coding open-ended questions. Coded questionnaires were then entered directly into a computer. Decisions were made on how to treat missing data and "not answered" items (Dillman, 1978). Dillman cautioned that coding and transcription were subject to human error and must be controlled for thorough verification processes, either on a sample basis or 100 percent basis. Once a computer file had been generated, additional editing was then necessary to alter inconsistent or impossible entries. The survey data were now in a form where computation and analysis could take place to help answer the concerns outlined on the questionnaire (Dillman, 1978).

The literature review provided a framework and reference point for the Washita Battlefield visitor study. The review discussed the history of the National Park Service and the history and purpose of the Washita Battlefield National Historic Site. Recreation at national historic sites was also examined, with emphasis on interpretation at historic sites. Additionally, the demographics of outdoor recreation and visitor motivation were reviewed. Finally, the literature review concluded with evaluations of visitor assessments and survey development for parks and recreation.

CHAPTER III

RESEARCH METHODS AND PROCEDURES

Introduction

This study was designed to understand the expectations of visitors coming to the Washita Battlefield National Historic Site and the experiences they desired to take with them upon departure. The National Park Service cited four main objectives of a visitor survey:

1. Assess general demographic information of visitors at Washita Battlefield NHS;
2. Assess visitor interests in preferred services to be offered by the visitor center facility;
3. Assess the economic impact of visitation to the local community;
4. Determine how best to situate the Washita into a historical context that would include other western Oklahoma sites and other National Park Service units.

Furthermore, the researcher wished to learn about the types of recreation in which visitors to the Washita participated, their preferences regarding their recreation, and how satisfied they were with the recreation experience offered at the Battlefield.

Procedures

Visitors were contacted as they completed a recreation visit, emulating an exit survey. The location of the contact was at the park's overlook area and interpretive display near the battlefield site and within the fenced public access area. Adults only were contacted; no one under the age of 18 was interviewed. The process of engagement included the interviewer approaching the visitor upon conclusion of their visit, with a scripted, verbal request asking them for their voluntary participation in a questionnaire concerning visitor services and needs at the Washita Battlefield National Historic Site. Prior to initiating the interview, all subjects were informed verbally (by the interviewer reading a scripted consent form) of their right of refusal to participate, and their right to stop the survey at anytime during the interview. The subjects were then asked for their agreement to take part in the study.

Subjects who agreed to participate were handed a laminated questionnaire to follow as the interviewer read aloud each question. The interviewer then recorded all responses. Pencil and paper surveys were utilized at those times when multiple visitors were in attendance. Those who responded to the survey were provided a contact name, address and phone number, should they have additional questions regarding the study.

The interview or survey took approximately 12-15 minutes for the visitors to complete. After the questionnaire was completed the subjects were thanked for their involvement.

The sampling design for contact with visitors included interviews conducted on weekdays and weekends, randomly selected to permit a statistically valid sample of days and dates. The survey dates that were available during the summer vacation travel period

beginning July 2, 2002 (as authorized by the National Park Service contract for this study) through Labor Day weekend in September 2002, were determined and placed in a hat. Dates were then randomly selected from the hat and placed on the interview calendar of the researcher. Survey dates in October and November were also selected to sample visitors other than those traveling during the summer holiday months.

The interviewer worked on-site contacting day visitors as the visitor completed their particular recreation experience. The interview day included early morning visits (8:00 AM), mid-morning visits and afternoon and early evening visits. Adjustments to the interview day were made to maximize contact with visitors once the study was initiated. For example, site visitation tended to be more concentrated in the afternoons, so interviews were often initiated later in the mornings with continuation into the late afternoon and early evening. For this project, day visitors were the focus of the study. The number of recreation visitors (subjects) who were expected to complete the survey was initially projected to be 365 individuals. The actual number of subjects who completed the survey was 498.

This study used a modified Dillman Total Design Method for surveying visitors to the Washita Battlefield. The survey incorporated many of the beneficial methods of the Dillman design such as, design layout, question development, survey constructions, administration and implementation, as well as others. It should be noted that the National Park Service Visitor Services Project utilized the Dillman Total Design Method of surveying in their nation-wide visitor assessment. The questionnaire developed for use at Washita Battlefield National Historic Park closely matched the National Park survey in

its design and wording so that the results could be made compatible with other national park's findings.

A pretest of the Washita questionnaire was not conducted since this survey instrument was so similar to those that had been utilized by the National Park Visitor Services Project since 1988.

Subjects

The subjects for this project were chosen from day visitors who visited the battlefield site on those weekdays and weekends that were randomly selected for interviewing. The total number of subjects was contingent upon such things as number of visitors available on selected dates, weather, and time of day of interviews.

Because this was a descriptive study, a sample size of 10-20% of the visitation population was considered minimum (Gay & Airasian, 2000) or in this case, a desirable sample size of 675-1350. This number was based upon an average of 6,750 visitors to Washita Battlefield for the months of June through November in both 2000 and 2001 (S.Black, personal communication, April, 2002). According to Henderson and Bialeschki (1995), however, the size of sample should not be confused with representativeness. They recommended "a moderate sample size as sufficient for most needs" (pg. 126) and further stated that "the sample used depends on the objective and scope of the method used, including the overall budget, the method of data collection, the subject matter, and the kind of respondent needed" (pg. 126). Based on Table 2.5(1), Table for Determining Sample Size of an Evaluation (Henderson & Bialeschki, 1995), for a population of 6,000 to 7,000, a sample size of 365 was sufficient to keep sampling error to +/- 5%. Based

upon the remote geographic location of the battlefield, the method of data collection, and other contingencies such as number of visitors and weather, a sample size of approximately 365 was appropriate for this study.

Research Design

This study utilized a modified Dillman Total Design Method (TDM) and was a descriptive study based on survey research. A visitor survey instrument was designed to assess demographics, preferences, facility utilization, recreational spending and the situating of the Washita Battlefield into a broader context with other western Oklahoma sites and other National Park Service units. The visitor survey was conducted over a period of five months, beginning in July 2002 and continuing through November 2002.

This visitor survey was aimed at discovering visitor expectations and experiences of the Washita Battlefield National Historic Site. More specifically it was designed to assess visitor demographics, preferences, facility utilization, recreational spending and the historical contextual situation of the Washita. The instrument was subject to approval by the Institutional Review Board of Oklahoma State University, the Office of Management and Budget and a representative of the National Park Service. The questionnaire was developed using a modified Dillman Total Design Method for surveying. Also, a questionnaire developed and utilized in other current National Park Service unit visitor studies was utilized in the development of survey items. The basic design and layout of this survey was very similar to that of the NPS' Visitor Services Project questionnaire, which insured compatibility and analysis of information with other National Park Service visitor surveys.

The survey instrument was a 15-page, face-to-face interview or pencil and paper survey with 38 questions. The survey was presented to visitors in letterform and titled: “A Visitor Study of Washita Battlefield National Historic Site”. The survey included an introduction of the interviewer, an explanation of the purpose of the study and thanked the visitor for their participation. A copy of the Washita Battlefield National Historic Site Visitor Study survey can be found in Appendix C.

The questions on the survey were aimed at determining visitor’s expectations of the park and their desires in terms of a satisfying recreational experience. Questions concerning the kinds of visitor services preferred from a visitor center were included. There were 14 items on the survey addressing the demographic profile of the respondents. Sex, age, group type, socioeconomic status, education level, race and ethnic group were all included. Visitors were asked to rate their satisfaction of the park and rate the importance of several leisure activities. Questions pertaining to visitor spending were also included, as well as the geographic range of spending (within 30 miles of Washita and beyond a 30-mile radius of Washita). In summary, the survey instrument provided descriptive data and ratings of needs and preferences, scalar assessment of satisfaction, importance and performance assessment from the perception of the recreation visitor, and visitor expenditure information.

Research Questions

In developing this study, the researcher identified various questions that she and the National Park Service desired to have answered. These questions were identified in Chapter I and are restated below:

1. What were the expectations of visitors coming to the Washita Battlefield National Historic Site?
2. What experiences did these visitors desire to take away with them?
3. What were the demographic characteristics of Washita Battlefield NHS visitors?
4. What preferences did visitors have for services provided by a NPS visitor center?
5. What preferences did visitors indicate regarding recreation at the Washita Battlefield National Historic Site?
6. What were the recreational spending habits of Washita visitors and the economic impact to the local community?
7. What other western Oklahoma sites and other National Park Service units did visitors attend and why did they attend them?
8. What attitudes and opinions related to Washita Battlefield NHS recreation opportunities did visitors show?
9. How did the attitudes and opinions regarding recreation opportunities reflect the demographic patterns of visitors to Washita Battlefield National Historic Site?

Research Hypotheses

Some of these research questions were answered using qualitative information gained from library research, archival data or survey response. Other research questions were addressed as research hypotheses. The following hypotheses were tested as a part of this project. All hypotheses were tested at the .05 significance level.

H₀₁: There is no difference in the expectations of visitors to the Washita Battlefield National Historic Site prior to their visits based upon their demographic characteristics.

H₀₂: There is no difference in the experience of visitors to the Washita Battlefield National Historic Site during their visits based upon their demographic characteristics.

H₀₃: There is no difference in preferences of visitors to the Washita Battlefield National Historic Site for services or facilities based upon their demographic characteristics.

Statistical Analysis

This research design included results that incorporated both quantitative and qualitative components. The quantitative results were coded and entered manually into the Statistical Package for the Social Sciences (SPSS Version 11.0), permitting a variety of statistical analyses. The qualitative results were grouped according to subject and theme and summarized for reporting. The qualitative responses to questions were also transcribed verbatim in the Visitor Survey Supplemental Report, located in Appendix D. Both types of data were analyzed and reported as descriptive statistics. Inferential applications were used on those appropriate components in the survey. For the purpose of this study, a 95% confidence level was assumed for all analyses. A characterization of stakeholders was developed from a chi-square factor analysis, which provided insight into groups of stakeholders at this site. Each hypothesis was tested using Pearson's Goodness of Fit test that relies on the chi-square statistic. This test was subject to adequate cell counts for validity and where needed, demographic data were collapsed to insure adequate cell count.

After the analyses were completed and the conclusions written, the results of the Washita Battlefield National Historic Site visitor assessment were communicated to the National Park Service in both a formal presentation and in written form (hardcopy, disk or CD). Results were also reported in this master's thesis to Oklahoma State University.

CHAPTER IV

RESULTS

Introduction

This chapter presented the Washita Battlefield National Historic Site Visitor Study results. Initially, a characterization of the typical site visitor was reflected to include visitor demographic features, visitor's ease of location of the national historic site and aspects of the Battlefield that attracted visitors. Frequency data were also presented regarding visitor activities, experiences, and preferences. In addition, a brief summary of the study data were offered. Finally, testing of hypotheses was conducted with the results of the Pearson's Chi-Square reflecting the relationship of demographic factors surveyed on visitor preferences, experiences, and expectations.

Characterization of Washita Battlefield Visitors

Day visitors at the Washita Battlefield National Historic Site were contacted at the overlook area following their recreational visit, and were asked to participate in a structured interview. In the occurrence of multiple visitors in attendance, a pencil and paper survey was utilized for data collection rather than face-to-face interviews. However, the interviewer remained in close proximity to those respondents completing

the survey. Approximately 75% (372 of 498 respondents) were visiting this national historic site for the first time and were not involved with a guided tour or educational group on this visit (378 respondents). Fifty-three percent of those surveyed (264 visitors) were aware that the National Park Service managed the Washita Battlefield National Historic Site. Forty-seven percent of the study's respondents, or 234 visitors, were unaware or not sure of Park Service management of the site. Of the 498 respondents surveyed, 370 people or 75% had not visited other national park system units on this trip. Of the 25% of respondents (122 visitors) who had visited other national parks, the sites most frequently visited were: Grand Canyon National Park (31%); Little Bighorn Battlefield National Monument (22%); Yellowstone National Park (15%); and Capulin Volcano National Monument (14%). A complete listing of other national parks attended by visitors on this trip can be found in the Visitor Study Supplemental Report in the Appendix.

Visitor Demographics

In terms of gender, the study's sample was divided quite equally with 54% of respondents being male and 45% being female. Forty-three percent of the site visitors were in pairs, 11% traveled alone, 15% arrived in groups of four, and 10% visited the Battlefield in groups of three. Nine percent of visitors traveled in groups of ten to thirty people. Sixty-one percent of visitors surveyed reported they traveled with family, and 17% interviewed visited the site with friends or family and friends. Others (47 respondents or 9.7%) reported they visited with groups such as a seniors' church group (52% or 23 respondents), Cheyenne-Arapaho tribal members assembly (9%), or co-workers and high school students (9%).

Obviously, there were more visitors to the Washita Battlefield National Historic Site than respondents to the study. There were approximately 160 rejections or non-respondents over the 31 sampling days of the visitor study. Non-respondents were almost equally divided between males (48%) and females (52%).

With 498 total respondents to this survey, the total reported visitors by these respondents were 615 individuals in the respondents' groups. The age distribution of day visitors to this historic location was interesting. Approximately half (48%) of the sample were within the 26-54 year age range, and 24% of sampled visitors were 55 years or older. Nine percent were 18-25 years old, and nineteen percent were under the age of 18. This is consistent with visitor's reporting that approximately sixty percent of them traveled with family.

These visitors were predominantly of the majority race with 86.7% indicating "white." However, ten respondents (2.1%) indicated "black" and another 35 respondents (7.4%) indicated American Indian or Alaskan Native as the best description of their racial heritage. In addition, 11 respondents (2.3%) indicated they were of Asian origin. Ninety-two percent of visitors (403) reported their ethnicity as not Hispanic or Latino. Approximately 91% (455 respondents) reported their primary language as English.

The majority of the study's sample (345 people or 77% of respondents) reported no physical or mental disabilities. Sixteen individuals reported visual disability, 37 respondents acknowledged difficulty with mobility, 19 visitors reported a hearing disability, and seven indicated they had a physical disability related to mobility and vision.

Approximately 15% of total respondents with a disability reported they encountered access and/or service problems at the Washita Battlefield National Historic Site. The specific difficulties listed by disabled persons included lack of trail access (45%), difficulty with stairs, and lack of seating at the Overlook (20% respectively). A detailed listing of other disabilities or impairments cited by visitors as affecting their visit to the Battlefield may be found in the Visitor Study Supplemental Report, located in Appendix D. In addition, visitors' comments regarding specific access or service problems encountered at the Washita Battlefield are noted in the Supplemental Report.

Site visitors presented a varied education pattern. Fifty-four percent had completed their Bachelor's degree with over one quarter of these visitors also obtaining a minimum of a graduate degree. Almost 27% or 246 of those interviewed had achieved at least a high school education and some college. The household income distribution for site visitors roughly corresponded to educational patterns of visitors studied. Only 9% of respondents for this question earned a household income of less than \$20,000; 22% earned between \$20,000 and \$40,000; 25% of households earned between \$40,000 and \$60,000; 19% reported a combined income for the household as falling between \$60,000 and \$80,000; and 23% reported household income in excess of \$80,000.

The greatest reported travel distance among day visitors to Washita Battlefield National Historic Site was 7,500 miles from Waitete Bay, Coromandel, New Zealand. In addition, several other visitors indicated lengthy travel from foreign countries such as Belgium, England and Germany. Of those 480 respondents who reported their home states or countries, 34 different states were represented as were four foreign countries. Visitors most frequently traveled from their homes in Oklahoma (256 respondents or

53%) and Texas (70 visitors or 14%). Other states of residence included Kansas (5.4%), California (3.3%), Illinois (2.1%), Colorado and New Mexico (1.9%). Interestingly, 475 visitors or 95% indicated traveling from homes from over 200 different cities in the United States. The most frequent home cities listed by visitors were Norman, Oklahoma (42 or 8.8%), Oklahoma City (22 or 4.6%) and Cheyenne, Oklahoma (15 or 3.2%). See the Visitor Study Supplemental Report in Appendix D for a complete listing of visitor's home cities, states and countries.

Almost one-third of visitors traveling to Washita Battlefield National Historic Site spent the night in the Washita area. Thirty percent (or 142 people of 482 respondents) reported overnight stays away from home and within a 30-mile radius of the Battlefield site. Fifty-nine percent of these visitors (80 people) indicated they stayed at least one night in the Washita area, with 24% or 32 visitors reporting two nights. Over 9% percent of those visitors (13 people) who stayed at least one night in the Washita area indicated they remained from four to eight nights. Finally, of those visitors who stayed at least one night in the Washita area, almost 7% stated they remained overnight in the area for 3 nights. Of those people surveyed who called the Washita area home for at least one night, almost 63% (86 respondents) reported staying in a lodge, motel, cabin or bed and breakfast. Additionally 21% (or 28 visitors) listed a campground or trailer park as the type of lodging during their stay. Finally, approximately 17 % (or 23 individuals) indicated staying at the residence of friends or relatives in the area.

The investigator was also interested in learning in which city and state visitors spent the night prior to arriving at Washita Battlefield, as well as where they would stay immediately after leaving the site. The most frequent city noted for prior overnight stay

was Elk City, Oklahoma with thirteen percent or 57 people. Other frequent prior-night stays were also in Oklahoma, and included cities such as Lone Wolf (32 people or 7.4%), Cheyenne (29 visitors or 7%), Oklahoma City (28 respondents or 6.5%) and Weatherford (13 visitors or 3%). One nearby city in Texas hosted 22 visitors or five percent of prior-night stays: Amarillo. Generally, the state of Oklahoma hosted most prior-night stays with 73% (320 people). Texas was second in hosting previous night visitors with 16% (72 respondents). Other states noted as prior-night locations included Kansas (7%) and New Mexico (2%).

Elk City hosted the most post-visit overnight stays with 41 people (10%) stating it as their next destination. Nine percent (38 visitors) leaving the Battlefield spent the night in Norman; Oklahoma City was next in line with 34 people or 8% of post-night visitors. Twenty-four visitors (6%) chose Cheyenne as their evening stay after viewing the Washita Battlefield National Historic Site. Again, the state of Oklahoma hosted the most post-visit stays for Washita visitors, with 71% (298 people) to this query. In addition, Texas was the second most frequent choice of post-visit overnight stays with 51 (12%) visitors. Other post-visit stays were made in the states of New Mexico (7%), Kansas (4%) and Arkansas (2%). A complete listing of cities and states where visitors spent the night prior to and after their visit to Washita Battlefield National Historic Site was presented in the Visitor Study Supplemental Report, located in the Appendix.

Visitors' Expenditure Patterns at the Washita Battlefield NHS

Expenditure patterns reported by the various visitors to the Washita Battlefield were quite varied. The visitor survey asked respondents to indicate dollar values spent in

specific business categories such as lodging, travel, food and other, as related to their trip during this visit. Additionally, respondents were asked to indicate whether that money was spent within 30 miles of the Battlefield or beyond that distance. Local residents were instructed to only include expenditures that were directly related to this particular visit to the park. It should be noted that not all visitors interviewed reported their travel expenditures.

The mean lodging expense within 30 miles of Washita Battlefield was reported by visitors to be \$37.13, with a spending range reported between \$8 and \$60. Other mean expenditures by categories, as reported by visitors and within 30 miles of the Battlefield were: travel, \$15.32, with a range of \$2-\$200; food, \$20.80 with a range of \$1-\$650; and other expenses not included in the above categories, \$16.76, with a range of \$1-\$300.

The mean lodging expense outside 30 miles of Washita Battlefield was reported by visitors to be \$106.49, with a spending range reported between \$10 and \$2,500. Other mean expenditures by categories, as reported by visitors and outside of 30 miles of the Battlefield were: travel, \$59.02, with a range of \$5-\$1,000; food, \$45.65 with a range of \$1-\$800; and other, \$122.71, with a range of \$1-\$9,000.

Locating the Washita Battlefield National Historic Site

Although 21% of day visitors of the Washita Battlefield National Historic Site received no information prior to visiting, the remaining 79% received information from numerous sources. Approximately 17% of the visitors lived in the local area, and 12% of visitors stated they had visited the park prior to this survey. The largest visitor referral source to stimulate interest in visitation noted by this study was recommendations from

friends and/or relatives (25%). Travel guides and/or tour books were an information resource for 16% of site visitors. State tourist information centers accounted for 10% of information resources for day visitors, and highway information signs were noted as a referral source by 17% of visitors. Other referral resources reported by site visitors included convention bureaus or chambers of commerce (3%), other National Park system units (5%), the National Park Service website (6%), newspapers or magazines (8%), the Washita Battlefield park office (4%) or hotels and motels (1%). See the Visitor Study Supplemental Report in Appendix D for a complete listing of other referral sources used to learn about the site prior to visitation.

Of the 498 respondents interviewed, 42% (201 people) indicated the Washita Battlefield National Historic Site was one of several destinations, compared to 24% (113 respondents) where the site was the primary destination of this trip. Thirty-three percent of respondents (160) had not planned to visit this location, suggesting they were externally influenced by informational resources after their trip was initiated. The majority of the study's sample (267 or 57.3% of total surveyed) came to the Washita Battlefield National Historic Site as a day trip. Typically, visitors arrived at the Battlefield in the afternoon (297 or 65%) and remained for one to one and one-half hours (49%), but 113 respondents or 22.7% reported they remained in the park for two to two and three-quarters hours. Only four percent remained for three to three and one-half hours; 2% of respondents remained more than four hours at the location.

Thirty-four percent or 160 respondents stated the visit to the Battlefield was part of a weekend getaway or family vacation. Only 8.4% of visitors reported their visit as a part of a tour of National Park Service historic sites. On a positive note, 96% of those

interviewed at the Battlefield reported no difficulty in locating the site. Of those few citing problems, most (63%) noted lack of highway or road signage as the difficulty in locating the Washita. A full list of problems reported in locating the Battlefield may be found the Visitor Study Supplemental Report found in the Appendix D.

The investigator explored whether or not those surveyed visited other nearby places on this trip, in addition to the Washita Battlefield National Historic Site. Approximately 60% of individuals sampled (298 respondents) visited the Black Kettle Museum and 25% (125 respondents) viewed the Black Kettle National Grassland. Slightly more than 60% of the Washita Battlefield visitors were familiar with the historic town of Cheyenne, Oklahoma. Of the total interviewed, 23 respondents (4.6%) visited Lake Meredith National Recreational Area, 1.8% reported having seen Fort Larned National Historic Site, and 3.2% indicated having visited Fort Supply State Historic Site on this trip. Almost 10% of those surveyed indicated having toured other nearby places such as Dead Indian Lake, also known as Black Kettle Lake (14%), the Auguste Metcalf Museum (10.4%), Coyote Hills Ranch, Oklahoma City Memorial, and Turkey Creek Winery (6.3% respectively). A majority of those sampled (52% or 188 respondents) cited an interest in history and culture or a desire to learn as their main reasons for visiting these other nearby places. Others noted such things as sightseeing or touring as their primary reason for visiting (26% or 95 visitors). For a complete list of visitor's reasons for visiting other nearby places on this trip, consult the Visitor Study Supplemental Report in the Appendix.

Reasons for Visiting the Washita Battlefield National Historic Site

A five-point Likert Scale rating was used by respondents to indicate the importance of reasons presented for visiting the Washita Battlefield National Historic Site on the date interviewed. A Likert Scale rating of 1 indicated the reason presented was extremely unimportant, a rating of 3 was neutral (neither important nor unimportant) and a rating of 5 suggested an extremely important reason for visiting the site. It should be noted that not all individuals who were surveyed responded to each question presented in this section of the study. Lack of response to reasons presented varied by item from 4% (19 respondents) to 20% (98 respondents).

In general, 93% of those surveyed indicated the primary reason they made their visit was to physically view the battlefield site. Of the total 479 respondents to this question, 447 people stated viewing the site was important to extremely important to them. Approximately 93% or 434 visitors endorsed learning about history as an important to extremely important reason to visit this site. Eighty-six percent (400 people) rated viewing scenery as an important to extremely important reason for visiting the site. Eighty-five percent of 463 responses suggested learning about Native American culture was an important to extremely important reason for them. Seventy-five percent of 440 respondents indicated curiosity was an important to extremely important reason for visiting the Washita Battlefield. Sixty-two percent of 446 people responding stated the national park designation attracted them to visit. Fifty-five percent of 437 responses reflected experiencing solitude and viewing wildlife was an important attraction to this national historic site. Approximately 35% of respondents thought recreational opportunities and learning about personal or family history justified their choice for

visiting the site. Sixty-four individuals or 13% reported ten additional reasons for visiting the park including interest in history (26.6% or 17 visitors); show friends and family (14.1% or 9 visitors), sightseeing/touring (14.1% or 9 respondents) and attending a special event at the site (14.1% or 9 visitors). A complete listing of other reasons for visiting the Washita Battlefield was included in the Visitor Study Supplemental Report located in Appendix D. For exact distribution of reasons reported by visitors, please see Table 1 on page 72.

Table 1

Reasons for Visiting Washita National Battlefield Historic Site

Potential Items of Importance	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important
Reasons for Visiting Washita Battlefield National Historic Site					
EXPERIENCE SOLITUDE/QUIET	22 (4.4%)	62 (12.4%)	110 (22.1%)	171 (34.3%)	72 (14.5%)
RECREATIONAL OPPORTUNITIES (hiking, jogging, walking, etc.)	52 (12.1%)	108 (25.2%)	126 (29.4%)	115 (28.8%)	28 (6.5%)
VIEW BATTLEFIELD SITE	15 (3.1%)	5 (1.0%)	12 (2.5%)	194 (40.5%)	253 (52.8%)
LEARN ABOUT HISTORY	15 (3.2%)	8 (1.6%)	11 (2.4%)	170 (36.3%)	264 (56.4%)
LEARN ABOUT PERSONAL / FAMILY HISTORY	72 (18.9%)	111 (26.0%)	129 (30.2%)	68 (15.5%)	49 (11.5%)
LEARN ABOUT NATIVE AMERICAN CULTURE	15 (3.2%)	13 (2.8%)	43 (9.3%)	241 (52.1%)	151 (32.6%)
VIEW WILDLIFE	30 (6.9%)	51 (11.7%)	111 (25.4%)	191 (43.7%)	54 (12.4%)
VIEW SCENERY	18 (3.9%)	11 (2.4%)	33 (7.1%)	267 (57.8%)	133 (28.8%)
VISIT A NATIONAL PARK SITE	23 (5.2%)	43 (9.8%)	101 (22.8%)	194 (43.5%)	85 (19.1%)
CURIOSITY	16 (3.6%)	28 (6.4%)	63 (14.3%)	229 (52.0%)	104 (23.6%)
OTHER (Specify: <u>see attached list of responses</u>)	7 (7.1%)	4 (4.0%)	17 (17.2%)	31 (31.3%)	39 (39.4%)

Visitors were asked if there were anything specific that they expected to see or do but were unable to during this visit. Eighty-eight percent of respondents (413) indicated

there was nothing they had expected to see or do that they were unable to see or do. Of those 29 visitors who indicated they were unable to see or do something specific, 65% cited an expectation to walk to and see the Washita River and 45% desired to walk the battlefield and village area.

Visitors who reported not being able to see or do something at the Washita site were asked to comment on what kept them from their expectation. Forty-nine percent of 33 responses cited closure of the lower trail to the Washita River as the primary reason their expectations were not met. Another 49% of respondents stated lack of time hindered them. Inclement weather was reported by 21% of visitors seeking to do or see something specifically at the Battlefield. See the Visitor Study Supplemental Report in Appendix D for a complete listing of visitor's reported expectations and reasons they were unable to meet their visitation goals.

Importance of Visitor Activities and Historic Site Qualities

Day visitors to Washita Battlefield National Historic Site were questioned about their use of four areas within the historic site. Ninety-two percent (457 individuals) responded they took advantage of the Overlook Area of the site. In addition, 176 visitors or 35% indicated they participated in the self-guided trail. Seventy-eight people (16%) of the total surveyed reported they used the picnic area, and 9% (45 respondents) visited the Westside Park Contemplative Area. This area has not been developed for public use so it is believed that respondents incorrectly reported their use of that area.

A five-point Likert Scale rating was used by respondents to indicate the importance of specific activities and qualities offered at the Washita Battlefield on the

date of interview. A Likert Scale rating of 1 indicated the activity or quality presented was extremely unimportant, a rating of 3 was neutral (neither important nor unimportant) and a rating of 5 suggested an extremely important activity or quality associated with this site visit. It should be noted of the total visitors surveyed, not all responded to each activity or quality presented on this section of the survey. Lack of response to visitor activities and site qualities presented in the survey varied from 9% (43 respondents) to 20% (98 respondents). For exact distribution of importance endorsed by respondents, please see Table 2 on page 76.

Approximately 64% of the 429 responses rating the importance of photographic opportunities reported taking photographs was an important to extremely important activity for them. Additionally, 109 visitors from the 400 people rating the importance of picnicking indicated this activity was important to extremely important, compared to 146 people who rated picnicking as neither important nor unimportant. Overall there appears to be some ambivalence related to the importance of picnicking to site visitors. Fifty percent of the 420 people responding to importance of hiking opportunities as an activity offered at the national historic site indicated hiking was important to extremely important to them.

In terms of qualities offered at this national historic site, more than 90% of total respondents indicated the qualities of scenic view and historic setting was important to extremely important. The qualities of sacredness of the site, clean air, and unchanged visual setting were rated between 80 and 90 percent of the visitor responses as important to extremely important qualities of the Washita Battlefield. Additionally, the qualities of quiet and solitude were rated between 70 and 80 percent of visitor responses as important

to extremely important to visitors. Fifty-one individuals reported nine additional important activities and qualities including interpretation services (9.8%) and native plants/prairie biota (5.9%). A complete listing of other important activities and qualities of the Washita Battlefield was included in the Visitor Study Supplemental Report located in Appendix D.

Table 2

Importance of Activities and Qualities at Washita Battlefield NHS

Potential Items of Importance	Extremely Unimportant	Unimportant	Neither important nor Unimportant	Important	Extremely Important
Activities at Washita Battlefield National Historic Site					
HIKING OPPORTUNITIES	40 (9.5%)	67 (18.0%)	102 (24.3%)	151 (36.0%)	60 (14.3%)
TAKING PHOTOGRAPHS	18 (4.2%)	48 (11.2%)	87 (20.3%)	193 (45.0%)	83 (19.3%)
PICNICKING	32 (8.1%)	113 (28.3%)	146 (36.5%)	83 (20.8%)	26 (8.5%)
Qualities at Washita Battlefield National Historic Site					
SCENIC VIEWS	15 (3.3%)	5 (1.1%)	23 (5.1%)	238 (52.7%)	171 (37.8%)
SACREDNESS OF SITE	1 (4.3%)	13 (2.9%)	33 (7.4%)	162 (38.6%)	216 (48.7%)
UNCHANGED VISUAL SETTING	12 (2.8%)	6 (1.4%)	34 (8.0%)	186 (43.9%)	186 (43.9%)
HISTORIC SETTING	11 (2.4%)	4 (0.9%)	14 (3.1%)	184 (40.4%)	242 (53.2%)
CLEAN AIR	19 (4.3%)	13 (3.0%)	50 (11.4%)	189 (43.2%)	167 (38.1%)
QUIET	20 (4.5%)	15 (3.4%)	63 (14.3%)	210 (47.6%)	133 (30.1%)
SOLITUDE	23 (5.3%)	20 (4.6%)	77 (17.8%)	187 (43.2%)	126 (29.1%)
OTHER (Please specify: <u>see listing</u>)	4 (7.8%)	4 (7.8%)	9 (17.6%)	8 (15.7%)	26 (51.0%)

Visitor Satisfaction with Facilities and Services

A six-point Likert Scale rating was used by respondents to report their satisfaction with facilities and services offered by the Washita Battlefield National Historic Site. A Likert Scale rating of 1 indicated the facility or service was not used by the visitor, a rating of 2 indicated the visitor was very dissatisfied with the facility or service presented, a rating of 4 was neutral (neither satisfied nor dissatisfied) and a rating of 6 suggested the respondent was very satisfied with the facility or service offered at the site. Of the total surveyed, not all those interviewed rated each facility or service item presented on this section of the survey. Lack of response of satisfaction with facilities and services presented varied from 11% (54 visitors) to 25% (126 visitors). For exact distribution of visitor satisfaction with facilities and services, please see Table 3 on page 79.

Generally, visitor satisfaction with the Overlook was rated the highest level of facility satisfaction, with 91% of visitors or 405 respondents somewhat satisfied to very satisfied. Between 80-90% of respondents were somewhat satisfied to very satisfied with service or assistance from park staff, or the park's roads and parking lot. Seventy-seven percent of 422 responses were somewhat satisfied to very satisfied with park road directional signs. Sixty to sixty-five percent of visitors were somewhat satisfied to very satisfied with ranger-guided activities and the park brochure on this visit. Forty-five percent of those interviewed were somewhat satisfied to very satisfied with both the self-guided walking tour and the hiking trail, yet 42% of those surveyed reported not using either the trail or self tour. Approximately 50% (217 individuals) stated they did not use the restroom facility at the Battlefield. Only 157 respondents (36%) were somewhat

satisfied or very satisfied with the restrooms. Fifty-two percent of those visitors surveyed reported they did not use the picnic area. Thirty-three percent of 140 people who used the picnic area rated the picnic area as somewhat satisfactory or very satisfactory. Only 99 visitors (25%) stated their satisfaction with facility access for people with disabilities as somewhat or very satisfied. Fifty-four percent or 215 people did not use access for the disabled. And finally, 60% of visitors reported not using the West Contemplative Area. As noted before, this area was not yet developed or open for public use and it was believed that those visitors reporting a satisfaction rating for this area (26% or 98 respondents) incorrectly reported use of this area.

Table 3

Satisfaction with Facilities and Services Offered by the Washita Battlefield

Ratings of Satisfaction	Did not use	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied
Satisfaction with Facilities & Services						
RESTROOMS	217 (49.8%)	5 (1.1%)	17 (3.9%)	40 (9.2%)	67 (15.4%)	90 (20.6%)
SELF-GUIDED WALKING TOUR	178 (42.7%)	4 (1.0%)	10 (2.4%)	35 (8.4%)	77 (18.5%)	113 (27.1%)
RANGER GUIDED ACTIVITIES	124 (29.0%)	1 (0.2%)	7 (1.6%)	28 (6.5%)	52 (12.1%)	216 (50.5%)
HIKING TRAIL	176 (42.1%)	2 (0.5%)	8 (1.9%)	43 (10.3%)	80 (19.1%)	109 (26.1%)
OVERLOOK	16 (3.6%)	1 (0.2%)	4 (0.9%)	18 (4.1%)	99 (22.3%)	306 (68.9%)
PICNIC AREA	220 (52.4%)	3 (0.7%)	3 (0.7%)	54 (12.9%)	50 (11.9%)	9 (2.1%)
WEST CONTEMPLATIVE AREA	224 (60.2%)		2 (0.5%)	48 (12.9%)	36 (9.7%)	62 (16.7%)
PARK ROAD DIRECTIONAL SIGNS	48 (11.4%)	5 (1.2%)	16 (3.8%)	27 (6.4%)	107 (25.4%)	219 (51.9%)
PARK BROCHURE	109 (25.6%)	3 (.7%)	10 (2.4%)	40 (9.4%)	92 (21.6%)	171 (40.2%)
ROADS	11 (2.6%)	1 (0.2%)	6 (1.4%)	37 (8.6%)	136 (31.8%)	237 (55.4%)
PARKING LOT	6 (1.4%)	4 (0.9%)	9 (2.1%)	45 (10.3%)	123 (28.2%)	249 (57.1%)
ASSISTANCE FROM PARK STAFF	51 (11.7%)	1 (0.2%)	1 (0.2%)	18 (4.1%)	55 (12.6%)	311 (71.2%)
ACCESS FOR PEOPLE WITH DISABILITIES	215 (53.9%)	6 (1.5%)	11 (2.8%)	68 (17.0%)	40 (10.0%)	59 (14.8%)

Day visitors to Washita Battlefield National Historic Site were also questioned regarding the types of services they would like to have available after site restoration is completed. Sixty-six percent responded they would like to have ranger-guided tours available. In addition, 61% of visitors indicated a preference for Native American cultural activities at the site. Sixty-one percent (303 people) of the total surveyed desired self-guided walking tours, and 53% (265 respondents) requested living history or re-enactments. Finally, 12% (62 people) of visitors interviewed listed other services they would like to have available such as interpretive signage at the site or along the trail (23%), visitor or interpretive center (8.2%), flora/fauna interpretive signage (6.6%) and battlefield or Indian village landmarks (6.6%). A complete listing of other types of services desired by visitors at the Washita Battlefield was included in the Visitor Study Supplemental Report located in Appendix D.

Visitor Experience at the Washita Battlefield Historic Site

Visitors were asked to briefly describe what they liked best and least about their visit to Washita Battlefield National Historic Site. Over 84% of those surveyed (420 visitors) responded as to their favorite aspect of this visit. Thirty percent (127 people) highlighted the National Park Service staff and the interpretation by rangers as being the best part of their visit. An additional 22% (91 respondents) reported that simply viewing the battlefield setting was the best part of their trip. Fifty-six individuals (13%) stated they best liked the information gained about the history of the site. Five percent of visitors surveyed noted the peaceful, quiet atmosphere of the park as being what they liked best.

Forty-four percent (220 individuals) cited things they liked least on this trip to the Washita Battlefield. Weather topped the listings of those things least liked (54 respondents or 24.5%). “Wet and cold” or “hot and windy” were comments that often appeared in visitor’s remarks concerning dislikes. Lack of information and interpretive signage was stated as the thing least liked by 12% of those who answered this question. Additionally, seven percent of respondents disliked the closed hiking trail to the Washita River and 6% of visitors responding to this question noted insects such as mosquitoes and grasshoppers as the least favored aspects of this visit. For a complete listing of likes and dislikes reported by visitors at the Battlefield, please see the Visitor Study Supplemental Report located in Appendix D.

The investigator asked visitors to rate the overall quality of their experience at the Washita Battlefield National Historic Site. A scale of 1 to 10 was provided, with 10 being a perfect trip. Ninety-two percent (461 respondents) rated their experience at the Washita, with 70% giving a rating of eight or higher. Twenty-seven percent evaluated their experience from five to seven. Only 2.6% of those who rated their overall experience at the Washita noted a score of four or less.

Visitors were then queried as to the results of their experience at the Battlefield. Did they have a better understanding of why Washita Battlefield National Historic Site was nationally significant? Eighty-six percent (430 people) stated their understanding of the Battlefield’s significance was indeed a result of this visit.

Finally, visitors were asked to report the most important information learned about Washita Battlefield National Historic site on this trip. Seventy percent (351 people) responded to this question, with 19 different themes of knowledge cited as most

important. Eighty percent of 351 people (280 responses) reflected learning the history of the battle and area was the most important information learned about the historic site. Four percent (14 people) noted they learned that Custer was “no hero” and 3% of visitors answering indicated the most important information learned was the physical layout of the battle site. A complete listing of visitor’s comments regarding information learned about the Washita Battlefield is included in the Visitor Study Supplemental Report located in Appendix D.

Visitor Preference for Future Subjects of Learning

A five-point Likert Scale rating was used by visitors to indicate the subjects they would be most interested in learning about on a future visit. A Likert Scale rating of 1 indicated the respondent was extremely uninterested in the presented subject, a rating of 3 was neutral (neither interested nor uninterested) and a rating of 5 suggested the visitor was extremely interested in that subject. It should be noted of the total sample, not all those interviewed responded to each subject presented on this section of the survey. Lack of response to subjects presented varied from 5% (25 respondents) to 13.5% (67 respondents). For exact distribution of subjects of interest endorsed by visitors, please see Table 4 on page 83.

Overall, 93% of those who responded to this item indicated the primary subject of interest to learn about on a future visit to the Washita Battlefield was Native American history and culture. Of the total 469 respondents to this subject matter, 93% stated they were interested to extremely interested in learning about this subject. Ninety-one percent of 473 responses reflected learning of the history of the West was of interest to extreme

interest for future trips to the Battlefield. Eighty-five percent of 449 respondents suggested they were interested to extremely interested in the subject of natural history of the Washita site. Eighty-three percent of 456 respondents indicated military history was a future subject of interest to extreme interest. Fifty-five percent of respondents rated genealogical research as a subject of future interest or extreme interest. And finally, various other topics of interest cited by visitors were flora and fauna of the area (45%), prehistory of the area (18.2%), and interpretation of geological features (13.6%). A complete listing of other subjects visitors would be most interested in learning about on a future visit to the Washita Battlefield is included in the Visitor Study Supplemental Report located in Appendix D.

Table 4

Preferences of Interest in Subjects Related to Washita Battlefield NHS

Potential Items of Importance	Extremely Uninterested	Uninterested	Neither Interested nor Uninterested	Interested	Extremely Interested
Subjects Most Interesting					
HISTORY OF THE WEST	11 (2.3%)	5 (1.1%)	28 (5.9%)	218 (46.1%)	211 (44.6%)
NATIVE AMERICAN HISTORY/CULTURE	10 (2.1%)	3 (0.6%)	19 (4.1%)	183 (39.0%)	254 (54.2%)
MILITARY HISTORY	11 (2.4%)	15 (3.3%)	51 (11.2%)	212 (46.5%)	167 (36.6%)
NATURAL HISTORY	11 (2.4%)	9 (2.0%)	49 (10.9%)	225 (50.1%)	155 (34.5%)
GENEOLOGICAL RESEARCH	23 (5.3%)	53 (12.3%)	117 (27.1%)	139 (32.3%)	99 (23.0%)
OTHER (Please specify: <u>see attached list of responses</u>)	9 (13.6%)	4 (6.1%)	9 (13.6%)	19 (28.8%)	25 (37.97%)

Visitor Preferences Regarding Learning at the Historic Site

A five-point Likert Scale rating was used by visitors to indicate how they would prefer to learn about the cultural and natural history of the park on a future visit. A Likert Scale rating of 1 indicated that the learning preference listed was extremely unimportant, a rating of 3 was neutral (neither important nor unimportant) and a rating of 5 suggested an extremely important learning preference. It should be noted of the total sample, not all respondents who were interviewed responded to each item presented on this section of the survey. Lack of response to learning preferences presented varied from 10% (51 respondents) to 14% (68 respondents). For exact distribution of learning preferences endorsed by visitors, please see Table 5 on page 85.

Ninety percent of the 440 respondents reported learning from outdoor exhibits was important to extremely important for them. Additionally, 396 visitors or 89% of the 447 people ranking this learning preference indicated printed materials were preferred and 334 people or 76% ranked audio/visual programs as their favored way for learning. Ranger-guided walks or tours were stated as important to extremely important to learning by 86% or 378 respondents. Finally, indoor exhibits and road or trailside exhibits were favored by 85% of respondents as an important to extremely important way to learn about the Washita culture and natural history. Other learning preferences suggested by visitors included living history events (13%), interpretive center (7%), special events at site (7%) and stories by Cheyenne and Arapaho elders (7%). A complete listing of learning preferences for future visits to the Washita Battlefield is included in the Visitor Study Supplemental Report located in Appendix D.

Table 5

Visitor Preferences for Future Learning about Cultural and Natural History of Washita Battlefield National Historic Site

Potential Items of Importance	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important
Learning Preference					
PRINTED MATERIALS (books, brochures, maps)	6 (1.3%)	10 (2.2%)	35 (7.8%)	241 (53.9%)	155 (34.7%)
AUDIOWISUAL PROGRAMS (Videos, movies, etc.)	7 (1.6%)	23 (5.3%)	73 (16.7%)	213 (48.7%)	121 (27.7%)
RANGER-GUIDED WALKS/TOURS	7 (1.6%)	18 (4.1%)	38 (8.6%)	169 (42.8%)	189 (42.9%)
INDOOR EXHIBITS	5 (1.1%)	9 (2.0%)	53 (12.0%)	230 (52.3%)	143 (32.5%)
OUTDOOR EXHIBITS	6 (1.4%)	11 (2.5%)	27 (6.1%)	229 (52.0%)	167 (38.0%)
ROAD OR TRAILSIDE EXHIBITS	6 (1.4%)	16 (3.7%)	42 (9.8%)	212 (49.3%)	154 (35.8%)
OTHER (Please specify: <u>see attached list of responses</u>)	2 (4.9%)	3 (7.3%)	8 (19.5%)	15 (36.6%)	13 (31.7%)

Visitor Preferences of Priorities at Washita Battlefield

A six-point Likert Scale rating was used by respondents to rate from their perspective six priorities for Washita Battlefield National Historic Site for the next twenty years. A Likert Scale rating of 1 indicated the priority presented was extremely unimportant, a rating of 3 was neutral (neither important nor unimportant) and a rating of

5 suggested an extremely important priority for the Washita for the next twenty years, from the visitor's perspective. A rating of 6 indicated the visitor had no opinion regarding that priority. Again, it should be noted that of those surveyed, not all responded to each preference presented on this section of the visitor study. Lack of response to preferences varied from 9.6% (48 respondents) to 15.5% (77 respondents). For exact distribution of preferences endorsed by respondents, please see Table 6 on page 88.

Overall, a significant majority of those surveyed (93%) indicated the top priority for the Washita Battlefield site over the next twenty years should be to preserve the natural, cultural, and historic property. Of the total 448 respondents to this priority, 416 people stated preserving the site's natural, cultural, and historic properties was an important to extremely important priority from their perspective. Approximately 92% or 415 visitors preferred providing educational programs regarding the cultural and natural history of the site as an important to extremely important priority over the next twenty years. Preserving the Washita Battlefield as a sacred or memorial site was an important to extremely important priority to 90% of surveyed visitors, or 392 people of the 438 respondents. Eighty-nine percent (or 398 of the 448 respondents) rated protecting Oklahoma's natural resources, land, water, birds, animals and plants as an important to extremely important priority for the Washita Historic Site. Seventy-one percent of 442 responses indicated the use of the Washita Battlefield to encourage tourism and economic development was an important to extremely important priority. Between 50-59% of respondents thought providing more outdoor recreation opportunities for the public and acquiring more property to become a part of the site was important to very important priorities for the Battlefield's future. Interestingly, both of these same priorities also drew

a 20% and 25% neutral rating of neither important nor unimportant from visitors at the Washita Battlefield.

Visitors were also given the opportunity to propose things other than those listed on the study, as priority considerations by management of the historic site. One hundred eighty-seven visitors (or 38 %) cited other top choices for the site. Seventeen percent of responses (32 people) stated providing more history, interpretive information or educational opportunities at the site would be their priority. Eleven percent of those surveyed rated reenactments of the village or battle as another priority. Additional priorities suggested by those surveyed included visitor center/museum (11%), advertise and promote interest in site (7%), and restore and maintain natural, undeveloped setting (7%). A complete list of other proposed priorities for the next twenty years for the Washita Battlefield National Historic Site can be found in the Visitor Study Supplemental Report, located in Appendix D.

Table 6

Visitor Future Priorities for Washita Battlefield National Historic Site

Potential Items of Importance	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	No Opinion
Priorities for Washita Battlefield NHS						
ACQUIRE MORE PROPERTY TO BECOME A PART OF THIS SITE	19 (4.5%)	40 (9.5%)	106 (25.2%)	110 (26.1%)	102 (24.2%)	44 (10.5%)
PROTECT OKLAHOMA'S NATURAL RESOURCES – LAND, WATER, BIRDS, ANIMALS, PLANTS	14 (3.1%)	10 (2.2%)	20 (4.5%)	145 (32.4%)	253 (58.5%)	8 (1.3%)
PROVIDE EDUCATIONAL PROGRAMS REGARDING THE CULTURAL AND NATURAL HISTORY OF THIS SITE	14 (3.1%)	6 (1.3%)	9 (2.0%)	150 (33.3%)	265 (58.9%)	6 (1.3%)
PRESERVE NATURAL, CULTURAL, AND HISTORIC PROPERTIES IN OKLAHOMA	14 (3.1%)	5 (1.1%)	8 (1.8%)	123 (27.5%)	293 (65.4%)	5 (1.1%)
PROVIDE MORE OUTDOOR RECREATION OPPORTUNITIES FOR THE PUBLIC	18 (4.2%)	51 (11.9%)	85 (19.8%)	144 (33.6%)	111 (25.8%)	21 (4.9%)
USE WASHITA BATTLEFIELD TO ENCOURAGE TOURISM AND ECONOMIC DEVELOPMENT	23 (5.2%)	33 (7.5%)	58 (13.1%)	165 (37.3%)	148 (33.5%)	15 (3.4%)
PRESERVE AS SACRED OR MEMORIAL SITE	16 (3.7%)	7 (1.6%)	15 (3.4%)	111 (25.3%)	281 (64.2%)	8 (1.8%)

Summary of Visitor Study Results

The results of this study generated many interesting descriptive statistics. In terms of gender, the results were almost evenly distributed between male and female respondents. Approximately half of all visitors were between the ages of 26-54, with almost one-quarter of all visitors being 55 years or older. Most visitors traveled in groups

of two or more people. Typically, visitors traveled with family members or friends to see the Washita Battlefield National Historic Site.

The great majority of visitors (87%) were white, not Hispanic or Latino (92%), and spoke English as their primary language (91%). Approximately one-fourth of all visitors were physically disabled (visual, hearing, or mobility), which is of particular interest in terms of offering services for physically challenged visitors.

Visitors were typically well-informed with over 50% educated with a minimum of a Bachelor's degree. In terms of socioeconomic status, 68% of all visitors surveyed earned a household income in excess of \$40,000. Seventy-five percent of visitors were attending this historic site for the first time and were not a part of a guided tour or educational group. A slight majority of visitors (53%) were aware of the National Park Service's management of the site. Almost one-fourth of visitors reported visiting other national parks on this trip.

Approximately 80% of all visitors had prior knowledge and information concerning their visit, and this information was gathered from a variety of informational resources. Most visited the Washita Battlefield as a day trip and the site was not a primary destination but one of several destinations. Interestingly, a full one-third of visitors reported that the Battlefield was not a planned destination at all.

A sizable majority of travelers (97%) reported having no difficulty in locating the historic site, with almost two-thirds of visitors arriving at the Battlefield in the afternoon. Nearly half of all visits to the Washita Battlefield lasted between one and one and one-half hours.

Visitors hailed from 205 various cities, 34 different states and four different foreign countries, with Oklahoma being the primary home state of most in attendance. Almost 30% of visitors stayed overnight away from home and within a 30-mile drive of the Washita Battlefield area. Sixty percent of overnight visitors stayed at least one night in the area in a motel, lodge or bed and breakfast. Visitors indicated related visits to other nearby historical sites with the Black Kettle Museum most often mentioned.

The most frequently endorsed reasons for visitation of the Washita Battlefield were to physically view the site and learn more about American history. These reasons were reflected in the most often visited area of the site, the Overlook Area, where 70% of all visitors viewed the battlefield and listened to the Park Service's historical interpretation. Visitors desired taking advantage of photographic opportunities and were interested in the quiet and solitude aspects of the site.

Visitors were highly satisfied with assistance from park staff (84%) and generally satisfied with the facilities at the battlefield location. Over one-half of all surveyed visitors desired such services as ranger-guided tours and Native American cultural activities to be held on location once the battlefield site restoration was completed. Ninety percent of interviewed visitors at the Washita Battlefield were most interested in learning about Native American history and culture and the history of the West on a future visit. They also preferred to learn through such things as outdoor exhibits, printed materials and ranger-guided activities.

Over 80% of those who visited this historic site left behind thoughts regarding their experience of the Washita. They did so in terms of what they liked best and least. The National Park Service staff and their historical interpretation of the event weighed in

as the favorite experience of most visitors. Weather topped the listing of those things least liked by site visitors. “Wet and cold” or “hot and windy” were frequent comments of visitors expressing their dislikes. Visitors also ranked the overall quality of their experience at the park from 1 to 10, with 10 being a perfect trip. Seventy percent of respondents rated the quality of their experience at eight or higher. Over 85% of those who attended the battlefield site disclosed they had a better understanding of why the Washita Battlefield National Historic Site was nationally significant as a result of their experience on this visit.

Finally, visitors rated the top priorities for the national historic site over the next twenty years to be the preservation of the natural, cultural, and historic property, and providing educational programs regarding the cultural and natural history of the site.

Hypothesis Testing

The researcher was interested in exploring the relationship of demographic factors such as gender, group type, ethnicity, race, education level, and socioeconomic level, on visitor expectations, experiences, and preferences of the Washita Battlefield National Historic Site. The following hypotheses were tested as a part of this study. All hypotheses were tested at $\alpha = .05$ level of significance.

H₀₁: There is no difference in the expectations of visitors to the Washita Battlefield National Historic Site prior to their visits based upon their demographic characteristics.

H₀₂: There is no difference in the experience of visitors to the Washita Battlefield National Historic Site during their visits based upon their demographic characteristics.

H₀₃: There is no difference in preferences of visitors to the Washita Battlefield National Historic Site for services or facilities based upon their demographic characteristics.

H₀₁: Visitor Expectations and Demographic Characteristics

The researcher conducted a series of Pearson's Goodness of Fit Tests using the chi-square statistic cross tabulated with the 5-point Likert Scale responses on visitor expectations of the Washita Battlefield National Historic Site with each demographic factor. Visitor expectations were rated on a Likert Scale rating of importance for each reason that attracted them to visit the national historic site. These reasons included experiencing solitude and quiet, recreational opportunities, viewing the battlefield, learning about history, interest in personal or family history, increased knowledge about Native American culture, viewing wildlife, visiting a national park site, viewing the scenery, and general curiosity. Visitor expectations were also rated on the same Likert Scale rating for the importance of activities and qualities to visitors during their visit. Visitor activities included hiking opportunities, taking photographs and picnicking. Site qualities surveyed at the Washita Battlefield included scenic views, sacredness of site, unchanged visual setting, historic setting, clean air, quiet, and solitude.

At an $\alpha=.05$, results of this analysis found demographic factors of gender, group type, ethnicity, race, educational level, and socioeconomic status significantly related to visitor expectations at this national historic site. The null hypothesis was therefore rejected. For comparison of significantly different Pearson's Goodness of Fit Tests on all visitor expectations, please refer to Tables 7- 29 on pages 94-116.

A. Gender Demographic Factors

Results of this analysis suggested gender was related to several expectations. Males and females significantly differed in their expectation of learning about personal or family history, Native American culture, interest in viewing wildlife and scenery as reasons for visiting the site. Males and females also differed significantly in their ratings of importance of qualities expected at the Battlefield's site such as sacredness and solitude. See Tables 7-12 on pages 94-99 for specific gender frequency data.

1. Gender and Visitor Interest in Personal or Family History. Results displayed in Table 7 showed a difference between males and females in terms of interest in learning about personal or family history as reasons for visiting the Washita site. Males were less likely than expected and females were more likely than expected to find personal or family history as an important reason to visit the site. Fifty percent of males surveyed on this question rated interest in family history as unimportant to extremely unimportant, compared to 36% of females responding similarly to this same question.

Table 7

Summary of Chi-Square Results for Gender & Visitor Interest in Learning about Personal or Family History as Reason for Visiting WBNHS

Dernographic Factor: Gender	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Male	47	67	67	31	18	230
Female	23	44	59	34	25	185
Totals	70	111	126	65	43	415

$X^2 = 10.02, p = .040, df = 4, \alpha = .05$

2. Gender and Visitor Interest in Native American Culture. Interest in Native American culture as a motivator to visit this national historic site was also demonstrated to be related to gender. Females were more likely than expected and males less like than expected to rate interest in Native American culture as an important to extremely important reason for visiting this site. Ninety percent of females surveyed on this question rated this factor as important to extremely important, compared to 80% male response rate of important to extremely important. See Table 8 on page 95 for additional details.

Table 8

Summary of Chi-Square Results for Gender & Visitor Interest in Learning about Native American Culture as Reason for Visiting WBNHS

Factor for analysis: Gender	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Male	10	10	28	132	65	245
Female	4	3	14	101	80	202
Totals	14	13	42	233	145	447

$\chi^2 = 12.66, p = .013, df = 4, \alpha = .05$

3. Gender and Visitor Interest in Viewing Wildlife. When looking at the ability to view wildlife at the Washita Battlefield as a reason to visit this site, females were more likely than expected and males were less likely than expected to be attracted to viewing wildlife as a reason to visit. Approximately 65% of female respondents attributed wildlife viewing as important to extremely important, compared to 50% of males surveyed reflecting similar importance. See Table 9 on page 96 for details.

Table 9

Summary of Chi-Square Results for Gender & Visitor Interest in Viewing Wildlife as Reason for Visiting WBNHS

Factor for analysis: Gender	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Male	18	37	62	98	20	235
Female	11	13	42	92	32	190
Totals	29	50	104	190	52	425

$\chi^2 = 15.42, p = .004, df = 4, \alpha = .05$

4. Gender and Visitor Interest in Scenic Views. Similar to interest in viewing wildlife, interest in viewing scenery was more likely than expected by females and less likely than expected by males to be an important to extremely important reason to visit this site. Of all females responding to this question, 90% rated viewing scenery as an important to extremely important reason for visiting the Washita, compared to 84% of all males endorsing similar importance for scenic viewing. See Table 10 on page 97 for details.

Table 10

Summary of Chi-Square Results for Gender & Visitor Interest in Viewing Scenery as Reason for Visiting WBNHS

Factor for analysis: Gender	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Male	11	10	18	148	59	246
Female	6	1	13	112	72	204
Totals	17	11	31	260	131	450

$X^2 = 12.10, p = .017, df = 4, \alpha = .05$

5. Gender and Visitor Rating of Importance of Site Sacredness. Data in Table 11 showed sacredness of the site to be an important quality found at the Battlefield by visitors during this visit, and was more likely than expected to be endorsed as important to extremely important by female respondents (91%) and less likely than expected to be endorsed as important to extremely important by male respondents (80%) on this visit. See Table 11 on page 98 for complete details.

Table 11

Summary of Chi-Square Results for Gender & Visitor Rating of Importance of Site Quality of Sacredness at WBNHS

Factor for analysis: Gender	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Male	13	7	27	83	107	237
Female	6	6	6	77	103	198
Totals	19	13	33	160	210	435

$\chi^2 = 12.93, p = .012, df = 4, \alpha = .05$

6. Gender and Visitor Rating of Importance of Site Quality of Solitude. Similar to site sacredness, data in Table 12 showed solitude of site to be an important quality found at the Battlefield by visitors during this visit. Solitude was more likely than expected to be endorsed as important to extremely important by female respondents (76%) as compared to male respondents who less likely than expected endorsed solitude as important to extremely important (68%) on this visit. See Table 12 on page 99 for complete details.

Table 12

Summary of Chi-Square Results for Gender & Visitor Rating of Importance of Site
Quality of Solitude at WBNHS

Factor for analysis: Gender	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Male	19	9	45	101	57	231
Female	4	9	33	81	67	194
Totals	23	18	78	182	124	425

$$X^2 = 11.50, p = .021, df = 4, \alpha = .05$$

B. Group Type Demographic Factors.

Group type reflected a statistically significant relationship with curiosity and the Washita's quality of solitude as reasons visitors were traveling to this site. See Tables 13-14 on pages 100-101 for specific data frequencies.

1. Group Type and Visitor Curiosity. Curiosity was more likely than expected to be important to those who traveled with family and less likely than expected to be important for those who traveled alone or with friends and family as a reason for visiting WBNHS. Seventy-nine percent of those who traveled with family members indicated curiosity was an important to extremely important reason they visited this site. In comparison, 67% of those who traveled with friends or family and friends, and 71% of those who traveled alone felt curiosity was an important to extremely important reason to visit the Washita Battlefield NHS. See Table 13 on page 100 for details.

Table 13

Summary of Chi-Square Results for Group Type & Visitor Curiosity as Reason for Visiting WBNHS

Factor for analysis: Group Type	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Alone		4	11	20	18	53
Family	11	14	28	154	55	262
Friends, Family/Friends & Other	5	9	24	49	29	116
Totals	16	27	63	223	102	431

$\chi^2 = 20.01, p = .010, df = 8, \alpha = .05$

2. Group Type and Visitor Rating of Importance of Solitude. The importance of solitude to visitors at the Washita site during their visit varied based upon the type of group visiting the site. Those who traveled alone (79%) more likely than expected endorsed the quality of solitude as an important to extremely important reason for their visit. In comparison, 74% of respondents traveling with family members and 66% of respondents who included friends in their group less likely than expected rated the quality of solitude as important to extremely important reason for visiting the site. For further details see Table 14 on page 101.

Table 14

Summary of Chi-Square Results for Group Type & Visitor Rating of Importance of Solitude at WBNHS

Factor for analysis: Group Type	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Alone			12	25	12	49
Family	17	7	45	121	75	265
Friends, Family/Friends & Other	6	11	21	37	37	112
Totals	23	18	78	183	124	426

$\chi^2 = 21.16, p = .007, df = 8, \alpha = .05$

C. Ethnicity Demographic Factors

Ethnicity was shown to have a statistically significant relationship with visitor's interest in experiencing the Washita Battlefield's quiet and solitude. See Table 15 on page 102 for specific frequency data.

Three percent of survey respondents indicated they preferred to not answer questions related to ethnicity and the importance of experiencing solitude and quiet at the battlefield site. Survey results did indicate a difference of importance for visitors in experiencing solitude and quiet based upon ethnicity. Ninety-one percent of survey respondents who were Hispanic or Latino were more likely than expected to feel experiencing the solitude and quiet found at this site as an important to extremely important reason for visitation. In comparison, 78% of survey respondents who were neither Hispanic nor Latino were less likely than expected to feel experiencing the solitude and quiet found at the site as an

important to extremely important reason for visitation. For additional details see Table 15.

Table 15

Summary of Chi-Square Results for Ethnicity & Visitor Experience of Solitude & Quiet as Reason for Visiting WBNHS

Factor for analysis: Ethnicity	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Hispanic or Latino			1	3	7	11
Not Hispanic or Latino	16	8	55	183	101	363
Do Not Wish to Answer	1	3	4	5	6	19
Totals	17	11	60	191	114	393

$\chi^2 = 21.42, p = .006, df = 8, \alpha = .05$

D. Race Demographic Factors

Race was demonstrated to have a statistically significant relationship to visitor interest in personal or family history as a reason for traveling to this site. Race was shown to be related to the importance visitor's placed on the sacred and quiet qualities of the Washita during this visit. See Tables 16-18 on pages 103-105 for specific frequency details.

1. Race and Visitor Interest in Personal or Family History. Visitor interest in personal or family history was more likely than expected to be an important reason for visiting the site for respondents who were non-white and less likely than expected to be an important reason for visiting the site for respondents who were white. Forty-six percent of non-white visitors compared to 23% of

white visitors rated interest in personal or family history as important to extremely important reason for visiting this site. For details see Table 16.

Table 16

Summary of Chi-Square Results for Race & Visitor Interest in Personal or Family History as Reason for Visiting WBNHS

Factor for analysis: Race	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Non-White	5	11	12	12	12	52
White	63	97	112	52	31	355
Totals	68	108	124	64	43	407

$\chi^2 = 14.40, p = .006, df = 4, \alpha = .05$

2. Race and Visitor Rating of Importance of Site Sacredness. Those of non-white race were more likely than expected to find the quality of site sacredness as important to them as those of white race, who were less likely than expected to find the quality of site sacredness as important. For example, 96% of non-white visitors rated site sacredness as an important to extremely important site quality on this visit, compared to 83% of white visitors rating site sacredness as important. See Table 17 on page 103 for details.

Table 17

Summary of Chi-Square Results for Race & Visitor Rating of Importance of Quality of Site's Sacredness

Factor for analysis: Race	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Non-White	2			13	36	51
White	17	11	33	142	169	372
Totals	19	11	33	155	205	423

$\chi^2 = 13.90, p = .008, df = 4, \alpha = .05$

3. Race and Visitor Rating of Importance of Quiet. More non-white visitors than expected rated the quality of site quietness as important. In contrast, less white visitors than expected rated the quality of site quietness as important. Eighty percent of non-white visitors rated the quiet quality of the Battlefield site as important to extremely important, compared to 77% of white visitors who rated the importance of this quality of the Washita. For details see Table 18 on page 105.

Table 18

Summary of Chi-Square Results for Race & Visitor Rating of Importance of Quality of Site's Quietness

Factor for analysis: Race	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Non-White	2	3	5	17	22	49
White	18	8	58	186	102	372
Totals	20	11	63	203	124	421

$$\chi^2 = 10.10, p = .039, df = 4, \alpha = .05$$

E. Education Demographic Factors

Visitor's level of education, whether it was high school level, college or postgraduate level, reflected a statistically significant relationship with an individual's reason for visiting the Washita Battlefield. Education also correlated to the visitor's rating of importance of site qualities during their visit. For example, experiencing solitude and quiet, recreational opportunities, learning about personal or family history, and visiting a national park differed in terms of importance as reasons for visiting the Washita, based upon the visitor's educational level. Additionally, the importance to the visitor of qualities found at the site such as quiet and solitude also differed by educational levels. See Tables 19-25 on pages 106-112 for specific frequency data.

1. Education and Visitor Interest in Solitude & Quiet. Respondents with some high school education to high school graduates were more likely than expected to be attracted to visit this site to experience solitude and quiet. In

contrast, respondents with some college to college graduates, and graduate to post-graduate degrees were less likely than expected to be attracted to visit this site to experience solitude and quiet. For example, 70% of those with some high school education to high school graduates reported experiencing solitude and quiet as an important to extremely important reason for visiting the Washita Battlefield National Historic Site. By comparison, 50% of those with some college to college graduates and 10% of those with postgraduate degrees visited the Washita for this reason. See Table 19.

Table 19

Summary of Chi-Square Results for Education & Visitor Interest in Solitude & Quiet as Reasons for Visiting WBNHS

Factor for analysis: Education	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Some High School/H. S. Graduate		11	11	33	19	74
Some College/College Graduate	14	25	67	82	32	220
Graduate Degree/Post Graduate	6	19	26	45	11	107
Totals	20	55	104	160	62	401

$\chi^2 = 20.07, p = .010, df = 8, \alpha = .05$

2. Education and Visitor Interest in Recreational Opportunities. Respondents with some college education and college graduates were more attracted than expected to the recreational opportunities offered at the site as a reason for visiting. By contrast, respondents with some high school education to high school graduates and respondents with graduate and post-graduate degrees were less attracted than expected to the recreational opportunities offered at

the Battlefield. Thirty-eight percent of visitors with some college through college graduates rated recreational opportunities as an important to extremely important reason to visit the site. Only 28% of respondents with some high school education or graduate and postgraduate degrees rated recreational opportunities similarly. See Table 20 for details.

Table 20

Summary of Chi-Square Results for Education & Visitor Interest in Recreation

Opportunity as Reason for Visiting WBNHS

Factor for analysis: Education	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Some High School/H. S. Graduate	4	26	21	15	5	71
Some College/College Graduate	24	48	63	72	11	218
Graduate Degree/Post Graduate	19	24	34	21	8	106
Totals	47	98	118	108	24	395

$\chi^2 = 17.49, p = .025, df = 8, \alpha = .05$

3. Education and Visitor Interest in Personal or Family History. Interest in learning about personal or family history was more than expected for individuals with some high school education and high school graduates, as a reported reason for site visitation. In contrast, interest in this same topic was less than expected for respondents with some college-to-college graduates and graduate and post-graduate degrees. Thirty-eight percent of those respondents with some high school education to high school graduates rated interest in personal or family history as an important to extremely important reason for site visitation, compared to 11% of those with a minimum of some college

education or graduate and postgraduate degrees. See Table 21 for additional information.

Table 21:

Summary of Chi-Square Results for Education & Visitor Interest in Learning About Personal or Family History as Reason for Visiting WBNHS

Factor for analysis: Education	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Some High School/H. S. Graduate	5	20	20	16	11	72
Some College/College Graduate	35	50	72	33	24	214
Graduate Degree/Post Graduate	26	36	31	8	4	105
Totals	66	106	123	57	39	391

$\chi^2 = 24.82, p = .002, df = 8, \alpha = .05$

4. Education and Visitor Interest in National Park Visitation. Results of this survey showed interest in visiting a national park site was more than expected for those with some high school to high school graduates and less than expected for those respondents with college, graduate or post-graduate education, as a reason for traveling to the Washita. Seventy-two percent of respondents with some high school education or high school graduates rated interest in visiting a national park site as an important to extremely important reason for this visit. By comparison, 64% of those with a minimum of some college education and 53% of those with graduate or postgraduate degrees found visiting a national park as an important reason for this visit to the Washita Battlefield. See Table 22 on page 109 for details.

Table 22:

Summary of Chi-Square Results for Education & Visitor Interest in National Parks as Reason for Visiting WBNHS

Factor for analysis: Education	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Some High School/H. S. Graduate	1	6	14	36	20	77
Some College/College Graduate	11	16	54	107	40	228
Graduate Degree/Post Graduate	7	17	30	34	19	107
Totals	19	39	98	177	79	412

$$\chi^2 = 17.38, p = .026, df = 8, \alpha = .05$$

5. Education and Visitor Rating of Importance of Quiet. Survey results revealed the importance of the Washita Battlefield's quality of quietness during this visit was more than expected for those with some high school to high school graduates and less than expected for those with college, graduate and post-graduate degrees. Eighty-nine percent of those with some high school education or high school graduates rated the site's quality of quietness during their visit as important to extremely important. This compared to 77% of those with a minimum of some college education through college graduates and 72% of those with graduate or postgraduate degrees who found quiet to be an important site quality on this visit. See Table 23 on page 110 for details.

Table 23

Summary of Chi-Square Results for Education & Visitor Rating of Importance of Quality of Site's Quietness

Factor for analysis: Education	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Some High School/H. S. Graduate		4	5	40	29	78
Some College/College Graduate	15	7	30	106	70	228
Graduate Degree/Post Graduate	2	1	27	51	26	107
Totals	17	12	62	197	125	413

$$\chi^2 = 25.26, p = .001, df = 8, \alpha = .05$$

6. Education and Visitor Rating of Importance of Solitude. Based upon results of this survey, the importance that visitors placed on the quality of solitude at the Battlefield during this visit was more than expected for those respondents with some high school to high school graduates and less than expected for those with college, graduate and post-graduate degrees. Eighty-seven percent of respondents with some high school education or high school graduates rated the quality of solitude on this visit as important to extremely important, compared to 70% of respondents with a minimum of some college education through college graduates, and 66% of those with graduate or postgraduate degrees. See Table 24 on page 111 for details.

Table 24

Summary of Chi-Square Results for Education & Visitor Rating of Importance of Quality of Site's Solitude at WBNHS

Factor for analysis: Education	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Some High School/H. S. Graduate	1	4	5	35	31	76
Some College/College Graduate	17	10	40	89	66	222
Graduate Degree/Post Graduate	2	3	31	50	20	106
Totals	20	17	76	174	117	404

$$X^2 = 28.79, p = <.001, df = 8, \alpha = .05$$

7. Education and Visitor Rating of Importance of Picnicking. Results of this study demonstrated the importance that visitors placed on the activity of picnicking at the Washita Battlefield National Historic Site on this visit. Importance was rated higher than expected for those respondents with some high school to high school graduates and less than expected for those with college, graduate and post-graduate degrees. Forty-one percent of these respondents rated the activity of picnicking as important to extremely important, compared to 29% of visitors with a minimum of some college, and 15% with graduate or postgraduate degrees. See Table 25 on page 112 for further details.

Table 25

Summary of Chi-Square Results for Education & Visitor Rating of Importance of Activity of Picnicking at WBNHS

Factor for analysis: Education	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Some High School/H. S. Graduate	3	14	24	19	9	69
Some College/College Graduate	14	56	76	46	14	206
Graduate Degree/Post Graduate	12	35	40	12	3	102
Totals	29	105	140	77	26	377

$$X^2 = 18.54, p = .018, df = 8, \alpha = .05$$

F. Socioeconomic Demographic Factors

Socioeconomic status based on total household annual incomes of less than \$40,000, between \$40,000 and \$60,000, and more than \$60,000 reflected a significant relationship to solitude and quiet as a reason for visiting the Washita site. Significance was also found between socioeconomic status and the importance to visitors for picnicking at the site. Importance of the Battlefield qualities of quiet and solitude were also related to socioeconomic status during this visit. See Tables 26-29 on pages 113-116 for specific data frequencies.

1. Socioeconomic Status and Visitor Interest in Solitude and Quiet. Similar to education, socioeconomic status and the importance of solitude and quiet as reasons for site visitation were found to be more important than expected for those with a total household income of \$40,000 or less, and less than expected for those with total household incomes of \$40,001-\$60,000 and \$60,001 and above. Sixty-four percent of this socioeconomic category rated experiencing

solitude and quiet as an important to extremely important reasons for traveling to the Washita, compared to 58% of respondents with total annual household incomes between \$40,001-\$60,000, and 50% of respondents with annual incomes of \$60,001 and above. For details see Table 26.

Table 26

Summary of Chi-Square Results for Socioeconomic Status & Visitor Interest in Solitude & Quiet as Reasons for Visiting WBNHS

Factor for analysis: Socioeconomic Status	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
\$40,000 & Less	1	7	31	42	27	108
\$40,001-\$60,000	6	9	24	46	8	93
\$60,001 & Above	10	25	44	59	19	157
Totals	17	41	99	147	54	358

$\chi^2 = 23.00, p = .003, df = 8, \alpha = .05$

2. Socioeconomic Status and Visitor Rating of Importance of Picnicking. Similar to those who enjoyed the Washita's quiet experience, those respondents making less than \$40,000 annually rated picnicking as more important than expected and the other income groups surveyed rated picnicking as less important than expected during this visit. Forty-two percent of this socioeconomic category rated picnicking as important to extremely important, compared to 20% of respondents with total annual household incomes between \$40,001-\$60,000, and 24% of those with annual incomes of \$60,001 and above. See Table 27 on page 114 for details.

Table 27

Summary of Chi-Square Results for Socioeconomic Status & Visitor Rating of Importance the Activity of Picnicking at WBNHS

Factor for analysis: Socioeconomic Status	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
\$40,000 & Less	6	31	23	33	11	104
\$40,001-\$60,000	8	20	40	12	5	85
\$60,001 & Above	12	47	57	28	8	152
Totals	26	98	120	73	24	341

$$\chi^2 = 21.23, p = .007, df = 8, \alpha = .05$$

3. Socioeconomic Status and Visitor Rating of Importance of Quiet.

Respondents with the highest annual household income rated the quality of quietness at this historic site as more important than expected and the other income groups rated the same quality as less important than expected during this visit. Respondents making more than \$60,001 annually rated the importance of quietness at the Washita as important to extremely important 88% of the time, compared to 74% and 78% for those making between \$40,001 to \$60,000, and those making \$40,000 or less, respectively. See Table 28 on page 115 for details.

Table 28

Summary of Chi-Square Results for Socioeconomic Status & Visitor Rating of Importance of Quality of Quiet at WBNHS

Factor for analysis: Socioeconomic Status	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
\$40,000 & Less	2	1	23	45	45	116
\$40,001-\$60,000	7	3	14	46	21	91
\$60,001 & Above	6	3	18	88	47	153
Totals	15	7	55	179	113	369

$$X^2 = 17.44, p = .026, df = 8, \alpha = .05$$

4. Socioeconomic Status and Visitor Rating of Importance of Solitude. Those surveyed with annual household incomes of \$40,001-\$60,000 were less likely than expected and those with annual household incomes of less than \$40,000 and \$60,001 and above were more likely than expected to see solitude as an important site quality during this visit. Only 68% of respondents in this income bracket rated solitude at the site as important to extremely important, compared to 75% of those making less than \$40,000, or more than \$60,001. For additional details see Table 29 on page 116.

Table 29

Summary of Chi-Square Results for Socioeconomic Status & Visitor Rating of Importance of Quality of Solitude at WBNHS

Factor for analysis: Socioeconomic Status	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
\$40,000 & Less	3	2	24	39	44	111
\$40,001-\$60,000	7	5	17	41	20	90
\$60,001 & Above	7	4	29	81	40	161
Totals	17	11	70	160	104	362

$$X^2=16.52, p = .036, df = 8, \alpha=.05$$

H₀₂: Visitor Experiences and Demographic Characteristics

The researcher conducted a series of Pearson's Goodness of Fit Tests using the chi-square statistic cross tabulated with the 5-point Likert Scale responses on satisfaction of visitor experiences with each demographic factor investigated. Visitor experiences were Likert Scale ratings of satisfaction with facilities and services used at the site. Facilities included restrooms, hiking trail, overlook area, picnic area, West Contemplative Area, road directional signs, roads, and parking lot. Services included self-guided walking tours, ranger-guided activities, park brochures, assistance from park staff, and access for people with disabilities.

At an alpha level of .05, results of this analysis found that demographic factors of group type, ethnicity, race, and education were significantly related to visitor satisfaction and therefore related to the visitor's experience. Again, the null hypothesis was rejected. See Tables 30-32 on pages 117-119 for specific frequency data.

A. Group Type Demographic Factors

Depending upon the ways visitors traveled to the park, whether in groups or alone, was related to the visitor's degree of satisfaction with the Washita's picnic area. Those who traveled to the site with family members were more satisfied than expected and those who traveled alone or with friends and family were less satisfied than expected with the picnic area. Seventy-seven percent of those traveling with family were somewhat satisfied to very satisfied with the picnic area, compared to 67% of those who traveled with friends and family and 47% of those who traveled alone. See Table 30 for details.

Table 30

Summary of Chi-Square Results for Group Type & Visitor Satisfaction with Picnic Area

Factor for analysis: Group Type	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied	Total
Alone			17	6	9	32
Family	1	1	27	30	66	125
Friends, Family/Friends & Other	2	2	10	13	15	42
Totals	3	3	54	49	90	199

$$X^2 = 22.89, p = .004, df = 8, \alpha = .05$$

B. Ethnicity Demographic Factors

Ethnicity exhibited a statistically significant relationship with visitor satisfaction of the self-guided walking tour at the Washita Battlefield site. Six percent of respondents surveyed noted they did not wish to answer questions related to ethnicity and satisfaction with the self-guided walking tour. Survey

results did find differences of visitor satisfaction with the walking tour depending upon whether or not the respondents were Hispanic or Latino. Hispanic or Latino respondents were more satisfied than expected and non-Hispanic and Latinos were less satisfied than expected with the self-guided walking tour. Eighty-eight percent of respondents to this question who were Hispanic or Latino rated their satisfaction with the self-guided walking tour as somewhat satisfied to very satisfied. By comparison, 80% of those respondents who were neither Hispanic nor Latino rated this characteristic as somewhat satisfied or very satisfied. See Table 31 for details.

Table 31

Summary of Chi-Square Results for Ethnicity & Visitor Satisfaction with Self-Guided Tour

Factor for analysis: Ethnicity	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied	Total
Hispanic or Latino			1	4	3	8
Not Hispanic or Latino	4	7	28	65	91	195
Do Not Wish to Answer		3	1	1	8	13
Totals	4	10	30	70	102	216

$\chi^2 = 20.04, p = .029, df = 8, \alpha = .05$

C. Race Demographic Factors

Based upon race, white as opposed to non-white, respondents differed in their degree of satisfaction with the Battlefield site's picnic facility. Non-white respondents were more satisfied than expected and whites were less satisfied than

expected with the picnic facility. Eighty percent of non-white respondents rated satisfaction with the Washita's picnic facility as somewhat satisfied to very satisfied compared to 68% of whites surveyed. For additional details see Table 32.

Table 32

Summary of Chi-Square Results for Race & Visitor Satisfaction with Picnic Area

Factor for analysis: Race	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied	Total
Non-White			5	13	7	25
White	3	3	47	34	79	166
Totals	3	3	52	47	86	191

$X^2=12.08, p=.017, df=4, \alpha=.05$

H₀₃: Visitor Preferences and Demographic Characteristics

A final series of Pearson's Goodness of Fit Tests were conducted by the researcher using the chi-square statistic cross tabulated with the 5-point Likert Scale responses on preferences with each demographic factor investigated. Visitor preferences were Likert Scale ratings of visitor interest in particular subjects such as history of the West, Native American history and culture, military history, natural history, and genealogical research. Visitors also rated future learning preferences with a 5-point Likert Scale of importance for printed material, audio-visual programs, ranger-guided walks, indoor exhibits, outdoor exhibits, and road or trailside exhibits. Finally, visitors rated future priorities for the Washita Battlefield on a 5-point Likert Scale of importance. Priorities for the future included: acquiring more historic property; protecting natural resources, providing educational programs regarding the cultural and natural history of

the site, and preserving the natural, cultural and historic properties. Additional priorities included providing more outdoor recreation opportunities, utilizing the Washita Battlefield to encourage tourism and economic development; and preserving the Washita Battlefield NHS as a sacred or memorial site.

With $\alpha = .05$, results of this analysis found demographic factors of group type, ethnicity, and educational level were significantly related to specific visitor preferences, thereby rejecting the null hypothesis. For comparison of significantly different Pearson's Goodness of Fit Tests on visitor preferences please refer to Tables 33-39 on pages 121-127.

A. Group Type Demographic Factors

Depending on how visitors traveled to the facility, whether alone, with family, or with family and friends, significant relationships were found with visitor preferences for future subjects of learning interest. Significant relationships were also found between group types and visitor preferences for how they learn about the cultural and natural history of the park.

1. Group Type and Visitor Learning Preference for the History of the West. With regard to respondent's preferences for future subjects of learning, visitors who traveled with friends and family and friends to the Washita Battlefield were less likely than expected and visitors traveling alone or with family only were more likely than expected to be interested or extremely interested in learning about the history of the West. Only 84% of respondents with friends or family and friends indicated interest in this area. By comparison, 94% of those who traveled alone

and 92% of those traveling with only family members were interested to extremely interested in learning about the history of the West on future visits. See Table 33 for details.

Table 33

Summary of Chi-Square Results for Group Type & Visitor Preference for Learning about History of the West

Factor for analysis: Group Type	Extremely Uninterested	Uninterested	Neither Interested nor Uninterested	Interested	Extremely Interested	Total
Alone			3	24	24	51
Family	8	1	12	141	123	285
Friends, Family/Friends & Other	3	4	13	45	61	126
Totals	11	5	28	210	208	462

$\chi^2 = 18.13, p = .020, df = 8, \alpha = .05$

2. Group Type and Visitor Learning Preference by Outdoor Exhibits. In terms of how respondents preferred to learn in the future about the cultural and natural history of the park, visitors who traveled with friends, or family and friends were less likely than expected and those who traveled alone or with only family members were more likely than expected to find outdoor exhibits as important to extremely important. Only 86% of travelers with friends or family and friends indicated a preference for outdoor exhibits as a future way of learning. By comparison, 96% of those who traveled alone and 90% of those traveling with only family members rated outdoor exhibits as an important to extremely important preferred way to learn of the cultural and natural history of the WBNHS. See Table 34 on page 122 for details.

Table 34

Summary of Chi-Square Results for Group Type & Visitor Learning Preference by Outdoor Exhibits

Factor for analysis: Group Type	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Alone			2	26	22	50
Family	6	3	17	136	100	262
Friends, Family/Friends & Other	0	8	8	60	44	120
Totals	6	11	27	222	166	432

$\chi^2 = 16.22, p = .039, df = 8, \alpha = .05$

3. Group Type and Visitor Learning Preference by Road or Trailside Exhibits.

Similarly, visitors who traveled with friends or family and friends were less likely than expected and visitors who traveled alone or with only family members were more likely than expected to find road or trailside exhibits as an important to extremely important way to learn. Only 78% of respondents in this group type indicated a preference for road or trailside exhibits as a future way of learning about the Battlefield's cultural and natural history. By comparison, 90% of those who traveled alone indicated this preference and 87% of those traveling with only family members rated road or trailside exhibits as important to extremely important preferred way of learning. See Table 35 on page 123 for additional information.

Table 35

Summary of Chi-Square Results for Group Type & Visitor Learning Preference by Road or Trailside Exhibits

Factor for analysis: Group Type	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Alone		3	2	27	19	51
Family	6	5	21	132	89	253
Friends, Family/Friends & Other	0	7	18	49	44	118
Totals	6	15	41	208	152	422

$$X^2 = 16.58, p = .035, df = 8, \alpha = .05$$

4. Group Type and Visitor Preference for Tourism and Economic Development as a Future Priority. Respondents who traveled with friends or family and friend were more likely than expected and respondents traveling with only family members or alone were less likely than expected to rate their preference for tourism and economic development as important. Eighty-three percent of those who traveled with friends, or family and friends rated their preference for tourism and economic development as an important to extremely important priority for the Washita Battlefield for the next 20 years. This rating compares to 71% of those traveling with family members only, and 60% of those traveling alone. For additional details see Table 36 on page 124.

Table 36

Summary of Chi-Square Results for Group Type & Visitor Preference for Tourism & Economic Development as a Future Priority

Factor for analysis: Group Type	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Alone	5	8	7	13	17	50
Family	15	22	37	110	74	258
Friends, Family/Friends & Other	3	3	13	41	55	115
Totals	23	33	57	164	146	423

$$\chi^2 = 24.52, p = .002, df = 8, \alpha = .05$$

B. Ethnicity Demographic Factors

Ethnicity exhibited a statistically significant relationship with visitor preferences for learning about Native American history and culture on a future visit to the historic site. See Table 37 on page 125 for specific frequency data.

Although 5% of those surveyed indicated they did not wish to answer questions related to ethnicity and future subjects of learning, there was a noted difference of interest in learning about Native American history and culture depending upon whether or not the respondents were Hispanic or Latino. Visitors who reported their ethnicity to be Hispanic or Latino were more likely than expected, and non-Hispanic or Latino visitors were less likely than expected to have an interest in learning about Native Americans on a future visit. Ninety-one percent of respondents who were Hispanic or Latino rated their desire to learn about Native Americans as interested to extremely interested. By comparison,

83% of those neither Hispanic nor Latino rated this characteristic as interested or extremely interested.

Table 37

Summary of Chi-Square Results for Ethnicity & Visitor Preference of Learning about Native American History and Culture

Factor for analysis: Education	Extremely Uninterested	Uninterested	Neither Interested nor Uninterested	Interested	Extremely Interested	Total
Hispanic or Latino			1	3	7	11
Not Hispanic or Latino	9	3	12	147	210	381
Do Not Wish to Answer	0	0	4	10	7	21
Totals	9	3	17	160	224	413

$\chi^2 = 16.64, p = .034, df = 8, \alpha = .05$

C. Education Demographic Factors

In terms of visitor preferences for subjects of learning on future visits to the Washita Battlefield NHS, education level was significantly related to interest in genealogical research. Additionally, visitor levels of education were significantly related to the rating of outdoor recreation as a future priority for this national historic site. See Tables 38 and 39 on pages 126-127 for specific frequency data.

1. Education and Interest in Genealogical Research. Intuitively, one would expect those with higher levels of education to be more interested in genealogical research than those with less education. However, results of this survey showed visitors with some high school education or high school

graduates were more likely than expected, and visitors with college, graduate or post-graduate degrees were less likely than expected to be interested in genealogical research on a future visit to the Battlefield. Sixty-eight percent of respondents with some high school education or high school graduates rated interest to extreme interest in genealogical research. By comparison, only 40% of those with graduate or postgraduate degrees were interested to extremely interested in genealogical research and 57% of respondents with some college education or college graduates were interested to extremely interested in genealogical research. See Table 38 for details.

Table 38

Summary of Chi-Square Results for Education & Visitor Preference for Learning about Genealogical Research

Factor for analysis: Education	Extremely Uninterested	Uninterested	Neither Interested nor Uninterested	Interested	Extremely Interested	Total
Some High School/H. S. Graduate	2	7	16	33	20	78
Some College/College Graduate	7	28	57	65	58	215
Graduate Degree/Post Graduate	10	16	38	26	17	107
Totals	19	51	111	124	95	400

$\chi^2 = 20.41, p = .009, df = 8, \alpha = .05$

2. Education and Visitor Importance of Outdoor Recreation. Similar to the

relationship between educational level and interest in genealogical research, was the relationship between education level and importance of outdoor recreation as a future priority for WBNHS. Respondents with some high school education or high school graduates were more likely than expected,

and visitors with college, graduate or post-graduate degrees were less likely than expected to find outdoor recreation important as a future priority. Seventy percent of respondents with some high school or high school graduates indicated they believed outdoor recreation to be an important to extremely important future priority for this historic site. Sixty-seven percent of those with some college or a college degree rated outdoor recreation as an important to extremely important future priority, and 50% of those with a minimum of a graduate or postgraduate degree. See Table 39 for details.

Table 39

Summary of Chi-Square for Education & Visitor Preference for Outdoor Recreation as a Future Priority

Factor for analysis: Education	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Total
Some High School/H. S. Graduate	2	9	11	24	27	73
Some College/College Graduate	7	21	41	83	60	212
Graduate Degree/Post Graduate	8	19	27	33	20	107
Totals	17	49	79	140	107	392

$\chi^2 = 16.34, p = .038, df = 8, \alpha = .05$

Summary of Tested Hypotheses

Three hypotheses were tested as part of this study in addition to the research questions posed as part of the overall research. Each of these hypotheses included multiple factors as components to be evaluated. Based upon the analysis of the data generated from the visitor survey, all three hypotheses were rejected due to significant

differences found on one or more of these foundational factors. See Table 40 for a summary of testing.

Table 40

Summary of Hypothesis Testing and Decisions

Hypothesis tested	Decision on Hypothesis Testing
H ₀₁ : There is no difference in the expectations of visitors to the Washita National Historic Battlefield prior to their visits based upon their demographic characteristics.	Rejected
H ₀₂ : There is no difference in the experience of visitors to the Washita National Historic Battlefield during their visits based upon their demographic characteristics.	Rejected
H ₀₃ : There is no difference in preferences of visitors to the Washita National Historic Battlefield for services or facilities based upon their demographic characteristics.	Rejected

CHAPTER V

DISCUSSION

Introduction

In developing this study, the researcher identified various questions that she and the National Park Service wished to have answered. These questions were identified as:

1. What were the expectations of visitors coming to the Washita Battlefield National Historic Site?
2. What experiences did these visitors desire to take away with them?
3. What were the demographic characteristics of Washita Battlefield NHS visitors?
4. What preferences did visitors have for services provided by a NPS visitor center?
5. What preferences did visitors indicate regarding recreation at the Washita Battlefield National Historic Site?
6. What were the recreational spending habits of Washita visitors and the economic impact to the local community?
7. What other western Oklahoma sites and other National Park Service units did visitors attend and why did they attend them?
8. What attitudes and opinions that related to Washita Battlefield NHS recreation opportunities did visitors indicate?

9. How did the attitudes and opinions regarding recreation opportunities reflect the demographic patterns of visitors to Washita Battlefield National Historic Site?

This study also investigated, using Pearson's Chi-Square statistic, whether demographic factors were significantly related to visitor expectations, experiences and preferences at the Washita Battlefield National Historic Site. These factors included gender, group type, ethnicity, race, educational background, and socioeconomic level. Initially, the investigator hypothesized, as is customary with null hypotheses, that there would not be a significant relationship between visitor demographics and their expectations, experiences and preferences. However, some factors did generate significant relationships to visitor expectations, experiences and preferences, therefore allowing the researcher to reject all three hypotheses.

Conclusions

Research Questions

The following conclusions to research questions were provided in the order in which each question was stated above:

1. Expectations of Visitors to the Washita Battlefield:

The most frequently reported reasons for visitation of the Washita Battlefield were to physically view the site and learn more about American history. These reasons were reflected in the most often visited area of the site, the overlook, where 70% of all visitors viewed the Battlefield and listened to the historical interpretation provided by the NPS. Visitors desired taking advantage of photographic opportunities and were most interested in the quiet and solitude

aspects of the site. These findings were consistent with the literature review regarding visitor reasons and motivations for travel to historic sites, which was primarily to learn (NPS, 2002; AAM, 2002). This was also consistent with the Visitor Services Project findings at other national historic sites that cited learning about area history and culture, viewing scenery, viewing battlefield and interest in Native American history as additional reasons for visiting national historic sites and parks.

2. Visitor Experiences at the Washita Battlefield:

Visitors were highly satisfied with assistance from park staff (84%) and generally satisfied with the facilities at the Battlefield location. Over one-half of all surveyed visitors desired such services as ranger-guided tours and Native American cultural activities to be held on location once the Battlefield site restoration was completed. Similar findings were reported in the VSP studies of other national historic sites and parks, especially in regard to a high level of satisfaction with park staff and ranger-guided tours (NPS, 2002).

Over 80% of those who visited this historic site provided detailed thoughts regarding their experience of the Washita. They did so by telling the researcher about what they liked best and least. The National Park Service staff and their historical interpretation of the event weighed in as the primary favorite experience of most visitors. Weather topped the listings of those things least liked by site visitors. "Wet and cold" or "hot and windy" were frequent comments of visitors expressing their dislikes.

Visitors also ranked the overall quality of their experience at the park from 1 to 10, with 10 being a perfect trip. Seventy percent of respondents gave the quality of their experience a rating of eight or higher. This is quite similar to ratings of the overall park quality found at other NPS historical sites that ranged from above average to good and very good (NPS, 2002).

Eighty-six percent of respondents who visited the Battlefield site disclosed they had a better understanding of why the Washita Battlefield National Historic Site was nationally significant as a result of their experience on this visit.

3. Demographic Characteristics of the Washita Battlefield Visitor:

In terms of gender, visitors were somewhat evenly distributed with 54% of respondents being male and 46% being female. Approximately half of all visitors were between the ages of 26-54, with almost one-quarter of all visitors being 55 years or older. Most visitors traveled in groups of two or more people. Typically, visitors traveled with family members or friends to see the Washita Battlefield National Historic Site.

The great majority of visitors (87%) were white, not Hispanic or Latino (92%), and spoke English as their primary language (91%). Approximately one-fourth of all visitors were physically disabled (visual, hearing, or mobility), which was of particular interest in terms of offering services for physically challenged visitors.

Visitors were typically well-informed with over 50% educated at a minimum of a Bachelor's degree. In terms of socioeconomic status, 68% of all visitors surveyed earned a household income in excess of \$40,000.

Other visitor information revealed that 75% of visitors were attending this historic site for the first time and were not a part of a guided tour or educational group. A slight majority of visitors (53%) were aware of the National Park Service's management of the site. Almost one-fourth of visitors reported visiting other national parks on this trip. Approximately 80% of all visitors had prior knowledge and information concerning their visit, and this information was gathered from a variety of informational resources. Most visited the Washita Battlefield as a day trip and the site was not a primary destination but one of several destinations. Interestingly, a full one-third of visitors reported that the Battlefield was not a planned destination at all. A sizable majority of travelers (97%) reported having no difficulty in locating the historic site, with almost two-thirds of visitors arriving at the Battlefield in the afternoon.

Nearly half of all visits to the Washita Battlefield lasted between one and one and one-half hours. Visitors hailed from 205 various cities, 34 different states and four different foreign countries, with Oklahoma being the primary home state of most in attendance. Almost 30% of visitors stayed overnight away from home and within a 30-mile drive of the Washita Battlefield area. Sixty percent of overnight visitors stayed at least one night in the area in a motel, lodge or bed and breakfast.

The research findings of Wellner, the U.S. Forest Service and the National Park Service Visitor Services Project cited in the literature review stated that the typical historic site visitor would most likely be someone who enjoyed walking and sightseeing as a favorite pastime. The typical visitor would also have an

interest in wildlife viewing and hiking. The visitor would be a part of a family traveling by car, with interests in cultural, historical and general educational opportunities while on vacation; adults aged 35-50 who had free time and expendable income to travel to remote sites such as the Washita Battlefield were also more likely to visit this park. The typical visitor would also be white, non-Hispanic or Latino, middle or upper class, and a college graduate (NPS, 2002; USFS, 2002; Wellner, 1997). Findings of this study regarding the demographic characterization of the Washita visitor were consistent with this previous research.

4. Visitor Preferences for Services Offered by NPS Visitor Center:

The most frequently endorsed visitor preference for services offered by the visitor center were those services that would allow the visitor to learn about Native American history and culture and the history of the West. Over 90% of survey respondents indicated a strong interest to learn more about these two subjects. Visitors also desired to understand the natural history of the Washita (85%) and its military history (83%). Visitor preferences were consistent with those reported by other NPS historic site studies which included preferences for learning about Western history, Native American culture and natural history (NPS, 2002).

Visitors also indicated their preferred method for learning about the cultural and natural history of the Washita Battlefield. Most respondents indicated a preference to learn through such ways as the use of outdoor exhibits, printed materials, ranger-guided walks or tours, audio/visual programs, indoor exhibits, and road and trailside exhibits. Again, these preferences differed only

slightly from studies of other NPS historic sites that included learning through guided tours, trailside exhibits and visitor center exhibits (NPS, 2002).

5. Visitor Preferences for Recreation at the Washita Battlefield:

Day visitors to Washita Battlefield National Historic Site reported a variety of types of recreation they preferred after site restoration and the visitor center was completed. Sixty-six percent responded they would like to have ranger-guided tours available. In addition, 61% of visitors indicated a preference for Native American cultural activities and self-guided walking tours at the site, and 53% of visitors requested living history or re-enactments. These preferences are consistent with those found at other National Park historic sites with the exception of touring visitor centers and their exhibits that was indicated for those sites hosting a visitor center (NPS, 2002).

6. Recreational Spending Habits of the Washita Visitor:

Expenditure patterns reported by the various visitors to the Washita Battlefield were quite varied and not all individuals interviewed reported their travel expenses. Visitors indicated dollar values spent in specific business categories such as lodging, travel, food and other, as related to their trip during this visit. Visitors also noted whether that money was spent within 30 miles of the Battlefield or beyond that distance. Local residents included only those expenditures that were directly related to this particular visit to the park.

The mean lodging expense within 30 miles of Washita Battlefield was reported by visitors to be \$37.13, with a spending range reported between \$8 and \$60. Other mean expenditures by categories, as reported by visitors and within 30

miles of the Battlefield were: travel, \$15.32, with a range of \$2-\$200; food, \$20.80 with a range of \$1-\$650; and other, \$16.76, with a range of \$1-\$300. In general, it appeared that the average total visitor expenditure within 30 miles of Washita Battlefield was just under \$100 for this visit.

The mean lodging expense outside 30 miles of Washita Battlefield was reported by visitors to be \$106.49, with a spending range reported between \$10 and \$2,500. Other mean expenditures by categories, as reported by visitors and outside of 30 miles of the Battlefield were: travel, \$59.02, with a range of \$5-\$1,000; food, \$45.65 with a range of \$1-\$800; and other, \$122.71, with a range of \$1-\$9,000. The average total visitor expenditure outside 30 miles of Washita Battlefield was slightly more than \$300 for this visit.

The VSP study cited in the literature review found that most visitors spent money during park visits but what they spent varied by park. The average visitor group expenditure reported by the Visitor Services Project for other historic sites and battlefields varied widely by park from \$1 to \$50, and up to almost \$600 (NPS, 2002). The average visitor expenditure at Washita Battlefield NHS was consistent with that found at other national park sites. Of the total expenditures by groups, the VSP reported most were for lodging and food (NPS, 2002). This was also consistent with the expenditures reported by Washita Battlefield visitors. This VSP study also found the visitor's contribution to be substantial but quite varied in terms of the amount of money contributed to the regional economies around the park (NPS, 2002). The researcher believed the impact to the regional economies surrounding the Washita Battlefield was consistent with those of other national

historic site and battlefield, and will most likely grow with the future site development that included a visitor center.

7. Other Western Oklahoma Sites and NPS Units Visited by Washita Visitors and Visitor Reasons for Attending:

Approximately 60% of visitors sampled toured the Black Kettle Museum and only 25% of survey respondents viewed the Black Kettle National Grassland on this trip. Slightly more than 60% of the Washita Battlefield visitors were familiar with the historic town of Cheyenne, Oklahoma. Few respondents (less than 5%) visited Lake Meredith National Recreational Area, Fort Larned National Historic Site and Fort Supply State Historic Site on this trip. Almost 10% of those surveyed indicated having toured other nearby places such as Dead Indian Lake, also known as Black Kettle Lake, the Auguste Metcalf Museum, Coyote Hills Ranch, Oklahoma City Memorial, and Turkey Creek Winery. A majority of those sampled (52%) cited an interest in history and culture or a desire to learn as their main reasons for visiting these other nearby places. Others noted such things as sightseeing or touring as their primary reason for visiting. These reasons are consistent with previous studies (NPS, 2002; Belland & Boss, 2001; Perrault, Darden, & Darden, 1997; Wellner, 1997; Driver, Brown & Peterson, 1991; Littlejohn, & Machlis, 1990; and Burak, 1985) emphasizing visitor motivation to learn about history and culture and visitor motivation to view the setting as most often the driving forces behind reasons for visitation.

8. Visitor Attitudes and Opinions Regarding Recreation Opportunities at the Washita Battlefield:

Visitors expressed a wide variety of attitudes and opinions regarding the recreational opportunities at the Washita Battlefield National Historic Site. Fifty-nine percent of survey respondents felt a priority for the Washita Battlefield National Historic Site over the next twenty years should be to provide more outdoor recreation opportunities for the public.

Only 35% of visitors surveyed indicated they traveled to the Washita Battlefield specifically for its recreational opportunities such as hiking, jogging or walking. The majority of visitors came to view the actual battlefield and to learn of its history. This again, was a consistent finding with the VSP studies at other national historic sites (NPS, 2000).

Of those visitors who indicated they were unable to see or do something specifically at the site, a majority cited an expectation to walk to and see the Washita River and to walk the battlefield and village area. Visitor's comments indicated that they strongly desired to physically experience the actual site of battle, and to view the river along which the Cheyenne were camped. The closure of the lower trail to the Washita River and to the battlefield was cited as the primary reason visitor's expectations were not met.

The majority of survey respondents expressed that the National Park Service staff and their historical interpretation of the site was their most favored recreational experience. Others commented simply viewing the battlefield setting and experiencing the quiet and peacefulness of the site was what they liked best

about their visit. These reasons are quite similar to those reported by visitors at other national historic sites and battlefields from the VSP studies. These studies listed viewing historic sites and historical interpretation as the favorite activities of most visitors to historical places (NPS, 2000).

Visitor interest in native plants and prairie biota was noted by a small percentage (6%) of respondents. This group generally expressed a desire to see trailside information identifying the current native habitat and whether it accurately represented the native prairie found during the Battle of the Washita. In addition, almost 10 % of surveyed visitors desired more interpretive signage relating to the battle to be placed at the actual battlefield site and along the walking trail. The visitor's stated desire to learn more about the battle and the native prairie setting through exhibits or interpretive signs was indicative of other findings of literature which noted visitor's primary interest was to learn about the history of the site and view the setting (NPS, 2002).

One-fourth of all visitors to the Washita listed disabilities or impairments that they or any member of their group had that affected their visit to Washita Battlefield. This included visual, mobility, hearing, mental and "other" disabilities. Sixteen individuals reported visual disability, 37 respondents acknowledged difficulty with mobility, 19 visitors reported a hearing disability, and seven indicated they had a physical disability related to mobility and vision. Approximately 15% indicated they encountered problems at the Battlefield associated with trail access and length; stairs and lack of seating at the overlook; and hearing the interpretive program given by the ranger. Based upon the aging

population of the United States, the researcher believed that future visitation to the Battlefield will report an even larger number of disabled visitors encountering access problems at the Washita Battlefield National Historic Site.

9. Visitor Demographic Patterns and Visitor Attitudes and Opinions Regarding Recreation Opportunities:

Results of this study found that almost 60% of all visitors surveyed expressed a strong preference for more outdoor recreation opportunities for the public at the Washita Battlefield NHS. This generally reflects one demographic pattern of the Washita visitor: approximately one-half of all visitors were between the ages of 26-54, with almost one-quarter of all visitors being 55 years or older. Previous research (Wellner, 1997) found that participation in outdoor recreation was well above average for this age group and trends indicated those individuals now entering their 50s to be the biggest growth market for outdoor recreation.

The great majority of visitors to the Washita Battlefield National Historic Site expressed their primary desire was to view the battlefield and learn of its history. One demographic characteristic of the Washita visitors was that the visitors were typically well-informed with over 50% educated at a minimum of a Bachelor's degree. This finding was consistent with research (Wellner, 1997; Burak, 1985) that indicated education was a factor that impacted the individual's choice of outdoor recreation, and that visiting historic sites was most popular among educated Americans. Interestingly, prior studies also suggested that the well-educated baby-boom generation now entering its 40s and 50s was a primary factor in the growth of popularity of historic and prehistoric sites.

Finally, results of this study found approximately one-fourth of all visitors to the Washita Battlefield National Historic Site were physically disabled (visual, hearing, or mobility). It came as no surprise to this researcher that many of these visitors expressed encountering access problems at the Battlefield. Factors such as no wheelchair access or ramp to the overlook, the rough, uneven surface of the trail, and no seating at the overlook presented challenges to those with physical impairments. In some cases, visitors simply left the site and returned to their cars, while others in their group listened to the interpretive history or walked the self-guided tour.

Research Hypotheses

Some research questions were answered using survey responses. Other research questions were addressed as research hypotheses. Three hypotheses were tested as a part of this project. The following conclusions were drawn from the results of this study's testing of demographic factors and their significant relationships to visitor expectations, experiences and preferences, using the Pearson's Chi-Square statistic.

1. H_{01} : There is no difference in the expectations of visitors to the Washita Battlefield National Historic Site prior to their visits based upon their demographic characteristics.

Demographic factors appeared to be more broadly related to visitor expectations than visitor experiences and preferences. Based upon the results of this study, gender failed to be significantly related to visitor preferences and experiences, but gender demonstrated a significant relationship with visitor expectations.

Gender was significantly related to visitor expectations regarding visitor interest in learning about personal or family history and Native American culture. Males were less likely than expected and females were more likely than expected to find personal or family history as an important reason to visit the site. Females were also more likely than expected and males less likely than expected to rate interest in Native American culture as an important to extremely important reason for visiting this site. This testing format does not allow the researcher to provide an understanding of why differences occur in visitor expectations. It can only indicate differences where they do occur. Literature noted in Chapter II suggested that national historic sites offered visitors contact with other cultures and the past. And in this particular study, more females than statistically expected rated an interest in Native American culture.

Gender was also significantly correlated to visitor interest in viewing wildlife and scenery as reasons for visiting the Washita Battlefield, with females more likely than expected and males less likely than expected to be attracted to viewing wildlife as a reason to visit. Similar to interest in wildlife, interest in viewing scenery was more frequently endorsed than expected by females and less frequently endorsed than expected by males as an important to extremely important reason to visit this site. Literature (Wellner, 1997) had established nature observation as one of the most popular outdoor recreational activities in the United States. These findings appear to contradict the literature that reported men participated at higher rates than women in all but five outdoor recreational

activities: ice-skating, horseback riding, walking, picnicking, and bird watching (Wellner, 1997).

Finally, gender was associated with visitor expectations concerning the importance of qualities such as sacredness and solitude found at the historic site. Sacredness of the site, as an important quality found at the Battlefield by visitors during this visit, was more highly endorsed than expected by female respondents and less highly endorsed than expected by male respondents on this visit. Similar to site sacredness, solitude as an important quality found at the Battlefield was more highly endorsed than expected by female respondents and less highly endorsed than expected by male respondents on this visit.

Race was not statistically related to visitor preferences but test results of the Pearson's Chi-Square showed race to be significantly related to visitor expectations. Specifically, race was significantly related to visitor interest in learning about personal or family history, and the importance visitors placed on the sacred and quiet qualities of the battlefield surroundings.

A greater number than expected of non-white visitors rated interest in personal or family history as an important to extremely important reason for visiting this site. A greater number than expected of this same group rated the importance of sacredness and quiet qualities of the battlefield surroundings as an important to extremely important reason for visiting the site. By contrast, a fewer number of white visitors than expected rated interest in personal or family history as an important reason for site visitation; and a fewer number of white visitors

than expected rated the importance of sacred and quiet as an important reason for visiting this site.

As well, group type demonstrated a statistically significant relationship with visitor expectations concerning curiosity and the importance visitor's placed on the historic site's quality of solitude. Curiosity as a reason for visiting the Washita Battlefield was more important than expected to those who traveled with family, and was less important than expected for those who traveled alone or with friends and family. This finding was consistent with previously NPS studies which found families to be the most common group that visited national parks (NPS, 2002).

In contrast, those who traveled alone were more likely than expected to endorse the quality of solitude as an important to extremely important reasons for their visit; those traveling with family members or those traveling with friends and family were less likely than expected to endorse this quality as a reason for visiting. This finding was consistent with literature regarding family group types and the importance they place on learning and activities such as picnicking rather than qualities such as solitude, as reasons for visiting historic sites (Dwyer 1994; Chavez & Winter, 1993).

Ethnicity and visitor expectations were shown to have only one statistically significant relationship: experiencing the Washita Battlefield's solitude and quiet as reasons for visiting the site. A greater number of survey respondents than expected who were Hispanic or Latino felt experiencing the solitude and quiet found at this site was an important to extremely important

reason for visitation. In comparison, a lesser number of survey respondents than expected who were neither Hispanic nor Latino felt experiencing the site's solitude was an important reason for visitation. This finding was in contrast to studies regarding Hispanic visitors and their tendency to be more family and group-oriented when visiting outdoor recreation areas, rather than visitors who sought solitude and quiet in these areas (Dwyer, 1994; Chavez & Winter, 1993).

The visitor's educational level was significantly correlated with visitor expectations regarding interest in learning about personal or family history. Visitor interest in learning about personal or family history as a reason for site visitation was more than expected for those with some high school education to high school graduates, and less than expected for visitors with college, graduate or post-graduate degrees. This again was found to be in contrast to the literature which suggested that college educated visitors were those most interested in learning as a reason for attending historic sites (NPS, 2002; Wellner, 1997).

As well, respondents with only a high school education were more likely than expected to be attracted to this site for the purpose of experiencing solitude and quiet, and respondents with college, graduate, and post-graduate degrees were less likely than expected to visit the site for these same site qualities.

Interestingly, individuals with some college education and including college graduates were more likely than expected to be attracted to recreational opportunities such as hiking, walking and jogging offered at the site as a reason for visiting. In comparison, those individuals who had attended or graduated from high school or visitors with graduate or post graduate degrees were less likely than

expected to be attracted to recreational opportunities at the site. Literature supported the premise that the college educated person most often visited historic sites to learn of its history (NPS, 2002; Wellner, 1997). This was somewhat in contrast to this study's finding in that those with some college or a Bachelor's degree indicated an interest in other types of recreation other than learning as a reason for visiting this historic site.

Furthermore, interest in visiting a national park site was reported as more important than expected for those with some high school to high school graduates and less important than expected for respondents with college, graduate or post-graduate degrees, as a reason for traveling to the Washita Battlefield NHS. The literature cited for this study revealed visitors to historic sites were most often college educated (NPS, 2002). This question asked only if the designation as "national park" was an important reason for visiting this site. It was unclear to the researcher if the visitor discerned a distinction between a national park and a national historic site. If not, the finding of this study would appear to be in contrast to that of literature that reported the most frequent visitors to historic sites were college educated (NPS, 2002).

Additionally, visitor expectations concerning the importance placed on qualities found at the site, such as quiet and solitude, also differed by educational levels. The Washita Battlefield's qualities of quiet and solitude during this visit were reported as more important than expected for those with some high school education and high school graduates, and less important than expected for those visitors who were college educated. . The importance of picnicking at the Washita

Battlefield National Historic Site was also rated higher than expected for those respondents with some high school education and high school graduates, and less than expected for respondents with college, graduate or post-graduate educations.

Visitor socioeconomic status was also significantly related to visitor expectations concerning experiencing solitude and quiet and picnicking at the site, and the importance visitor's placed on the Battlefield's qualities of quiet and solitude.

Socioeconomic status and the importance of solitude and quiet as reasons for site visitation were found to be more important than expected for those respondents with total annual household incomes of \$40,000 or less and less important than expected for respondents with total household incomes of \$40,001 and above. Like those who enjoyed the Washita's quiet experience, those respondents with total annual household incomes of \$40,000 and less rated picnicking as more important than expected during their visit than other income groups surveyed. This was consistent with previous research which indicated that minority and ethnic groups such as the Hispanic and Latino populations who were typically part of lower income groups of visitors were generally more family-oriented and preferred activities such as picnicking and family gatherings as a part of their recreation.

Respondents with the highest annual household income rated the quality of quiet at this historic site more important than expected, and other income groups rated quiet as less important than expected during this visit. Interestingly, visitors with annual household incomes under \$40,000 and more than \$60,001

were more likely than expected to see solitude as an important site quality, and those visitors in the middle income bracket of \$40,000 to \$60,000 were less likely than expected to find solitude an important site quality during this visit.

Through chi-square testing, differences were established regarding visitor expectations prior to coming to the Washita Battlefield. However, this research design did not allow for deeper investigation into the motivations that may have formed those expectations.

2. H_{02} : There is no difference in the experience of visitors to the Washita Battlefield National Historic Site during their visits based upon their demographic characteristics.

Demographic factors including group type, ethnicity, and race were significantly related to visitor satisfaction and therefore related to the visitor's experience at the Washita Battlefield National Historic Site.

How visitors traveled to the Washita Battlefield, whether in groups with family members, friends and family members or alone, were found to be significantly related to their satisfaction with the Washita's picnic area. Those who traveled to the site with family members were more satisfied than expected, and those who traveled alone or with friends and family were less satisfied than expected with the picnic area. This finding supports that of previous studies which suggested that family groups more often participate in outdoor recreational activities such as picnicking and were therefore more satisfied with those areas which provided and supported this kind of activity (Wellner, 1997; Dwyer, 1994; Chavez & Winter, 1993).

Ethnicity was also shown to be related to visitor satisfaction with the self-guided walking tour. Hispanic or Latino visitors rated their satisfaction with the self-guided walking tour higher than expected, and respondents who were neither Hispanic nor Latin rated their satisfaction with the walking tour as lower than expected on this visit.

Finally, based upon race, white versus non-white, results of this survey demonstrated a significant relationship existed between race and the visitor's experience with the Battlefield site's picnic facility. More non-white respondents than expected rated satisfaction with the Washita's picnic facility as satisfied to very satisfied, and less whites than expected rated the same factor as satisfied to very satisfied. This was consistent with previous studies which underscore the importance of such activities as picnicking for those non-whites or minority populations who typically recreated in larger family groups (Chavez, 1996; Dwyer 1994; Chavez & Winter, 1993).

Again, differences were established regarding visitor experiences while on-site at the Washita Battlefield based upon demographic factors. However, this research design did not allow further investigation into the causes of those demographic differences.

3. H_{03} : There is no difference in preferences of visitors to the Washita Battlefield National Historic Site for services or facilities based upon their demographic characteristics.

Results of this analysis found demographic factors of group type, ethnicity, and educational level were significantly correlated to several visitor preferences for the Washita Battlefield National Historic Site.

Group type was demonstrated to be associated with visitor preferences for the history of the West as a future subject of learning. Visitors who traveled alone and those traveling with only family members were more likely than expected, and visitors who traveled with family and friends were less likely than expected to be interested in learning about the history of the West on future visits.

Group type was also related to visitor preference for outdoor, road and trailside exhibits as ways to learn in the future about the cultural and natural history of the park. Visitors who traveled alone or traveled with only family members were more likely than expected, and those who traveled with family and friends were less likely than expected to rate outdoor exhibits and road and trailside exhibits as an important to extremely important preferred way to learn of the cultural and natural history of the WBNHS.

Visitor preference for the use of the Washita Battlefield to encourage tourism and economic development was also shown to be significantly related to group type. More visitors than expected who traveled with friends, or family and friends, and fewer visitors than expected who traveled with family members only or traveled alone rated their preference for tourism and economic development as an important to extremely important priority for the Washita Battlefield for the next 20 years.

Ethnicity exhibited a statistically significant relationship with visitor preference for learning about Native American history and culture on a future visit to the historic site. Hispanics or Latinos were more likely than expected, and non-Hispanic or Latinos were less likely than expected to desire to learn about Native American history and culture on a future visit.

In terms of other visitor preferences, education level was significantly related to interest in genealogical research as a subject of learning on a future visit to the Washita Battlefield NHS. High school educated visitors were more likely than expected, and visitors with college or higher degrees were less likely than expected to be interested in genealogical research. Literature suggested that those visitors with higher levels of education than high school were most likely to be interested in learning as a part of their recreation, which was inconsistent with this particular finding.

Additionally, visitor's level of education was significantly related to visitor preference for more outdoor recreation opportunities for the public at this national historic site, as a future priority. Similar to the relationship between educational level and interest in genealogical research, visitors with only a high school education were more likely than expected, and visitors with college or higher levels of education were less likely than expected to prefer more outdoor recreation opportunities as an important future priority for this historic site.

Differences were established regarding visitor preferences for the future of the Washita Battlefield based on demographic factors. However, as previously

noted this research design did not investigate the causes that led to those differences within and between demographic groups.

Importance, Satisfaction and Priorities

In addition to the Pearson's Chi-Square analysis of data from this research, the investigator also examined, using the Pearson r correlation coefficient, whether correlations might exist between factors such as importance, satisfaction and priority. The purpose of this investigation was to see if there were items of importance, satisfaction or priority that were correlated or "connected" in the minds of visitors during this visit to the Washita Battlefield. Findings indicated there were indeed some correlations among these factors.

Regarding importance, factors such as experiencing solitude and quiet at the Battlefield, learning about Native American culture, and viewing wildlife and scenery were all correlated to each other. This finding indicated that visitors saw a combination of factors such as those listed above as being important to them on this visit.

Especially interesting was the correlation between visitors who were less educated and had lower incomes and the importance they placed on the Washita Battlefield. These visitors in particular held the site as a place to seek quiet and solitude. They were most likely not experienced with the grand scale of western National Park sites or the intense solitude and quiet available in larger properties. For these individuals, this national historic site seemed to be a place in which they could feel ownership and a sense of place. It was the common man's national park. They came to feel, listen and experience what had taken place in history. And they expected to do so through the quiet and solitude of

the setting. The Washita Battlefield National Historic Site provided them an experience other more-traveled visitors might not appreciate to the same level.

Concerning visitor satisfaction, restrooms were correlated with every other factor of satisfaction with the exception of satisfaction with the parking lot. This suggested that a possible key to a satisfying visit was the condition of the restrooms. By contrast, satisfaction with the parking lot was not associated with many of the other visitor experiences, suggesting that perhaps it was more of a distraction from the experience.

Finally, with reference to priorities for the future, all priorities listed for rating on the visitor questionnaire were correlated with each other. This suggested that visitors believed that resource protection, educational programming, preservation of historic property, outdoor recreation and tourism should be National Park Service priorities, as well as acquisition of more land at the Battlefield. Interestingly, these priorities are identical to those mandated by the U.S. Congress in the legislation that created the National Park Service in 1916.

For further details of the Pearson r correlation of importance, satisfaction and priority see the correlation tables located in the Appendix.

Additional Conclusions

Although testing of the three hypotheses revealed some interesting results, there were shortcomings to the study that should be noted prior to generalizing these results to other national historic sites. One factor that might have influenced the results of the study was the length of time over which the survey took place. While the benefit of testing over the five month time period helped with randomization of subjects, there were several

events that took place throughout the summer that may have influenced the survey's results. These events included a Cheyenne-Arapaho spiritual healing run ceremony held at the site; the September 11th community memorial service, also held at the Battlefield; an Elderhostel group tour; and finally, the Washita Symposium on-site event which honored Chief Magpie and his descendants.

Another possible confounding variable was the development of the survey instrument. Although this standard formatted instrument had been used by the National Park Service at many national parks, memorials, battlefields and historic sites, the instrument had not been used on a standardization sample or tested for reliability and validity in terms of the instrument length and wording of questions. In some instances, the length of the personal interview or pencil and paper survey generated some negative reactions from visitors. The researcher may have been attempting to gather too much information in one study.

Additionally, there are possible biases associated with having a single interviewer. For example, visitors surveyed were subject to their personal likes and dislikes based upon the personality characteristics of the interviewer. Also, interviewer biases associated with the passionate and enthusiastic personality of the researcher may have had an impact on the specific responses, reactions, and behavior of visitors.

Furthermore, there were possible Hawthorne effects that may have impacted the true opinions of visitors merely because they were being interviewed. In addition, potential visitor biases may have existed based upon personal pressure they may have experienced regarding lack of time or being in a hurry.

Results of the study suggested most visitors traveled to the site in groups of two or more. The fact that some were surveyed in pairs generated the potential that visitors may have influenced each other during the survey process. Additionally, a novelty effect may have been present simply because visitor interest and expectation may have increased because the respondents were doing an atypical activity.

Both face-to-face interviews and pencil and paper surveys were conducted to collect site data, resulting in possible differences that could have impacted this study. This study did not test for these possible differences. Finally, non-response bias of those visitors of the Washita Battlefield National Historic Site who did not participate in the study could have impacted the results of this investigation.

Several steps could be taken with future related research to reduce potential confounding variables. First, steps to increase randomization would reduce the impact of most of the variables on survey results. Future studies could employ several interviewers with similar instruction on ways to administer a structured interview with visitors. Visitors at this national historic site could also be asked to complete the questions on this survey as a mailed or self-report pen and pencil instrument, so results could be correlated with the structured interview.

Recommendations

As an initial research project for the Washita Battlefield National Historic Site, this study generated some interesting research questions to investigate in the future. The demographic results of the study suggested those affiliated with the management of Washita Battlefield National Historic Site may be interested in keeping track of

demographic information to better understand their site visitors. Results of the survey demonstrated that 25% of the site visitors experienced some type of disability. Park management may be interested in monitoring the frequency of visitors with disabilities and the specific needs of people who are physically challenged, in order to better meet the needs of this segment of the population. In particular, visitors with impaired mobility most often voiced dissatisfaction with the stairs and the lack of seating at the Battlefield overlook. If interpretation of the historic site is to continue at the overlook, consideration must be given to meet the mobility needs of these individuals in particular. As well, trail access for those physically impaired visitors should also be a consideration of the National Park Service.

Visitor's comments indicated that they strongly desired to physically experience the actual site of battle, and to view the river along which the Cheyenne were camped. Visitors wanted to walk about the battle site and along the riverbanks. The researcher recommended that the National Park Service consider reopening the trail into the Washita valley and to the Washita River so visitor's expectations might be met and realized.

Survey results also suggested the National Park Service may desire in the future to explore visitor travel prior to and after their visit at Washita Battlefield in an effort to better integrate ways to disseminate information about the services offered at this site in relation to other areas of historical interest. For example, information regarding Little Bighorn Battlefield National Monument, Fort Larned National Historic Site, and Bents Old Fort National Historic Site should be offered at the Washita Battlefield NHS. In return, Washita Battlefield NHS information should be provided at these sites, linking both the history and visitation of all these national park sites.

Additional road directional signage on Highway 283 North should be considered to assist the visitor in their travel to the historic site. Although a majority of visitors reported they had no difficulty in locating the Battlefield, visitors often commented to the researcher about the lack of highway or road signs between Interstate Highway I-40 and the town of Cheyenne. Visitors stated to the researcher that once they left the interstate highway they were often unsure if they were on the right road to the site. Lack of signage promoting the Battlefield location, which was some 24 miles north of I-40, reinforced the visitor's uncertainty.

The National Park Service might also consider providing information or interpretive signage regarding the native prairie biota. This research clearly indicated that visitors most often came to the site to see the Battlefield and learn of its history. Once here, visitors seemed also interested in what they saw, the western prairie. Individuals frequently voiced comments to the researcher regarding their interest in understanding the native prairie, its plants and animals and whether it had remained principally unchanged since the battle. Providing this information could further enhance the visitor's experience and allow a better understanding of the western prairie environment.

At the time of this study, the Washita Battlefield remained principally undeveloped. Few amenities were available to the visitor as compared to other established historic sites such as Little Big Horn National Monument. Yet a significant majority of visitors (70%) rated their experience at the Washita Battlefield National Historic Site as an "8" or higher. Visitors voiced an enjoyment of seeing the historic setting much as it might have looked 135 years ago. The researcher would encourage the

National Park Service to preserve this essence of the Washita valley as much as possible, so future travelers might also delight and enjoy in the originality of this setting.

Additionally, results of the initial hypotheses tested as a part of this research project supported further research concerning visitor preferences, experiences, and expectations of the Washita Battlefield National Historic Site. Since observed Pearson's Chi-Square failed to meet expected values, further research could be conducted to explore such things as the impact of traveling in groups as opposed to alone, and its impact on visitor preferences.

Additional research might also be warranted regarding the correlations between the importances of quiet, Native American culture, viewing wildlife and scenery, since these factors were significantly correlated with each other. These items might best be reduced to one factor for future studies. Further research concerning correlations of visitor satisfaction and visitor priorities could also provide meaningful future research.

Finally, since the National Park Service uses a similar survey format at other park units for the gathering of visitor expectations, experiences and preferences, additional testing about this format could help eliminate errors associated with generalizing incorrect survey results.

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APPENDIXES

APPENDIX A
OSU INSTITUTIONAL REVIEW BOARD APPROVAL

Oklahoma State University
Institutional Review Board

Protocol Expires: 6/26/03

Date: Thursday, June 27, 2002

IRB Application No ED02112

Proposal Title: WASHITA BATTLEFIELD NATIONAL HISTORIC SITE: A STUDY OF VISITOR
EXPECTATIONS AND EXPERIENCES

Principal
Investigator(s):

Kris Bowline
103 Colvin Center
Stillwater, OK 74078

Lowell Caneday
106 Colvin
Stillwater, OK 74078

Reviewed and
Processed as: Exempt

Approval Status Recommended by Reviewer(s): Approved

Dear PI :

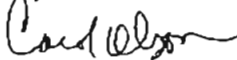
Your IRB application referenced above has been approved for one calendar year. Please make note of the expiration date indicated above. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval.
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved projects are subject to monitoring by the IRB. If you have questions about the IRB procedures or need any assistance from the Board, please contact Sharon Bacher, the Executive Secretary to the IRB, in 415 Whitehurst (phone: 405-744-5700, sbacher@okstate.edu).

Sincerely,



Carol Olson, Chair
Institutional Review Board

APPENDIX B
VERBAL SCRIPT OF INTRODUCTION

VERBAL SCRIPT OF INTRODUCTION

Hello, my name is Kris Bowline. I am a graduate student at Oklahoma State University working in cooperation with the National Park Service. Our goal is to learn about the expectations, opinions and interests of visitors to Washita Battlefield National Historic Site. This information will assist the National Park Service in their efforts to better manage this site and to serve you, the visitor.

I'm conducting a questionnaire of visitors to Washita National Battlefield Historic Site. Your involvement in this study is very important. Participation in this study is voluntary and there is no penalty if you choose not to contribute. Your response is confidential and completely anonymous. Also, you may stop this interview at anytime you so desire.

Would you be willing to take about 15 minutes and answer a few questions related to you visit?

- ***IF "YES", PROCEED ON WITH SCRIPT***
- ***IF "NO", THANK VISITOR FOR THEIR TIME***

Participants must also be 18 years or older to contribute. Are you at least 18 years old?

- ***IF "YES", HAND LAMINATED QUESTIONNAIRE TO PARTICIPANT, READ ALL QUESTIONS TO PARTICIPANT AND RECORD RESPONSES. IF A GROUP, HAND EACH ADULT MEMBER A CLIPBOARD WITH SURVEY AND PENCIL.***
- ***IF "NO", THANK VISITOR FOR THEIR TIME AND NOTE:***
 - a) SEX***
 - b) WHETHER INDIVIDUAL IS WITH A GROUP***
 - c) APPROXIMATE SIZE OF GROUP***

READ WHEN SURVEY COMPLETED:

Thank you very much for your participation in this study. Your cooperation in providing information related to Washita Battlefield National Historic Site is important to the development of the site.

APPENDIX C
VISITOR SURVEY



WASHITA
BATTLEFIELD
NATIONAL
HISTORIC
SITE

Visitor Study

**Oklahoma State University
Leisure Studies
Stillwater, OK**



DIRECTIONS

One adult should complete the interview. It should only take a few minutes. When you have completed the questionnaire, please return to the interviewer. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 15 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

Survey of Visitors to Washita Battlefield National Historic Site

Survey Numbers: 001-498

Dates: 7/3/02-11/27/02 Time: _____

The National Park Service is seeking to learn about the expectations, opinions and interest of visitors to Washita Battlefield National Historic Site. This information will assist the National Park Service in their efforts to better manage this site and to serve you, the visitor. Oklahoma State University is conducting this research for the NPS. Would you be willing to spend a few minutes answering a few questions about your visit to this site? We will not ask for any information that will personally identify you. This survey required approval by the Oklahoma State University Institutional Review Board and the United States Office of Management and Budget. If you have any questions regarding this research you may contact the office of the Institutional Review Board at OSU (Sharon Bacher, 203 Whitehurst, 405-744-5700). Thank you for your participation.

1. Is this your first visit to this park?

372 (74.8%) YES 125 (25.2%) NO

2. How many times have you visited this park, including today? Number: (see below)

1= 371 (76.0%)	4= 10 (2.0%)	7= 3 (0.6%)	10+ = 22 (4.4%)
2= 45 (9.2%)	5= 7 (1.4%)	8= 5 (1.0%)	
3= 9 (1.8%)	6= 6 (1.2%)	10= 10 (2.0%)	

3. On this visit, were you with a guided tour or educational group?

118 (23.8%) YES 378 (76.2%) NO

4. a) On **this trip**, have you visited other national park system units?

122 (24.8%) YES 370 (75.2%) NO

- b) If yes, what other national park system units have you visited? SEE ATTACHED LISTING

1) Grand Canyon NP (31.7%) 2) Little Bighorn Battlefield NM (22.2%) 3) Yellowstone NP (15.9%)

4) Capulin Volcano NM (14.3%)

5. Prior to your visit to Washita Battlefield National Historic Site, were you aware that the National Park Service manages this site? Please choose only one.

264 (53.0%) YES 194 (39.0%) NO 40 (8.0%) NOT SURE

6. Prior to this visit, how did you get information about Washita Battlefield National Historic Site? Please tell me all that apply.

105 (21.1%) RECEIVED NO INFORMATION PRIOR TO VISIT — **GO TO QUESTION #7**

86 (17.3%) LIVE IN LOCAL AREA
48 (9.6%) STATE TOURIST INFORMATION CENTER
18 (3.6%) CONVENTION/VISITOR BUREAU OR CHAMBER OF COMMERCE
125 (25.1%) FRIENDS OR RELATIVES
8 (1.6%) HOTEL/MOTEL
63 (12.7%) PREVIOUS VISITS
23 (4.6%) CONTACTED WASHITA BATTLEFIELD NATIONAL HISTORIC SITE BY PHONE OR MAIL
27 (5.4%) OTHER NATIONAL PARK SYSTEM UNITS
22 (4.4%) OTHER TOURIST ATTRACTION
79 (15.9%) TRAVEL GUIDE/TOURBOOK
32 (6.4%) NATIONAL PARK SERVICE WEB SITE
4 (0.8%) OTHER WORLD WIDE WEB SITE
40 (8.0%) NEWSPAPER/MAGAZINE (Please specify: see attached list of responses)
82 (16.5%) HIGHWAY INFORMATION SIGNS
109 (22.1%) OTHER (Please specify: see attached list of responses)

7. How did this visit to Washita Battlefield National Historic Site fit into your travel plans?

113 (23.8%) WASHITA BATTLEFIELD NHS WAS THE PRIMARY DESTINATION

201 (42.4%) WASHITA BATTLEFIELD NHS WAS ONE OF SEVERAL DESTINATIONS

160 (33.8%) WASHITA BATTLEFIELD NHS WAS NOT A PLANNED DESTINATION

8. Is this trip to Washita Battlefield National Historic Site a:

160 (34.3%) WEEKEND GETAWAY OR FAMILY VACATION

267 (57.3%) DAY TRIP

39 (8.4%) PART OF TOUR OF NATIONAL PARK SERVICE HISTORIC SITES

9. a) Did you have any trouble locating Washita Battlefield National Historic Site?

16 (3.2%) YES 479 (96.8%) NO

b) If YES, what was the difficulty? Please be specific.

SEE ATTACHED LIST OF RESPONSES

10. a) On this trip what time of day did you arrive at Washita Battlefield National Historic Site?

161 (35%) am 297 (65%) pm

b) How much time did you spend at Washita Battlefield National Historic Site? Please list partial hours or days as ¼, ½, etc.

If less than 24 hours: see below NUMBER OF HOURS

If 24 hours or more: 1.5D NUMBER OF DAYS

< 0.50 hours	=	11 (2.6%)	2.00-2.75 hours	=	113 (22.7%)
0.50-0.75 hours	=	74 (14.5%)	3.00-3.50 hours	=	21 (4.2%)
1.00-1.50 hours	=	246 (49.5%)	4.00 hours	=	11 (2.2%)
			5.00 hours	=	1 (0.2%)

11. Please indicate on a scale where **EU** is **extremely unimportant** and **EI** is **extremely important**, your **REASONS** for visiting Washita Battlefield National Historic Site? Please say all that apply.

Potential Items of Importance	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important
Reasons for Visiting Washita Battlefield National Historic Site					
EXPERIENCE SOLITUDE/QUIET	22(4.4%)	62(12.4%)	110(22.1%)	171(34.3%)	72(14.5%)
RECREATIONAL OPPORTUNITIES (hiking, jogging, walking, etc.)	52(12.1%)	108(25.2%)	126(29.4%)	115(26.8%)	28(6.5%)
VIEW BATTLEFIELD SITE	15(3.1%)	5(1.0%)	12(2.5%)	194(40.5%)	253(52.8%)
LEARN ABOUT HISTORY	15(3.2%)	8(1.6%)	11(2.4%)	170(36.3%)	264(56.4%)
LEARN ABOUT PERSONAL / FAMILY HISTORY	72(16.9%)	111(26.0%)	129(30.2%)	66(15.5%)	49(11.5%)
LEARN ABOUT NATIVE AMERICAN CULTURE	15(3.2%)	13(2.8%)	43(9.3%)	241(52.1%)	151(32.6%)
VIEW WILDLIFE	30(6.9%)	51(11.7%)	111(25.4%)	191(43.7%)	54(12.4%)
VIEW SCENERY	18(3.9%)	11(2.4%)	33(7.1%)	267(57.8%)	133(28.8%)
VISIT A NATIONAL PARK SITE	23(5.2%)	43(9.6%)	101(22.6%)	194(43.5%)	85(19.1%)
CURIOSITY	16(3.6%)	28(6.4%)	63(14.3%)	229(52.0%)	104(23.6%)
OTHER (Specify: <u>see attached list of responses</u>)	7(7.1%)	4(4.0%)	17(17.2%)	31(31.3%)	39(39.4%)

12. On this visit to Washita Battlefield National Historic Site, please tell me all of the following areas you visited.

457 (91.8%) OVERLOOK AREA
45 (9.0%) WESTSIDE PARK CONTEMPLATIVE AREA
176 (35.3%) SELF-GUIDED TRAIL
78 (15.7%) PICNIC AREA

13. Please rate the **importance** of the following **ACTIVITIES** and **QUALITIES** to you during this visit.

Potential Items of Importance	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important
Activities at Washita Battlefield National Historic Site					
HIKING OPPORTUNITIES	40 (9.5%)	67 (16.0%)	102 (24.3%)	151 (36.0%)	60 (14.3%)
TAKING PHOTOGRAPHS	18(4.2%)	48(11.2%)	87(20.3%)	193(45.0%)	83(19.3%)
PICNICKING	32(8.1%)	113(28.3%)	146(36.5%)	83(20.8%)	26(6.5%)
Qualities at Washita Battlefield National Historic Site					
SCENIC VIEWS	15(3.3%)	5(1.1%)	23(5.1%)	238(52.7%)	171(37.8%)
SACREDNESS OF SITE	19(4.3%)	13(2.9%)	33(7.4%)	162(36.6%)	216(48.7%)
UNCHANGED VISUAL SETTING	12(2.8%)	6(1.4%)	34(8.0%)	186(43.9%)	188(43.9%)
HISTORIC SETTING	11(2.4%)	4(0.9%)	14(3.1%)	184(40.4%)	242(53.2%)
CLEAN AIR	19(4.3%)	13(3.0%)	50(11.4%)	189(43.2%)	167(38.1%)
QUIET	20(4.5%)	15(3.4%)	63(14.3%)	210(47.6%)	133(30.1%)
SOLITUDE	23(5.3%)	20(4.6%)	77(17.8%)	187(43.2%)	126(29.1%)
OTHER (Please specify: <u>see list of responses</u>)	4(7.8%)	4(7.8%)	9(17.6%)	8(15.7%)	26(51.0%)

14. a) On this trip, what other nearby places did you visit in addition to Washita Battlefield National Historic Site? Please say all that apply.

298 (59.8%) BLACK KETTLE MUSEUM

126 (25.3%) BLACK KETTLE NATIONAL GRASSLAND

302 (60.6%) HISTORIC TOWN OF CHEYENNE

23 (4.6%) LAKE MEREDITH NATIONAL RECREATION AREA

9 (1.8%) FORT LARNED NATIONAL HISTORIC SITE

16 (3.2%) FORT SUPPLY STATE HISTORIC SITE

48 (9.6%) OTHER (Please specify: see attached list)

b) Why did you visit these places? Please be specific

SEE ATTACHED LIST OF RESPONSES

15. a) During this visit to Washita Battlefield National Historic Site, was there anything specific that you expected to see or do, but were not able to?

56 (11.9%) YES 413 (88.1%) NO

b) If YES, what was it you expected to see or do?

SEE ATTACHED LIST OF RESPONSES

c) What kept you from seeing or doing what you expected to? _____

SEE ATTACHED LIST OF RESPONSES

16. a) How **satisfied** were you with the **FACILITIES AND SERVICES** at Washita Battlefield National Historic Site? If you **did not** use a facility or service, please indicate that as well.

Ratings of Satisfaction	Did not use	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied
Satisfaction with Facilities & Services						
RESTROOMS	217(49.8%)	5(1.1%)	17(3.9%)	40(9.2%)	67(15.4%)	90(20.6%)
SELF-GUIDED WALKING TOUR	178(42.7%)	4(1.0%)	10(2.4%)	35(8.4%)	77(18.5%)	113(27.1%)
RANGER GUIDED ACTIVITIES	124(29.0%)	1(0.2%)	7(1.6%)	28(6.5%)	52(12.1%)	216(50.5%)
HIKING TRAIL	176(42.1%)	2(0.5%)	8(1.9%)	43(10.3%)	80(19.1%)	109(26.1%)
OVERLOOK	16(3.6%)	1(0.2%)	4(0.9%)	18(4.1%)	99(22.3%)	306(68.9%)
PICNIC AREA	220(52.4%)	3(0.7%)	3(0.7%)	54(12.9%)	50(11.9%)	90(21.4%)
WEST CONTEMPLATIVE AREA	224(60.2%)		2(0.5%)	48(12.9%)	36(9.7%)	62(16.7%)
PARK ROAD DIRECTIONAL SIGNS	48(11.4%)	5(1.2%)	16(3.8%)	27(6.4%)	107(25.4%)	219(51.9%)
PARK BROCHURE	109(25.6%)	3(.7%)	10(2.4%)	40(9.4%)	92(21.6%)	171(40.2%)
ROADS	11(2.6%)	1(0.2%)	6(1.4%)	37(8.6%)	136(31.8%)	237(55.4%)
PARKING LOT	6(1.4%)	4(0.9%)	9(2.1%)	45(10.3%)	123(28.2%)	249(57.1%)
ASSISTANCE FROM PARK STAFF	51(11.7%)	1(0.2%)	1(0.2%)	18(4.1%)	55(12.6%)	311(71.2%)
ACCESS FOR PEOPLE WITH	215(53.9%)	6(1.5%)	11(2.8%)	68(17.0%)	40(10.0%)	59(14.8%)

17. The historic site of the Washita Battlefield is in the process of being restored. When the restoration is complete, what types of services would you like to have available? Please say all that apply.

328 (65.9%) RANGER-GUIDED TOURS

303 (60.8%) SELF-GUIDED WALKING TOURS

304 (61.0%) NATIVE AMERICAN CULTURAL ACTIVITIES

265 (53.4%) LIVING HISTORY OR RE-ENACTMENTS

62 (12.2%) OTHER (Please specify: see attached list of responses)

18. On a future visit to Washita Battlefield National Historic Site, what **SUBJECTS** would you be **most interested** in learning about? Please tell me **all** that apply.

Potential Items of Importance	Extremely Uninterested	Uninterested	Neither Interested nor Uninterested	Interested	Extremely Interested
Subjects Most Interesting					
HISTORY OF THE WEST	11 (2.3%)	5 (1.1%)	28 (5.9%)	218 (46.1%)	211 (44.6%)
NATIVE AMERICAN HISTORY/CULTURE	10 (2.1%)	3 (0.6%)	19 (4.1%)	183 (39.0%)	254 (54.2%)
MILITARY HISTORY	11 (2.4%)	15 (3.3%)	51 (11.2%)	212 (46.5%)	167 (36.6%)
NATURAL HISTORY	11 (2.4%)	9 (2.0%)	49 (10.9%)	225 (50.1%)	155 (34.5%)
GENEOLOGICAL RESEARCH	23 (5.3%)	53 (12.3%)	117 (27.1%)	139 (32.3%)	99 (23.0%)
OTHER (Please specify: <u>see attached list of responses</u>)	9 (13.6%)	4 (6.1%)	9 (13.6%)	19 (28.8%)	25 (37.97%)

19. On a future visit to Washita Battlefield National Historic Site, **how** would you prefer to learn about the cultural and natural history of the park? Please say **all** that apply.

Potential Items of Importance	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important
Learning Preference					
PRINTED MATERIALS (books, brochures, maps)	6 (1.3%)	10 (2.2%)	35 (7.8%)	241 (53.9%)	155 (34.7%)
AUDIO/VISUAL PROGRAMS (videos, movies, etc.)	7 (1.6%)	23 (5.3%)	73 (16.7%)	213 (48.7%)	121 (27.7%)
RANGER-GUIDED WALKS/TOURS	7 (1.6%)	18 (4.1%)	38 (8.6%)	189 (42.9%)	189 (42.9%)
INDOOR EXHIBITS	5 (1.1%)	9 (2.0%)	53 (12.0%)	230 (52.3%)	143 (32.5%)
OUTDOOR EXHIBITS	6 (1.4%)	11 (2.5%)	27 (6.1%)	229 (52.0%)	167 (38.0%)
ROAD OR TRAILSIDE EXHIBITS	6 (1.4%)	16 (3.7%)	42 (9.8%)	212 (49.3%)	154 (35.8%)
OTHER (Please specify: <u>see attached list of responses</u>)	2 (4.9%)	3 (7.3%)	8 (19.5%)	15 (36.6%)	13 (31.7%)

20. a) Briefly describe what you liked **best** about your visit to Washita Battlefield National Historic Site. SEE ATTACHED LIST OF PONSES

b) Please describe what you liked the **least** about your visit to Washita Battlefield National Historic Site. SEE ATTACHED LIST OF RESPONSES

21. On a scale of 1 to 10, with 10 being a perfect trip, how would you rate the OVERALL QUALITY OF YOUR EXPERIENCE at Washita Battlefield National Historic Site? _____

10= 102 (22.1%)	7= 69 (15.0%)	4= 6 (1.3%)	1= 3 (0.7%)
9= 98 (21.3%)	6= 31 (6.7%)	3= 2 (0.4%)	
8= 125 (27.1%)	5= 24 (5.2%)	2= 1 (0.2)	

22. a) As a result of your visit today, do you have a better understanding of why Washita Battlefield National Historic Site is nationally significant?

430 (86.3%) YES 18 (3.6%) NO 18 (3.6%) NOT SURE

b) What is the most important information you learned about Washita Battlefield National Historic Site on this trip?

SEE ATTACHED LIST OF RESPONSES

23. Please rate the following priorities for Washita Battlefield National Historic Site for the next twenty years from your perspective.

Potential Items of Importance	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	No Opinion
Priorities for Washita Battlefield NHS						
ACQUIRE MORE PROPERTY TO BECOME A PART OF THIS SITE	19 (4.5%)	40 (9.5%)	106 (25.2%)	110 (26.1%)	102 (24.2%)	44 (10.5%)
PROTECT OKLAHOMA'S NATURAL RESOURCES – LAND, WATER, BIRDS, ANIMALS, PLANTS	14 (3.1%)	10 (2.2%)	20 (4.5%)	145 (32.4%)	263 (56.5%)	6 (1.3%)
PROVIDE EDUCATIONAL PROGRAMS REGARDING THE CULTURAL AND NATURAL HISTORY OF THIS SITE	14 (3.1%)	6 (1.3%)	9 (2.0%)	150 (33.3%)	265 (58.9%)	6 (1.3%)
PRESERVE NATURAL, CULTURAL, AND HISTORIC PROPERTIES IN OKLAHOMA	14 (3.1%)	5 (1.1%)	8 (1.8%)	123 (27.5%)	293 (65.4%)	5 (1.1%)
PROVIDE MORE OUTDOOR RECREATION OPPORTUNITIES FOR THE PUBLIC	18 (4.2%)	51 (11.9%)	85 (19.8%)	144 (33.5%)	111 (25.8%)	21 (4.8%)
USE WASHITA BATTLEFIELD TO ENCOURAGE TOURISM AND ECONOMIC DEVELOPMENT	23 (5.2%)	33 (7.5%)	58 (13.1%)	165 (37.3%)	148 (33.5%)	15 (3.4%)
PRESERVE AS SACRED OR MEMORIAL SITE	16 (3.7%)	7 (1.6%)	15 (3.4%)	111 (25.3%)	281 (64.2%)	8 (1.8%)

24. If you were a manager planning for the future of Washita Battlefield National Historic Site what **other** things than those listed above would you propose? Please be specific.

SEE ATTACHED LIST OF RESPONSES

The following questions provide us with information regarding visitors to Washita Battlefield National Historic Site. Your answers will not be personally identifiable and will be reported only in totals for all survey respondents.

25. Male 262 (54.5%) Female 217 (45.5%)

26. On this visit, how many people including yourself were in your immediate group?

_____ NUMBER OF PEOPLE

1= 56 (11.2%)	6+ = 8 (1.8%)	No response= 2.6%
2= 212 (42.6%)	10+ = 5 (1.0%)	
3= 52 (10.4%)	20+ = 5 (1.0%)	
4= 77 (15.5%)	30+ = 32 (6.3%)	
5= 35 (7.0%)	200= 2 (0.4%)	

27. How many people in your group are:

_____ 55 YEARS OR OLDER

1= 71 (26.0%)	5+ = 4 (1.5%)	50+ = 1 (0.4%)
2=130 (47.6%)	10+ = 1 (0.4%)	
3= 20 (7.3%)	20+ = 6 (2.3%)	
4= 18 (6.6%)	30+ = 22 (8.5%)	

_____ 26-54 YEARS OLD

1=124 (42.0%)	5+ = 4 (1.3%)
2=138 (46.8%)	10+ = 1 (0.3%)
3= 14 (4.7%)	50 = 1 (0.3%)
4= 13 (4.4%)	

_____ 18-25 YEARS OLD

1=32 (57.1%)	4= 3 (5.4%)
2=15 (26.8%)	5= 3 (5.4%)
3= 2 (3.6%)	50= 1 (1.8%)

_____ 12-17 YEARS OLD

1=27 (50.9%)	6=4 (7.5%)
2=17 (32.1%)	8=1 (1.9%)
4= 1 (1.9%)	50=1 (1.9%)
5= 2 (3.8%)	

_____ UNDER 12 YEARS OF AGE

1=30 (49.2%)	4= 4 (6.6%)
2=22 (36.1%)	5= 1 (1.6%)
3= 4 (6.6%)	

28. On this visit, what kind of group were you with? Please say only one.

- 54 (11.1%) ALONE
- 300 (61.6%) FAMILY
- 54 (11.1%) FRIENDS
- 31 (6.4%) FAMILY AND FRIENDS
- 47 (9.7%) OTHER (Please describe: see attached listing)

29. Where do you live (if non-United States enter country of origin)?

see list TOWN see list STATE

30. What is the zip code of your hometown?

see list ZIP CODE

31. a) On this trip, did you stay overnight away from home **within** a 30-mile drive of Washita Battlefield National Historic Site?

142 (29.5%) YES 340 (70.5%) NO

b) Please list the number of nights you and your group stayed in the Washita Battlefield National Historic Site area (**within** a 30-mile drive).

NUMBER OF NIGHTS IN WASHITA BATTLEFIELD NHS AREA _____

1=80 (59.3%)	4 to 8=13 (9.5%)
2=32 (23.7%)	30=1 (0.7%)
3=9 (6.7%)	

c) In what type of lodging did you spend the night(s)? Please say all that apply.

	Within 30-Miles of Washita Battlefield National Historic Site
LODGE, MOTEL, CABIN, B&B	<u>86 (62.8%)</u>
CAMPGROUND/ TRAILER PARK	<u>28 (20.5%)</u>
RESIDENCE OF FRIENDS OR RELATIVES	<u>23 (16.8%)</u>
OTHER (Please specify: _____)	_____

32. a) On this trip, where did you spend the night **prior to arriving** at Washita Battlefield National Historic Site?

TOWN/CITY see attached list of responses STATE _____

b) On this trip, where will you and your group spend the night **after** leaving Washita Battlefield National Historic Site?

TOWN/ CITY see attached list of responses STATE _____

33. During this trip, how much money did you spend for lodging, travel, food, and other items **within** a 30-mile area of Washita Battlefield National Historic Site? **Outside** 30 miles of Washita area? Please say "0" if you and your group did not spend any money.

Local residents should only include expenditures that were **directly related** to this visit to the park.

Within 30 Miles of Washita Battlefield NHS: **Outside** 30 Miles of Washita BNHS

\$ _____ LODGING (motel, camping, etc.) \$ _____

\$ _____ TRAVEL (gas, rental car, bus fare, etc.) \$ _____

\$ _____ FOOD (restaurant, groceries, etc.) \$ _____

\$ _____ OTHER (recreation, film, books, gifts, etc.) \$ _____

34. In what ethnicity and race would you place yourself?

Ethnicity:

- 11 (2.5%) HISPANIC OR LATINO
- 403 (92.4%) NOT HISPANIC OR LATINO
- 22 (5.0%) DO NOT WISH TO ANSWER

Race:

- 35 (7.4%) AMERICAN INDIAN OR ALASKAN NATIVE
- 11 (2.3%) ASIAN
- 10 (2.1%) BLACK OR AFRICAN AMERICAN
- 1 (0.2%) NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
- 411 (86.7%) WHITE
- 6 (1.3%) DO NOT WISH TO ANSWER

35. a) Is English the primary language that you and your group speak?

21 (4.2%) NO 455 (91.4%) YES

b) If NO, please list your primary language: Dutch (1); German (1); Cheyenne (2)

36. Please indicate the highest level of education you have completed.

12 (2.7%) SOME HIGH SCHOOL

75 (16.7%) HIGH SCHOOL GRADUATE

120 (26.7%) SOME COLLEGE

126 (28.1%) COLLEGE GRADUATE

70 (15.6%) GRADUATE DEGREE

46 (10.2%) POST-GRADUATE

37. Please indicate your current income level for your household.

38 (9.4%) \$20,000 OR LESS

89 (22.1%) \$20,001-\$40,000

104 (25.8%) \$40,001-\$60,000

78 (19.4%) \$60,001-\$80,000

94 (23.3%) \$80,001 OR MORE

38. a) Please list any disabilities or impairments that you or any member of your group had that may have affected this visit to Washita Battlefield NHS. Please tell me all that apply.

345 (77.5%) NO DISABILITIES

16 (3.6%) VISUAL

19 (4.3%) HEARING

37 (8.3%) MOBILITY

_____ MENTAL

7 (1.6%) VISION/MOBILITY

4 (0.9%) VISION/MOBILITY/HEARING

4 (0.9%) MOBILITY/HEARING

1 (0.2%) MOBILITY/OTHER

1 (0.2%) MOBILITY/HEARING/OTHER

11 (2.5%) OTHER (Please describe: see attached list)

b) Because of the disability/ impairment, did you or any one in your group encounter any access/ service problems at Washita Battlefield National Historic Site?

29 (14.8%) YES

167 (85.2%) NO

c) If YES, what were the problems? see attached list

APPENDIX D
VISITOR SURVEY SUPPLEMENTAL REPORT

**WASHITA BATTLEFIELD NATIONAL HISTORIC SITE
VISITOR SURVEY SUPPLEMENTAL**

**Q4b: Other national park system units
visited on this trip: Which parks?**

	<u>Frequency</u>	<u>Percent</u>	
			74
			207
			63
No response	435	87.4	Total visits to locations
Grand Canyon National Park	20	4.0	31.7%
Little Big Horn Battlefield National Monument	14	2.8	22.2%
Yellowstone National Park	10	2.0	15.9%
Capulin Volcano National Monument	9	1.8	14.3%
Alibates Flint Quarries National Monument	8	1.6	12.7%
Oklahoma City National Memorial	8	1.6	12.7%
Petrified Forest National Park	8	1.6	12.7%
Great Smokey Mountains National Park	6	1.2	9.5%
Lake Meredith National Recreation Area	6	1.2	9.5%
Yosemite National Park	6	1.2	9.5%
Fort Laramie National Historic Site	5	1.0	7.9%
Mount Rushmore National Memorial	5	1.0	7.9%
Rocky Mountain National Park	5	1.0	7.9%
Zion National Park	5	1.0	7.9%
Bents Old Fort National Historic Site	4	0.8	6.3%
Glacier National Park	4	0.8	6.3%
Mesa Verde National Park	4	0.8	6.3%
Petroglyph National Monument	4	0.8	6.3%
Badlands National Park	3	0.6	4.8%
Bandelier National Monument	3	0.6	4.8%
Devils Tower National Monument	3	0.6	4.8%
George Washington Carver National Monument	3	0.6	4.8%
Shiloh National Military Park	3	0.6	4.8%
Big Bend National Park	2	0.4	3.2%
Chickasaw National Recreation Area	2	0.4	3.2%
Death Valley National Park	2	0.4	3.2%
El Morro National Monument	2	0.4	3.2%
Gettysburg National Military Park	2	0.4	3.2%
Great Basin National Park	2	0.4	3.2%
Lincoln Boyhood National Memorial	2	0.4	3.2%
Mammoth Cave National Park	2	0.4	3.2%
Walnut Canyon National Monument	2	0.4	3.2%
Wilson Creek National Battlefield	2	0.4	3.2%
Agate Fossil Beds National Monument	1	0.2	1.6%
Antietam National Battlefield	1	0.2	1.6%
Arlington House, The Robert E Lee Memorial	1	0.2	1.6%

Black Canyon of the Gunnison National Park	1	0.2	1.6%
Blue Ridge Parkway	1	0.2	1.6%
Bryce Canyon National Park	1	0.2	1.6%
Canyon de Chelly National Monument	1	0.2	1.6%
Cape Hatteras National Seashore	1	0.2	1.6%
Carl Sandburg Home National Historic Site	1	0.2	1.6%
Chamizal National Memorial	1	0.2	1.6%
Chickamauga & Chattanooga National Military Park	1	0.1	1.6%
Crater Lake National Park	1	0.2	1.6%
Craters of the Moon National Monument	1	0.2	1.6%
El Malpais National Monument	1	0.2	1.6%
Fort Larned National Historic Site	1	0.2	1.6%
Fort Necessity National Battlefield	1	0.2	1.6%
Fort Pulaski National Monument	1	0.2	1.6%
Fort Smith National Historic Site	1	0.2	1.6%
George Washington Birthplace National Monument	1	0.2	1.6%
Grand Teton National Park	1	0.2	1.6%
Gulf Islands National Seashore	1	0.2	1.6%
Harry S. Truman National Historic Site	1	0.2	1.6%
Hot Springs National Park	1	0.2	1.6%
Independence National Historic Park	1	0.2	1.6%
Jean Lafite National Historic Park	1	0.2	1.6%
Jefferson National Expansion Memorial	1	0.2	1.6%
Jewel Cave National Monument	1	0.2	1.6%
Kennesaw Mountain National Battlefield Park	1	0.2	1.6%
Lincoln Home National Historic Site	1	0.2	1.6%
Natural Bridges National Monument	1	0.2	1.6%
Navaho National Monument	1	0.2	1.6%
Pea Ridge National Military Park	1	0.2	1.6%
Saratoga National Historic Park	1	0.2	1.6%
Scotts Bluff National Monument	1	0.2	1.6%
Shenandoah National Park	1	0.2	1.6%
Sunset Crater Volcano National Monument	1	0.2	1.6%
Ulysses S. Grant National Historic Site	1	0.2	1.6%
Vicksburg National Military Park	1	0.2	1.6%
Washington Monument	1	0.2	1.6%
White Sands National Monument	1	0.2	1.6%
Wind Cave National Park	1	0.2	1.6%

Q6n: Prior to this visit, how did you get information? "Newspaper/Magazine" specified :

	<u>Frequency</u>	<u>Percent</u>		
			12	Number of newspaper / magazines
			26	Total responses
No response	472	94.8		
Daily Oklahoman Newspaper	9	1.8	34.6%	
Cheyenne Star Newspaper	4	0.8	15.4%	
Oklahoma Historical Society Mistletoe Magazine/Newspaper	3	0.6	11.5%	
Oklahoma Today Magazine	2	0.4	7.7%	
Watonga Republican Newspaper	2	0.4	7.7%	
History archeological magazines	1	0.2	3.8%	
"newspaper"	1	0.2	3.8%	
Oklahoma Wildlife Magazine	1	0.2	3.8%	
Sayre Newspaper	1	0.2	3.8%	
Sunday Oklahoman Newspaper	1	0.2	3.8%	
True West & Wild West Magazines	1	0.2	3.8%	
County News	1	0.2	3.8%	

Q6p: Prior to this visit, how did you get information? "Other" specified :

	<u>Frequency</u>	<u>Percent</u>		
			26	Number "other" info sources
			114	Total responses
No response	384	77.1		
Atlas/map/Oklahoma map	26	5.2	22.8%	
Books/history books/novels/biographies	21	4.2	18.4%	
NPS passport/map/book	9	1.8	7.9%	
Black Kettle Museum	6	1.2	5.3%	
AAA travel guide/map	4	1.6	3.5%	
Born/grew up in Cheyenne	4	0.8	3.5%	
Church group/tour	4	0.8	3.5%	
TV/documentary/news	4	0.8	3.5%	
Cowboy Storyteller meeting in Cheyenne	3	0.6	2.6%	
College study/historical research	3	0.6	2.6%	
Historical society	3	0.6	2.6%	
Road signs/drove by	3	0.6	2.6%	
Symposium (Washita Battlefield, 2002)	3	0.6	2.6%	
Business travel/working in area	2	0.4	1.8%	
Heritage/roots/Sand Creek Massacre				
Spiritual Healing Run	2	0.4	1.8%	
Volunteer at battlefield/museum	2	0.4	1.8%	
Cheyenne Cultural Center, Clinton, OK	1	0.2	0.9%	
Coyote Hills Ranch	1	0.2	0.9%	
Flyers from park	1	0.2	0.9%	
High school Oklahoma history course	1	0.2	0.9%	

Internet	1	0.2	0.9%
Little Big Horn Association	1	0.2	0.9%
September 11 Memorial Service at WBNHS	1	0.2	0.9%
Movies: "Little Big Man"	1	0.2	0.9%
Roger Mills Arts & Humanities Council	1	0.2	0.9%
Visiting Cheyenne	1	0.2	0.9%
Word of mouth	1	0.2	0.9%

Q9b: Difficulty in locating Washita Battlefield National Historic Site:

	<u>Frequency</u>	<u>Percent</u>	
			5 Number types of difficulties
No response	487	97.8	11 Total responses
Lack of highway/road signs	7	1.4	63.6%
Sign too small to see	1	0.2	9.1%
Did not know location	1	0.2	9.1%
State tourist center unfamiliar with location	1	0.2	9.1%
Confused U.S. National Forest ranger station with site of battlefield	1	0.2	9.1%

Q10b: How much time spent at Washita Battlefield? List partial hours as 1/4, 1/2, etc.

	<u>Frequency</u>	<u>Percent</u>	
No response	20	4.0	478 Total responses
1.0H	187	37.5	39.1%
2.0H	109	21.9	22.8%
.50H	67	13.5	14.0%
1.5H	49	9.8	10.3%
3.0H	20	4.0	4.2%
4.0H	11	2.2	2.3%
.25H	10	2.0	2.1%
1.25H	10	2.0	2.1%
.75H	7	1.4	1.5%
2.5H	3	0.6	0.6%
.16H	1	0.2	0.2%
2.75H	1	0.2	0.2%
3.5H	1	0.2	0.2%
5.0H	1	0.2	0.2%

**Q11k: Reasons visiting Washita
Battlefield National Historic Site.
"Other" specified:**

	<u>Frequency</u>	<u>Percent</u>		
			10	Number "other" reasons for visiting
			64	Total responses
No response	434	87.1		
Interest in history	17	3.4	26.6%	
Show family/friends	9	1.8	14.1%	
Sightseeing/touring	9	1.8	14.1%	
Special event at site	9	1.8	14.1%	
Pay respect to those involved/feel sacredness of site	6	1.2	9.4%	
Interest native plants/prairie restoration	4	0.8	6.3%	
Obtain NPS passport stamp	4	0.8	6.3%	
Part of family history	3	0.6	4.7%	
Lived/visiting area	2	0.4	3.1%	
Hunting	1	0.2	1.6%	

**Question 13k...Importance of "other"
activities and qualities**

	<u>Frequency</u>	<u>Percent</u>		
			9	Number "other" important activities & qualities
			51	Total responses
No response	447	89.8		
Interpretation services	5	1.0	9.8%	
Native plants/prairie biota	3	0.6	5.9%	
Peaceful	2	0.4	3.9%	
Desire to be close to Cheyenne people/spiritual	2	0.4	3.9%	
Spraying for weeds on county road while we were here	1	0.2	2.0%	
Taped tours	1	0.2	2.0%	
Historical importance	1	0.2	2.0%	
Passport stamp at site	1	0.2	2.0%	
Interpretive information (signage, tours, etc)	1	0.2	2.0%	
Non valid response	2	0.4	3.9%	

Q 14a: Other nearby places visited in addition to Washita Battlefield

	<u>Frequency</u>	<u>Percent</u>	
			Number "other" nearby places visited
			31
			Total responses
No response	450	90.36	48
Dead Indian Lake/Black Kettle Lake	7	1.4	14.6%
Auguste Metcalf Museum	5	1.0	10.4%
Coyote Hills Ranch	3	0.6	6.3%
Oklahoma City National Memorial	3	0.6	6.3%
Turkey Creek Winery	3	0.6	6.3%
Elk City, OK	2	0.4	4.2%
Flying W Ranch	2	0.4	4.2%
Russian's Home	2	0.4	4.2%
Village Within	2	0.4	4.2%
Washita National Wildlife Refuge	2	0.4	4.2%
Adobe Walls	1	0.2	2.1%
Antelope Hills	1	0.2	2.1%
Alibates Flint Quarries National Monument	1	0.2	2.1%
Bandelier National Monument	1	0.2	2.1%
Buffalo Wallow	1	0.2	2.1%
Cheyenne Cultural Center, Clinton, OK	1	0.2	2.1%
Cherokee Museum, Gore, OK	1	0.2	2.1%
El Morro National Monument	1	0.2	2.1%
Fort Elliot	1	0.2	2.1%
Fort Hayes, TX	1	0.2	2.1%
Fort Laramie, WY	1	0.2	2.1%
Foss State Park	1	0.2	2.1%
Cosmophere, Hutchinson, KS	1	0.2	2.1%
Ivy Rose Bed & Breakfast	1	0.2	2.1%
Lawton, OK	1	0.2	2.1%
National Park Service office	1	0.2	2.1%
Northwest Oklahoma	1	0.2	2.1%
Quartz Mountain Resort & Conference Center	1	0.2	2.1%
Route 66 Museum	1	0.2	2.1%
Sayre, OK	1	0.2	2.1%
Windmill Museum	1	0.2	2.1%

Q14b: Why did you visit these places

	<u>Frequency</u>	<u>Percent</u>	
			Number reasons given for visiting places
			20
			Total responses
No response	137	27.5	361
Interest in history/culture or to learn	188	49.4	52.1%

Sightseeing/touring	95	25.0	26.3%
On the way to primary destination	22	5.8	6.1%
Spiritual/ceremonial reasons	12	3.4	3.3%
Vacation/recreation/fun	11	2.9	3.0%
Get NPS passport stamped	9	2.4	2.5%
Meeting in Cheyenne	7	1.8	1.9%
Planning travel/tour package	6	1.6	1.7%
Washita Battlefield National Historic Site 2002 Symposium	6	1.6	1.7%
Had spare time available	4	1.1	1.1%
Work/job related	3	1.0	0.8%
Live locally	3	1.0	0.8%
Family part of history at site	3	1.0	0.8%
View scenery	3	1.0	0.8%
Research	2	0.5	0.6%
View wildlife	2	0.5	0.6%
Prairie restoration interest	1	0.3	0.3%
Visit museums	1	0.3	0.3%
Reputed for quality experience	1	0.3	0.3%
"No reason"	1	0.3	0.3%

Q15b: What was expected to see or do **Frequency** **Percent**

				21	Number of different expectation
No response	469	94.2	29		Total responses
Walk to/see Washita River.	19	3.8	65.5%		
Go out to/view the battlefield & village site	13	2.6	44.8%		
Hear ranger talk/take ranger tour	4	0.8	13.8%		
NPS visitor or interpretive center	3	0.6	10.3%		
More interpretive signage at battlefield/village site	3	0.6	10.3%		
See/learn about Native American culture	2	0.4	6.9%		
See artifacts	1	0.2	3.4%		
See uninterrupted/contiguous national grasslands	1	0.2	3.4%		
Participate in Jr ranger program	1	0.2	3.4%		
Expected more of national park atmosphere	1	0.2	3.4%		
Expected something different but it was pleasing	1	0.2	3.4%		
Expectations seldom match reality but was pleased to see funds used wisely	1	0.2	3.4%		
Stay longer	1	0.2	3.4%		
Prairie biota	1	0.2	3.4%		
Monuments to both Indians & military	1	0.2	3.4%		
Memorial service	1	0.2	3.4%		
Turkeys	1	0.2	3.4%		
Hoped to view a site 1 mi. east of battlefield	1	0.2	3.4%		
Curios as to the "draw" of visitors	1	0.2	3.4%		

The area and museum	1	0.2	3.4%
Expected to go north into grasslands and panhandle	1	0.2	3.4%
Responses unrelated to question	3	0.6	10.3%

Q15c: What kept you from seeing/doing what you wanted?

	<u>Frequency</u>	<u>Percent</u>	
			Number reasons re: restrictions
			13
No response	465	93.4	33
			Total responses
Lower trail closed; could not walk to Washita river	16	3.2	48.5%
Lack of time	16	3.2	48.5%
Inclement weather (hot/rain/cold)	7	1.4	21.2%
Lack of information/interpretive signage	5	1.0	15.2%
Health/personal physical limitations	5	1.0	15.2%
Site still under development	2	0.4	6.1%
No Jr ranger program available	1	0.2	3.0%
Little natural prairie	1	0.2	3.0%
Non-contiguous area	1	0.2	3.0%
Native American culture not available to see at site	1	0.2	3.0%
Here to dove hunt only	1	0.2	3.0%
Private land ownership prohibited access	1	0.2	3.0%
No park service employees on hand	1	0.2	3.0%
Responses unrelated to question	5	0.2	15.2%

Question 17e: Other services would you like to have available at Washita Battlefield?

	<u>Frequency</u>	<u>Percent</u>	
			Number "other" services desired
			25
No response	437	87.6	61
			Total responses
Interpretive signage at site/along trails	14	2.8	23.0%
Visitor or interpretive center	5	1.0	8.2%
Flora/fauna interpretive signage	4	0.8	6.6%
Battlefield or Indian village landmarks	4	0.8	6.6%
Vehicle tour (for elderly/handicapped)	3	0.6	4.9%
Turnaround for RVs	3	0.6	4.9%
Provide video/film of event	3	0.6	4.9%
Research center	2	0.4	3.3%
Overlook seating	2	0.4	3.3%
Native American cultural center	2	0.4	3.3%
Pow-wows/dancing	2	0.4	3.3%
Ramps/accessibility for handicap/wheelchair	2	0.4	3.3%
Restore visual of land/leave natural appearance	2	0.4	3.3%

Provide garden with native plants; exhibit medicinal/edible qualities	1	0.2	1.6%
Viewing telescope	1	0.2	1.6%
Information flyers for local chambers of commerce	1	0.2	1.6%
Prarie biota	1	0.2	1.6%
Drinking water (bottled water)	1	0.2	1.6%
Internet publishing of park ranger schedules, travel books for planning trip to site	1	0.2	1.6%
Shade along trails	1	0.2	1.6%
Seminars	1	0.2	1.6%
Continuation of Washita Symposium	1	0.2	1.6%
Copy of short history of battle	1	0.2	1.6%
Hookup for RVs	1	0.2	1.6%
Windmill for electrical generation & water pump	1	0.2	1.6%

Question 18f: Subjects of interest on a future visit

	<u>Frequency</u>	<u>Percent</u>	
			11
			Number "other" subjects
			Total responses
No response	476	95.6	22
Flora and fauna of area	10	2.0	45.5%
Sooner history/history of area/prehistory of area	4	0.8	18.2%
Interpretation of natural history/archeology/geological	3	0.6	13.6%
Culture of Cheyenne Indian	1	0.2	4.5%
I think it was interesting & nice like it is now	1	0.2	4.5%
Personal stories of people involved with the events here	1	0.2	4.5%
Dinosaurs, turtles	1	0.2	4.5%
Balance of all subjects listed in question 18	1	0.2	4.5%
Trip research	1	0.2	4.5%
Reconciliation between whites & Indians	1	0.2	4.5%
A guide to resources at the site would be good. Western History Museum, etc.	1	0.2	4.5%

Question 19g: Preference for learning on future visits

	<u>Frequency</u>	<u>Percent</u>	
			14
			Number "other" preference
			Total responses
No response	483	96.9	15
Signage along trails	2	0.4	13.3%
Living history enactments	2	0.4	13.3%
Plant interpretive signage	1	0.2	6.7%
Short tours for elderly/handicapped	1	0.2	6.7%

Interpretive center	1	0.2	6.7%
Interactive hands-on exhibits	1	0.2	6.7%
Special events	1	0.2	6.7%
Cheyenne & Arapaho elders	1	0.2	6.7%
Student tours	1	0.2	6.7%
Tour battlesite	1	0.2	6.7%
Small gifts for children	1	0.2	6.7%
History of program in German language	1	0.2	6.7%
Lecture	1	0.2	6.7%
Responses unrelated to question	1	0.2	6.7%

Question 20a: What liked best about visit

	<u>Frequency</u>	<u>Percent</u>	
			40
			Number reasons liked "best"
No response	78	15.7	420
NPS staff / Interpretation by ranger	127	25.4	30.2%
Battlefield scenery/view/setting	91	18.2	21.7%
Information and history of site	56	11.2	13.3%
Historical significance/aspect	48	9.6	11.4%
Quiet/peaceful	34	6.8	8.1%
Preserved site/undeveloped	22	4.4	5.2%
Ranger-guided tour	21	4.2	5.0%
Self-guided trail tour	20	4.0	4.8%
Interpretive signs at overlook	15	3.0	3.6%
Overlook	13	2.6	3.1%
Solitude	9	1.8	2.1%
"Feeling" at site	7	1.4	1.7%
Weather	7	1.4	1.7%
Park/trail brochure	5	1.0	1.2%
Outdoor setting	4	0.8	1.0%
Magpie Program of Washita Symposium held at site	4	0.8	1.0%
Sacredness of site	3	0.6	0.7%
Sharing with family	2	0.4	0.5%
Memorial services held at site	2	0.4	0.5%
Cleanliness of site	2	0.4	0.5%
Improvement/restoration of site	2	0.4	0.5%
Clean air	1	0.2	0.2%
Just being here	1	0.2	0.2%
Lack of interpretive information	1	0.2	0.2%
Spouse satisfaction	1	0.2	0.2%
Ranger speaks German	1	0.2	0.2%
Satisfy curiosity	1	0.2	0.2%
Comfortable access	1	0.2	0.2%
Listening to speaker (dad-Jack Knight) at Symposium event	1	0.2	0.2%
Non-valid response	2	0.4	0.5%

Question 20b: What liked least about visit

	<u>Frequency</u>	<u>Percent</u>		Number reasons liked "least"
			37	
			220	Total responses
No response	278	55.8		
Weather	54	10.8	24.5%	
Lack of information/interpretive signage	26	5.2	11.8%	
Like everything	17	3.4	7.7%	
Closed hiking trail to Washita River	15	3.0	6.8%	
Insects	14	2.8	6.4%	
Lack of seating at Overlook	11	2.2	5.0%	
Lack of facilities/services	11	2.2	5.0%	
Bathroom (smell/lack of water for hand washing)	7	1.4	3.2%	
Lack of accessibility for disabled	7	1.4	3.2%	
No visitor center at site	7	1.4	3.2%	
Ranger not present	6	1.2	2.7%	
What took place in history	5	1.0	2.3%	
Access for RVs	4	0.8	1.8%	
Trail conditions	3	0.6	1.4%	
Lack of time	3	0.6	1.4%	
Filling out survey	3	0.6	1.4%	
The site itself	3	0.6	1.4%	
Too much development at site	3	0.6	1.4%	
Parking lot	2	0.4	0.9%	
Site does not include all of area of battle	2	0.4	0.9%	
Difficulty hearing interpretation	2	0.4	0.9%	
Park ranger	2	0.4	0.9%	
No cold bottled water/drinks available	2	0.4	0.9%	
Lack of artifacts at site	1	0.2	0.5%	
Not having grandson on trip	1	0.2	0.5%	
Site name..."it was a massacre!"	1	0.2	0.5%	
Dead skunk odor from highway	1	0.2	0.5%	
No stamping of NPS passport at site	1	0.2	0.5%	
Remoteness to actual site	1	0.2	0.5%	
No feeling	1	0.2	0.5%	
Lack of highway advertising until very near site	1	0.2	0.5%	
Difficulty visualizing sequence of events	1	0.2	0.5%	
Difficulty imagining standing on spot where history took place	1	0.2	0.5%	
Picnic tables on sacred place	1	0.2	0.5%	
Tax \$	1	0.2	0.5%	
Roads	1	0.2	0.5%	
Not much to see	1	0.2	0.5%	
My energy	1	0.2	0.5%	
Non-valid responses	2	0.4	0.9%	

Question 22b: Most important information learned about WBNHS on this trip:

	<u>Frequency</u>	<u>Percent</u>		
			19	Number most important info items learned
			351	Total responses
No response	147	29.5		
History of event/battle/area	280	56.0	79.8%	
Custer was not a hero	14	2.8	4.0%	
Nothing (knew history prior to visiting)	12	2.4	3.4%	
Physical layout of site/event/battle	11	2.2	3.1%	
Site is being preserved/developed as worthy historical site	10	2.0	2.8%	
Site is sacred	5	1.0	1.4%	
All information is important	4	0.8	1.1%	
Beauty of site	4	0.8	1.1%	
Unsure	3	0.6	0.9%	
Too much learned to write of	2	0.4	0.6%	
Today is anniversary of battle	2	0.4	0.6%	
Diversity should be tolerated	1	0.2	0.3%	
Others are interested in site	1	0.2	0.3%	
Remoteness of site	1	0.2	0.3%	
We haven't learned much in the last 140 years	1	0.2	0.3%	
Cheyenne descendants live in area and still visit site	1	0.2	0.3%	
Site is free to visit (without fee)	1	0.2	0.3%	
How song "Garry Owen" goes	1	0.2	0.3%	
Buffalo hides used in industry for belting	1	0.2	0.3%	
Non-valld responses	2	0.4	0.6%	

Question 24: As manager of WNBHS other proposed priorities for the next 20 years

	<u>Frequency</u>	<u>Percent</u>		
			37	Number priorities
			187	Total responses
No response	311	62.4		
Provide more history/interpretive information/educational opportunities at site	32	6.4	17.1%	
Reenactments of village/battle/people	20	4.0	10.7%	
Visitor center/museum with artifacts	17	3.4	9.1%	
Advertise/promote interest in site/tourism opportunities	13	2.6	7.0%	
Restore/maintain natural, undeveloped setting	13	2.6	7.0%	
Provide film or audio/visual of site events	11	2.2	5.9%	
Involve native Americans/Cheyennes in interpretation/development of site	10	2.0	5.3%	

Improve/add trails/open lower trail to river	10	2.0	5.3%
Nothing	8	1.6	4.3%
Improve accessibility to all & disabled	7	1.4	3.7%
Provide seating at Overlook	7	1.4	3.7%
Provide nearby camping/RV facilities/motel	6	1.2	3.2%
Acquire more land	6	1.2	3.2%
Improve/add restroom	5	1.0	2.7%
Add/improve facilities	4	0.8	2.1%
Interpret native flora/fauna	4	0.8	2.1%
Preserve as sacred/memorial site	4	0.8	2.1%
Link with other sites concerning Black Kettle & Custer for auto tour	4	0.8	2.1%
Tell truth about event/do not become politically correct	3	0.6	1.6%
Turnaround for RVs	2	0.4	1.1%
Fly American flag	2	0.4	1.1%
Provide native garden	1	0.2	0.5%
Provide research center	1	0.2	0.5%
Provide Jr ranger program	1	0.2	0.5%
Stamp NPS passport at site	1	0.2	0.5%
Incorporate more Cheyenne culture/history	1	0.2	0.5%
Preserve all aspects of history	1	0.2	0.5%
Provide drive through of site	1	0.2	0.5%
Conduct pow-wows and provide casino	1	0.2	0.5%
Do archeological dig	1	0.2	0.5%
Provide cohesive, coherent authentic tourism experience	1	0.2	0.5%
Not enough information to render opinion	1	0.2	0.5%
Communicate/post ranger talk schedule	1	0.2	0.5%
Provide more to see	1	0.2	0.5%
Provide saloon	1	0.2	0.5%
Provide viewing telescope	1	0.2	0.5%
Provide onsite activities	1	0.2	0.5%
Non-valid response	4	0.8	2.1%

Q28: On this visit, what kind of group were you with? "Other" (specified):

	<u>Frequency</u>	<u>Percent</u>	
No response	454	91.2	44
Church group/family/seniors (Bonus Years Group)	23	4.6	52.3%
Cheyenne/Arapaho Spiritual Healing Run	4	0.8	9.1%
Co-workers/work colleagues	4	0.8	9.1%
High school debate team	4	0.8	9.1%
2002 Washita Symposium	3	0.6	6.8%
Cowboy Storytellers meeting group	3	0.6	6.8%

7
Number
group types
Total
responses

9-II Memorial Service	2	0.4	4.5%
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Q29: Where do you live? City (Most frequent responses)

	<u>Frequency</u>	<u>Percent</u>		
			205	Number cities
			475	Total responses
No response	23	4.6		
Norman	42	8.4	8.8%	
Oklahoma City	22	4.4	4.6%	
Cheyenne	15	3.0	3.2%	
Tulsa	14	2.8	2.9%	
Elk City	11	2.2	2.3%	
Weatherford	8	1.6	1.7%	
Woodward	8	1.6	1.7%	
Altus	6	1.2	1.3%	
Edmond	6	1.2	1.3%	
Clinton	5	1.0	1.1%	
Comanche	5	1.0	1.1%	
Pampa	5	1.0	1.1%	
Plainfield	5	1.0	1.1%	
San Antonio	5	1.0	1.1%	
Other (less than 1.0%)	318	63.6	66.9%	

Q29: Where do you live? State/Country (Most frequent responses)

	<u>Frequency</u>	<u>Percent</u>		
			38	Number states / countries
			480	Total responses
No response	18	3.6		
Oklahoma	256	51.4	53.3%	
Texas	70	14.1	14.6%	
Kansas	26	5.2	5.4%	
California	16	3.2	3.3%	
Illinois	10	2.0	2.1%	
Colorado	9	1.8	1.9%	
New Mexico	9	1.8	1.9%	
Indiana	8	1.6	1.7%	
Georgia	7	1.4	1.5%	
Florida	6	1.2	1.3%	
Missouri	5	1.0	1.0%	
Mississippi	5	1.0	1.0%	
Nebraska	5	1.0	1.0%	
Other (less than 1.0%)	48	9.6	10.0%	
Belgium	2	0.4	0.4	
England	2	0.4	0.4	
Germany	1	0.2	0.2	
New Zealand	3	0.6	0.6	

**Question 30: Zip code of hometown
(Most frequent responses)**

	<u>Frequency</u>	<u>Percent</u>		
			253	Number zip codes
			465	Total responses
No response	33	6.6		
73628	18	3.9	3.9%	
73072	15	3.2	3.2%	
73069	13	2.8	2.8%	
73644	9	1.9	1.9%	
73801	8	1.7	1.7%	
73096	7	1.5	1.5%	
60544	5	1.1	1.1%	
73026	5	1.1	1.1%	
73521	5	1.1	1.1%	
79065	5	1.1	1.1%	
Other (less than 1.0%)	375	75.3	80.6%	

**Q32: Spent night prior to arriving to
WBNHS (CITY). (Most frequent
responses)**

	<u>Frequency</u>	<u>Percent</u>		
			92	Number cities
			434	Total responses
No response	64	12.9		
Elk City	57	11.4	13.1%	
Lone Wolf	32	6.4	7.4%	
Cheyenne	29	5.8	6.7%	
Oklahoma City	28	5.6	6.5%	
Amarillo	22	4.4	5.1%	
Weatherford	13	2.6	3.0%	
Clinton	12	2.4	2.8%	
Dodge City	12	2.4	2.8%	
Norman	12	2.4	2.8%	
Woodward	11	2.2	2.5%	
Altus	8	1.6	1.8%	
Canadian	8	1.6	1.8%	
Foss	8	1.6	1.8%	
Wichita	7	1.4	1.6%	
Guymon	6	1.2	1.4%	
Borger	6	1.2	1.4%	
Fort Supply	5	1.0	1.2%	
Shamrock	5	1.0	1.2%	
Shawnee	5	1.0	1.2%	
Other (less than 1%)	148	29.6	34.1%	

**Q32: Spent night prior to arriving to
WBNS (STATE). (Most frequent
responses)**

	<u>Frequency</u>	<u>Percent</u>		
			10	Number states
			439	Total responses
No response	59	11.8		
Oklahoma	320	64.3	72.9%	
Texas	72	14.5	16.4%	
Kansas	31	6.2	7.1%	
New Mexico	8	1.6	1.8%	
Other (less than 1%)	8	1.6	1.8%	

**Q32: Spent night after leaving WBNS
(CITY). (Most frequent responses)**

	<u>Frequency</u>	<u>Percent</u>		
			110	Number cities
			420	Total responses
No responses	78	15.7		
Elk City	41	8.2	9.8%	
Norman	38	7.6	9.0%	
Oklahoma City	34	6.8	8.1%	
Cheyenne	24	4.8	5.7%	
Undecided/Unknown	20	4.0	4.8%	
Amarillo	12	2.4	2.9%	
Albuquerque	8	1.6	1.9%	
Canadian	8	1.6	1.9%	
Weatherford	7	1.4	1.7%	
Enid	6	1.2	1.4%	
Pampa	6	1.2	1.4%	
Clinton	5	1.0	1.2%	
Fayetteville	5	1.0	1.2%	
Other (less than 1%)	206	41.2	49.0%	

**Q32: Spent night after leaving WBNS
(STATE). (Most frequent responses)**

	<u>Frequency</u>	<u>Percent</u>		
			10	Number states
			418	Total responses
No responses	80	16.1		
Oklahoma	298	59.8	71.3%	
Texas	51	10.2	12.2%	
New Mexico	29	5.8	6.9%	
Kansas	18	3.6	4.3%	
Arkansas	9	1.8	2.2%	
Colorado	5	1.0	1.2%	
Other (less than 1%)	8	1.6	1.9%	

Q38a: Listing "OTHER"

disabilities/impairments affecting visit

	<u>Frequency</u>	<u>Percent</u>		
			10	Number disabilities
			16	Total responses
No response	482	96.8		
Heart related	3	0.6	18.8%	
Leg injury/prosthetic knee	2	0.4	12.5%	
Epilepsy	2	0.4	12.5%	
Age	1	0.2	6.3%	
Asthma	1	0.2	6.3%	
Back	1	0.2	6.3%	
Cancer	1	0.2	6.3%	
Fibromyalgia	1	0.2	6.3%	
Lupus	1	0.2	6.3%	
Rheumatoid Arthritis	1	0.2	6.3%	

Question 38c: Specific access/service problems encountered at WBNHS

	<u>Frequency</u>	<u>Percent</u>		
			6	Number problems
			20	Total responses
No response	478	96.0		
Trail access to handicap	9	1.8	45.0%	
No seating at Overlook	4	0.8	20.0%	
Stairs at Overlook	4	0.8	20.0%	
Difficult to hear interpreter	1	0.2	5.0%	
No turn around for bus	1	0.2	5.0%	
Difficulty on trail due to length.	1	0.2	5.0%	

End of survey questions

**WASHITA BATTLEFIELD NATIONAL HISTORIC SITE
VISITOR SURVEY SUPPLEMENTAL**

Visitor Comments (verbatim)

Survey # Question 9b...Trouble locating site? What was difficulty locating WNBHS?

- 7 Needs better identification/highway signage
- 46 Could use better signage
- 178 Not enough signs after I-40 turn off & north of Sayre
- 200 Did not know location
- 236 No a very good entrance sign
- 292 Asked state tourist center where Washita was and they didn't know
- 319 No signage from OK Rte 30 from 40
- 320 When exited I-40 did not see hwy sign until near Cheyenne was concerned might not have right way.
- 343 Better safty-would help
- 357 West sign not big enough
- 425 Thought it was by Ranger Station
- 493 Lack of signs

Survey # Question 11k... Other reasons visiting WNBHS

- 4 Will soon develop site of Sand Creek Massacre in Eades, CO.
- 6 Took family to site
- 7 Showing family visiting from East
- 9 Native plants
- 13 Admiration of Black Kettle
- 15 Share with friend
- 18 Kids to see site
- 19 Prairie restoration at site and native plant study
- 31 Stamp NPS passport
- 40 Settling the West
- 62 Stamp passport
- 63 Time available to see site
- 71 Interest through history-army-indian
- 76 Indian history
- 78 Passport program (NPS)
- 82 Seeing pictures
- 96 Enjoy day trip
- 113 Visiting a number of national parks
- 130 Feel closeness of people killed here
- 133 Looking for Nat'l Grasslands
- 135 Western/Plains Indians; Military history
- 142 Studied this & wanted to see it
- 171 Trying to see new areas not seen before off main freeways; just seeing it as we pass through
- 172 Learned Custer was involved
- 174 Great grandmother Cheyenne
- 183 Passport stamp
- 200 Sand Creek Spiritual Run-2002

- 203 Concession coke machine
- 210 To understand the Native American. Not to forget them
- 216 Pay respect
- 244 Get away from home
- 250 Visit
- 258 History buff
- 260 I was invited by dau & son-in-law-Interested in Nat'l Parks
- 264 Research fro paper
- 276 Lived in area when child
- 299 Prairie biology
- 301 Learn specifically about this "battle"
- 307 To see a place I've read about and get extra knowledge for my history lessons
(I'm a history teacher)
- 308 Spouse interest
- 311 Returning to area to visit family and friends
- 313 Important site in our native Oklahoma
- 328 Son-in-law desired to see
- 334 Native American history
- 336 Been by here working but never stopped. To show wife & grandchildren
- 339 Bring guest
- 345 accessible & close
- 351 Spiritual
- 357 History
- 373 Details for future trip, chartered bus of sr citizens
- 376 Protection of resources valuable to America
- 402 Inportant to my late husband
- 403 Tour of Rte. 66
- 408 College course requirement
- 410 Love histry
- 411 Love history
- 414 Turkey hunting
- 453 This was where the trip went
- 458 Part of a planned trip
- 459 Planned trip with group from church
- 466 Day tour
- 469 Symposlum event
- 471 Western history
- 475 Great-great grandmother was present at time of massacre
- 476 Special event

Survey

- | # | Question 13k...Importance of activities and qualities |
|-----|--------------------------------------------------------------|
| 2 | Staff |
| 6 | Taped tours |
| 7 | Russian's House |
| 9 | Native plants |
| 13 | Quiet! |
| 19 | Interpretive aspects-learn of history |
| 46 | Passport stamp |
| 96 | Day trip |
| 130 | Desire to be close to Cheyenne people |

- 295 Spraying for weeds on county road while we were here
- 299 Prairie Bio
- 301 Interpretation
- 313 Flora
- 320 Interpretation services
- 351 Spiritual
- 442 Very well documentary by Ranger Craig Moore-should be in written form.
- 458 Historical importance
- 485 Peaceful
- 487 Interpretive information (signage, tours, etc)

Survey

- # Question 14h...Why did you visit these places?**
- 1 Went to Cheyenne to eat and traveled through Cheyenne to go to the Coyote Hills Ranch.
 - 2 Show family and relatives area and history.
 - 3 Historic knowledge
 - 4 Gain info for site development of Sand Creek Massacre National Historic Site
 - 5 History educated
 - 6 Invited by family to visit western Oklahoma sites of interest
 - 7 Have been here before, showing site to family visiting from East
 - 8 Interested learning about battle
 - 9 To learn more; to see natural settings
 - 11 Interested in history
 - 12 Interest in history
 - 13 Passing through was convenient but we really did want to visit specifically
 - 14 We enjoy visiting new places
 - 15 Enjoy shopping
 - 17 History
 - 18 See/show children history
 - 19 Writing and photography for ODWC; endangered species; photos of native prairie habitat
 - 20 Touring national parks
 - 21 Historical value
 - 22 Historic importance
 - 23 Historic importance
 - 24 Learn about history of the area
 - 25 Black Kettle History
 - 26 Interested in history of west
 - 27 General interest in local history
 - 29 Just passing through, makin' the rounds
 - 30 Looked interesting
 - 31 Return to favored place; stamp passport; enjoy visiting parks; learn about America
 - 33 Interested in Indian History
 - 34 I grew up in Custer County Oklahoma & my family wanted to make day trips of interest from Thomas where my mother still lives
 - 35 To get information about the battlefield
 - 36 I am a history teacher and love history
 - 37 I am a history lover
 - 38 1)Indian history; 2) lodging;(something village); & Rte 66 museum

- 40 Enjoy learning about 1800's West
- 41 Interested in Native American history
- 43 Weekend getaway to Explore Oklahoma
- 44 Always interested in History
- 45 Weekend getaway-Ivy Rose B&B in Cheyenne, OK. Wanted to see local sites
- 46 Historical interest, to get passport stamps
- 47 Lake Meredith-See Lone Star Rising
- 48 In the area-historic
- 49 On the way to WNHS
- 50 Learn more about indian campaigns of the west, and view the scenery
- 51 See and experience the national grassland and explore new recreational opportunities in western Oklahoma
- 53 Wanted to learn and see this place
- 55 Interested in history of the Washita Battlefield & to learn more about Black Kettle & his tribe
- 56 Wanted to see them. History is always interesting
- 57 Show visitors-deep appreciation of the sad history of this land
- 58 Family brought us here. Interested in the history of the area
- 59 Historic significance. Senic beauty
- 60 On the way here & lakes appeal
- 62 Stamp passport
- 63 To learn about area-revisit from past
- 64 Exploring a knew historic site
- 66 Curiosity/To learn
- 68 Enjoy Okla. History
- 69 Interested
- 70 Interested in history-awareness of our past/present
- 73 We are local and appreciate all Cheyenne has to offer
- 74 Interesting
- 75 Weekend trip, we were planning to stay at Quartz Mnt Lodge, there were no vacancies, so we traveled this way, to Black Kettle Grasslands
- 76 Interest in Indian heritage
- 77 Interested in indian heritage
- 78 Interest/Passport
- 79 Intrest and paseport
- 80 Fun!
- 81 Get away and relax
- 82 Stopped to get information about the Washita
- 85 Saw the sign when we were going thru town - thought it might interesting!
- 86 History
- 87 Always wanted to
- 88 In town for business & had spare time
- 89 Kill time
- 92 To see what the battlefield was like
- 94 Love history, expecially Oklahoma State history
- 95 History
- 96 Enjoy a day trip with son from Seattle
- 97 Wanted to see Western Oklahoma
- 98 Curiosity, scenery, history
- 100 Fun

- 101 Historical interest
- 102 Wanted to see what they have
- 103 Lawton was site of land rush. My father was stationed at Ft. Sill during WWII
- 104 For fun
- 105 Vacation, curiosity
- 108 To see setting of historical event
- 109 Historical significance
- 110 To learn the history of the area
- 111 Had heard about this place & were interested in seeing it
- 112 For info & knowledge see any improvements @ the museum
- 113 Attending another national park (desire as many as possible)
- 114 Visiting family in Cheyenne
- 115 To learn of their history
- 117 I am a history buff. I enjoy visiting historic sites
- 118 To learn the history-it's fascinating
- 119 To learn about history
- 120 View
- 121 Studies of native American History naturally lead to places like Washita, Sand Creek, Wounded Knee, Little Big Horn and sites of the legendary retreat of Chief Joseph
- 123 Am interested in American Indian History
- 124 Interest in Western/Indian War/Mining History
- 125 Historical significant
- 126 To learn more about local history - I live in the area
- 127 Historical & cultural significance
- 128 Interest in Indians
- 131 Interest in area
- 132 See grassland & learn history of area & its people
- 133 Interest seeing different parts of country
- 134 We like to visit historic places
- 135 Historical knowledge
- 136 To learn more about the history of the war with the Cheyenne Indians
- 137 To learn more about history
- 138 Curiosity
- 139 History
- 141 Historic-learn of what happened
- 142 Revisit site with friend interested in Indian culture
- 143 I studied Cheyenne history & have written about this-wanted to see it
- 145 We work as gate attendants at Ft. Supply Lake
- 146 Brother inlaw & sister inlaw brought us
- 147 My sister & husband had been here and were very impressed
- 148 I love history
- 151 Interest in Cheyenne history & Native American culture
- 152 Because I'm sure they're related
- 153 Recreational, fishing
- 154 Studying History
- 155 History
- 156 For the history
- 157 Interested in History of the area
- 158 Historical information
- 159 Passing through

- 164 Because of the event that occurred here
- 165 Wanted to see it for years to see history
- 167 We saw these sites on OK map
- 169 Part of our planned points of interest led us to this area
- 170 On tour of site
- 171 Think it is interesting to learn about
- 172 Interested in history had heard of Black Kettle
- 177 On my route
- 180 Increase understanding of Washita area
- 181 Because I'm interested in learning more of the history of this site
- 182 Enroute/pick up interpretive materials
- 183 Jr. Ranger Program & Passport stamps
- 184 To show our children historic places in our country & teach them the history of our state Oklahoma
- 189 Nearby; had to be at some others
- 190 Curiosity
- 191 Brought grandkids
- 193 To give my childred historical look of Oklah. History
- 195 Curisoty (sp)
- 484 Get self guided tour guide
- 197 Because I enjoy learning about Indians and how they lived. It's important to me to understand all about them. I love everything about them.
- 198 Just to see Historic Places
- 199 For Spritual reasons
- 200 Cheyenne ceremonial
- 202 On tour of sacred sites
- 203 It's a very sacred to our people
- 204 To learn more about Oklahoma history
- 206 History
- 209 Show a friend
- 210 Perfect for The American Indian
- 212 For the Grand kids to experience part of history
- 213 I love history & the beauty of God's creation
- 214 History, solitude
- 216 I live here
- 217 Curiosity/historical info
- 218 Oklahoma is a beautiful state, this is the only part we haven't seen. We were curious and were glad we came; it was worth the trip
- 219 Historical reasons
- 221 Firstly to see hopefully animals in grassland
- 222 Backseat passenger in vehicle that came here.
- 223 Cheyenne-came that way-Grassland-in hope of viewing wildlife
- 224 To learn more about the history of Oklahoma
- 225 Family vacation with Dad main focus on regional esp. OK, history
- 226 Historical importance
- 227 Job related
- 228 Historic
- 231 Follow up after reading book
- 232 Reputed quality of experience
- 233 Indian history

- 234 To learn about the Battle
- 229 Indian cultural-on way to OKC trip
- 237 Planned business trip around sites
- 238 Work trip
- 240 Try to come every so often. It's a wonderful site-have visited since the 1960s
- 241 To enjoy & be informed. In the museum business, etc.
- 242 Info fro children
- 243 Curious
- 244 Have not been to area-desired to do so
- 245 Historic significance
- 246 Bringing my children to visit
- 248 Historical interest
- 249 Hlistorical interest
- 254 History buff on way to CA, wanted to get a sense of the history/culture of this part of US
- 256 To learn more about man's fight with life.
- 257 Passport
- 258 Interested in history
- 259 Education-curiosity-history
- 261 Interest in National Parks
- 264 Volunteered @ museum
- 265 Become more informed
- 266 Personnal interest in history
- 288 One of few places in Okla had not visited
- 270 Sounded interesting-We are on our way from Cheyenne, Wyoming Frontier Days back home to Texas
- 271 Interested in history
- 272 Like museums. Drove through
- 273 Nice to see
- 275 To show my children the history!
- 276 Show grandkids
- 277 Part of day plan
- 278 Saw it on the interstate
- 279 Saw the sign
- 281 To learn about the historical significance of the site
- 282 Tourism opportunities for packaging
- 283 Designated tour sites on the agenda group was following
- 284 Tourism Department site inspection
- 285 Wished to see site
- 286 Wished to view actual site of Black Kettle Masacre
- 288 Plan a future trip
- 290 We have a little extra time. Fits in our schedule.
- 292 Amer Indian & Western history
- 293 My combined interests in ecology, history, and anthropology drew me here.
- 294 Historical interest
- 295 As a teacher, storyteller, writer these places become part of what I do
- 296 Nice day drive
- 298 Let my kids know what happened after Sand Creek to Black Kettle
- 299 All related
- 300 Historical and cultural significance

- 301 To learn the history of the area & culture
- 302 None-not enough time on this day
- 303 In town
- 304 Just on vacation and visiting interesting places
- 306 Historical knowledge
- 307 En-rout from Dodge City to Oklahoma City
- 309 Historical interest
- 310 Historical site-Antelope Hills- to view
- 312 To learn more about Area
- 313 For the history of the area & to observe the beauty.
- 315 Traveling south on the way home
- 316 Historicnatural interests
- 321 We're touring the U.S. and love knowing the history of different areas
- 322 See more of my state interest in the history
- 323 Pass through and like history
- 324 To view and learn about area
- 326 Birding
- 327 It was on the way
- 328 B/cause w/family who desire to see
- 329 To learn more of American history
- 330 Learned more about battle
- 331 Day tripping with a friend
- 333 Famaliarization of area fro package tours-tourism promotion potential
- 334 To understand the event
- 335 Indian & civil war buff. To learn more on the life style and beliefs of the American indian
- 339 Historic value
- 341 History buff
- 485 Interest in Western history
- 343 Came for a Cowboy Story Teller Meeting
- 344 To attend meeting of Cowboy Storytellers of the Western Plains
- 346 Had time
- 347 Interested in history
- 348 History
- 349 Curious
- 350 For more information on this story
- 351 Indian history & culture
- 354 Showing my grand children
- 355 We had a meeting in Cheyenne "Cowboy Storytellers of The Western Plains". We collect stories from various areas
- 356 To attend Cowboy Story Teller meeting
- 357 Personal interest-intrest in history
- 359 Wanted to know more about the history & site
- 360 Cowboy Storytellers
- 362 A side trip from Cowboy Story Telling
- 363 We had a Cowboy Storyteller Meetin in Cheyenne. We visited the battlefield because of information we received at the meeting
- 364 History
- 365 Was interested in the history
- 366 Because we were in Cheyenne OK
- 367 Learn more

- 370 On the way to Washita Battlefield Site
- 371 See sign on hyw.
- 373 Plan trip details
- 377 History
- 379 Interested
- 381 Learn about the battle-visit antique shop
- 382 We live within two hours and are interested in local history
- 383 Interest in prairie restoration project
- 384 American history
- 385 Personal connection to Black Kettle (husband's family)
- 386 Direct decendant of Black Kettle
- 387 Wanted to
- 388 Enjoy history
- 390 History & my grandmother (paternal) born Cheyenne 1902
- 391 Intrest in History
- 393 My gran Pa was part of the battle
- 394 Historical importance
- 395 History & events
- 397 We have a NPS passport book and we visit the sites
- 398 Are headed there
- 399 Stamp @ Musem and it was on way
- 400 Because of the historic value.
- 401 Hunting
- 403 Native American culture-original objects are of interest
- 405 Saw on website
- 406 Gather information about Washit Natil Historical site
- 407 To learn of history
- 408 To pick up park info.
- 409 Learn more about
- 410 Live nearby, love of history, brought someone that had never been here
- 411 Wanted to view a local historical site
- 412 For the history
- 413 Interested in Indian Heritage sites
- 416 No special reason
- 418 Visit relatives
- 419 It was just handy when in the area
- 420 Handy when we were in area
- 423 I live here
- 425 Historical reasons
- 426 Curiosity-educational
- 427 To attend special historic event-commemoration program
- 428 Historical importance
- 429 So near should see
- 440 Chosen by tour leader
- 441 Tour group lunch stop
- 442 Sponsored by McFarlin Church Bonus Years, very well planned 2 day tour of SW Okla.
- 443 Group had lunch in Cheyenne-Toured town
- 445 Work matter
- 447 To Learn more about the battlefield

- 448 My grandparents lived here late 1900s/then to Cherokee strip
- 449 On a bus tour (was arranged) and was on our agenda. Glad it is!
- 450 Part of a 2-day tour by bus (church group).
- 451 Interesting organized trip allow to discover southwest Ok
- 452 Tour with group—our leader planned great trip
- 453 It was all part of the trip that included Lake Aftus
- 454 On a tour with senior citizens of a church group
- 455 Bonus Years bus trip
- 456 To learn of my state's & country's history
- 457 On guided tour of western OK
- 458 A planned church trip
- 459 Planned tour
- 461 Part of planned tour
- 463 Going along with a planned tour
- 464 Because it was part of a planned tour
- 467 With group-planned trip by church
- 468 To attend the Symposium 11/15-11/17 2002
- 470 Learn more about the battlefield; meet people of mutual interest
- 472 Learn about Cheyenne culture
- 473 To learn more about the history of the area especially native American
- 474 History
- 475 Travel by car/walk
- 478 To appreciate the National Park
- 477 Part of Symposium
- 478 The rest of the meeting was in Cheyenne.
- 480 History
- 482 I was an invited speaker at the 2002 Washita Battlefield N.H.S. Symposium
- 483 Husband asked by NPS to speak
- 485 Cheyenne had the motel
- 486 I always go to local museums
- 487 Speaker at Symposium relating to the Battle of the Washita
- 489 Visit family
- 490 I was on a hunting trip, and I have never been in this part of Oklahoma
- 492 Hiking, shopping
- 493 To experience OK country
- 494 Experience for family
- 495 History
- 498 History
- 499 To experience & learn more about their *raison d'être*

Survey # Question 15b...What was it you expected to see or do in Washita Battlefield National Historic Site?

- 1 See and walk to the Washita River.
- 8 Wanted to see and walk to Washita River
- 10 The "lower trails". Be able to get to the actual Washita River
- 13 I just expected something different but it is pleasing
- 14 Expected more of a national park atmosphere at national grasslands
- 19 Walk to river bottom
- 26 Walk lower trail which was closed
- 31 Hike trail

- 38 Lower trail closed-unable to visit site of village
- 39 Basically per guide booklet, all of lower trail & specifically location of Indian Village site & river banks
- 44 Perhaps a view of the site-onsite
- 55 Get closer to the actual campsite of Black Kettle's tribe
- 58 Hear the Rangers talk
- 62 Curious how "draw" with visitors
- 72 I live in Cheyenne, and enjoy jogging around the monument
- 78 See more artifacts of the era
- 106 Wanted to see site of battle I had read about
- 111 The area and the museum infor. It is an excellent museum - well presented. People are helpful & pleasant!
- 113 More interpretive signage of battlefield
- 117 The battlefield
- 121 Expectations seldom match reality but I am pleased to see that funds are used this wisely.
- 164 I thought there would be a NPS visitors center & NPS brochures
- 171 Expect to go North into grasslands & panhandle area
- 172 Some access to the village area by the river
- 178 Get closer to river
- 181 Walk the lower trail, which was too overgrown to navigate
- 183 Jr ranger program
- 203 I didn't get to see the river
- 208 Battle Site
- 218 Mark off the site better, indicate better where specific points of interest are, out in the field
- 228 Go out to the real battlefield
- 234 Stay longer
- 241 Indoor area where site could be seen using diagrams, pix, etc. Also a sm. Theatre as introduction
- 269 Walk trail; trail inaccessible due to poor health
- 295 Would have liked to see the lower trail but understand & support the prairie restoration
- 299 Prairie bio
- 302 Would have like to walk the lower trail
- 316 Expected to see an uninterrupted, contiguous grasslands preserve
- 330 Ranger talk & tour would have been nice
- 357 Would like to travel trail-not able to walk that far (handicapp-cart would be nice)
- 366 The battle sight
- 376 More interpretive signage about Native American Culture
- 403 More Native American culture-too much white culture
- 410 Battle sight, monument to both Indians & Military
- 414 Turkeys
- 417 Learn about Cheyenne life
- 421 Explanations along trail where battle was, teepee were, etc.
- 422 Battle sites, where indians lived, arrowheads
- 429 Memorial service
- 448 This was first day of winter (with rain and wind) high temp was below 50 degrees
- 453 Get off the bus and check out the area a little
- 454 Explore the area a little more

- 465 Visit the Battlefield
- 469 I hoped to view an area 1 mi. East, where Chey-Arap-Kiowa remnants were in camp.
- 474 More specific sites
- 476 Walk on lower trail to river sites
- 487 Actually walk to the river's edge and look across the river
- 495 An interpretive center

Survey

- # Question 15c What kept you from seeing or doing what you wanted to do?**
- 1 Closed trailhead.
 - 8 Lower trail closed off; could not walk to river
 - 10 Lower trail closed sign
 - 19 trail closed
 - 26 closed
 - 31 Didn't have time
 - 39 Closed
 - 44 No Trails within Villeage area
 - 55 I believe there as a trail closed
 - 78 We hope to see them (artifacts) at the visitor's center
 - 81 Not enough time
 - 85 Nothing - nice change to get out and let the children have a break and see something, too!
 - 86 Time
 - 87 Time constraints
 - 113 Signage not available
 - 164 Nothing other than my dog-it was too hot to hike the trail with her
 - 171 Time-lack of
 - 173 No access
 - 178 trail closed
 - 181 NPS sign said "don't"
 - 183 Do not have jr ranger program
 - 189 Just came here to see what's here.
 - 195 Time Sched
 - 200 Was on a run, with runners
 - 203 The trails kept me
 - 207 Time
 - 208 Time
 - 213 I'm handicapped
 - 218 Stakes and rope
 - 221 NIL
 - 234 Not enough time
 - 269 Poor health
 - 295 Prairie restoration
 - 299 Little natural prairie
 - 302 Closed

- 316 Non-contiguous area
- 330 Timing
- 485 Had meeting to go to
- 348 Time
- 357 Foot wear & walking limits
- 358 Wanted to know more about the history & site
- 403 Native American culture...not available to see (even Anadarko-Indian City); had very little indian culture to see, based upon my expectation.
- 414 We are dove hunting specifically
- 417 Time
- 421 They weren't there
- 422 Couldn't find any
- 447 It was great
- 448 Above
- 453 Rain and cold
- 454 The weather was rainy and not good for hiking
- 456 Time & Weather conditions
- 461 Cold, damp, windy weather
- 464 A busful of older people. So no hiking, etc.
- 465 It was not completed.
- 469 Arthritis, and private land ownership
- 474 Park still under construction and will be improved
- 476 Trail not open
- 487 No trail through the grass
- 490 I would like to have more info on the location, of T-Pee's, activity of soldiers
- 491 Wind & temp.-cold!
- 495 No park svc employees on hand

Survey # Question 17e. Other services would you like to have available at Washita Historic Battlefield?

- 1 Build Indian Village in Valley
- 3 Signs on trail tour that tell a brief history of what happened
- 4 Interpretive signs along trail for battlefield and flora/fauna
- 5 Sign-plastic cover. What she said
- 8 Restore visual of land and native plants of original battlefield. Would like to see archeological information and findings of site
- 9 Garden with native , medicinal and edible plants
- 16 Interpretive signage
- 18 Interpretive signage at trails
- 19 Cultural center for Native American use exclusively
- 26 Info on natural environment-geology/plants/animals
- 31 Leave as natural as possible
- 39 In conjunction w/Native Americans, facility they feel would be beneficial to learning their accurate history & in keeping w/their desires/way of life
- 46 E clampus Vitus clampouts
- 48 Video on site
- 76 Indian dancing
- 91 Anthing that will preserve this important moment of history and keep the memory alive for future generations
- 94 Telescope; self-guided walking tours to the river & actual places of action

- 112 Panoramic displays
- 133 Interpretive signage for flora/fauna
- 135 More visual information, i.e. artifacts
- 145 Seats at the overlook
- 146 Need seats for older folks
- 157 From the overlook, it would be helpful if there were some landmarks (teepees) to be located where they actually were
- 162 Battle landmarks
- 171 All of the above would be nice
- 186 I am pres. Of a nearby Cof C. (Woodward). We need good flyers to pass out about this site.
- 196 Pow-Wows
- 203 Horse trails
- 218 Living history or re-enactments-very good idea
- 232 Interpretive center
- 240 Vehicle tour w/guide
- 241 Pix, refer above
- 242 Riding tours
- 244 4-wheel vehicle to tour older folks
- 259 Visitor center
- 264 Research & info facility
- 270 No turnaround for our RV
- 271 A place for RV's to park and turn around
- 272 Turn around for motor home
- 292 Nature signs or explanations re: plants, animals, land
- 295 Include nature walk self-guided walking tours
- 299 Prairie bio
- 301 More interpretation
- 313 Indian-guided and army re-enactor guided walking tour through the battle area.
- 322 Drinking water
- 330 Markers listing what happened
- 332 Needs visitor center with a movie-Publish Park Ranger schedules on internet, travel book or some other communication vehicle to better plan your trip
- 334 Shade along the paths
- 374 Need to keep in mind ramps, etc fro handicapped
- 382 Authentic Native American articles to purchase-History posters, ant. books, etc
- 397 Video
- 429 Films
- 445 Seminars
- 453 Copy of short history of battle
- 468 Book shop
- 470 Access to historical research, etc.
- 471 Detailed signs on trails
- 485 1) Beautiful setting with hook-up for motor homes 2) Windmill-as power to pump water; 3) Wind generator to show how electricity can be made with wind; 4) Any other examples of how to use wind wisely
- 487 Wheelchair accessible trails to at least a few areas

- 490 Put T-PEE'S out were they were, put calvary scultures charging in to camp, be truthfull in really what happened, I the Indians were wanted for other raids, against whites, then tell it, if whites were killed in the battle then show it, if it was only a white slaughter of Indian then show it.
- 499 Continuation of the Washita Symposium

Survey

- # **Question 18f...Subjects of Interest on a future visit**
- 1 Flora and fauna of area
 - 4 Native vegetation of area
 - 8 People of the Washita area and plant life of WBNHS
 - 9 Botanical
 - 19 Interpretation of natural history and history of the area
 - 31 Culture of Cheyenne Indian
 - 46 Sooner History
 - 63 Native prairie species
 - 105 Flora/fauna
 - 133 Flora/fauna
 - 152 Florta
 - 171 I think it was interesting & nice like it is now
 - 286 Pre history
 - 295 Personal stories of people involved with the events here-research
 - 313 Geological & flora/fauna
 - 351 Dinosaurs, turtles
 - 357 Balance of all
 - 373 Trip research
 - 402 Reconciliation between whites & Indians
 - 456 ID the vegetation In Park.
 - 468 Archeology
 - 469 A guide to resources at the site would be good. West. Hist. Mus., etc.

Survey

- # **Question 19g...How like to learn on a future visit?**
- 4 Signage along trails
 - 8 Plant interpretive signage
 - 13 Short tours for older or people unable to go so far
 - 19 Interpretive centers
 - 63 Interactive hands-on exhibits
 - 113 Living history enactments
 - 190 Living history ; special events
 - 203 Cheyenne n Arapaho old folks
 - 243 Student tours
 - 313 To the battle site
 - 336 small gifts for children
 - 340 Important/Interested
 - 403 History of program in German language
 - 404 Walking path with info plaque along trail
 - 488 Lecture

Survey

- # Question 20a...What like best about visit**
- 1 National Park Service Trail Brochure
 - 2 Being outdoors among historic sites and sharing with family.
 - 3 The great preservation of the historical site
 - 4 Self guided trail tour
 - 5 Solitude
 - 6 Park brochure and granite interpretive signage at overlook
 - 7 Learning more about our Western history
 - 8 Interpretive narration given by NPS ranger and the physical setting of the battlefield
 - 9 The setting
 - 11 Historical aspece
 - 12 Being at a hisorical site!
 - 13 Quiet peaceful
 - 14 Scenery and historical significance
 - 15 Size of field of battle; terrible loss of horses
 - 16 Connection with a past historical site
 - 18 View of where battle happened and map of battlefield in granite stone
 - 19 Cultural significance of site
 - 20 The scenery and the overlook
 - 21 Scene
 - 22 Solitude, ranger guided tour, indian history
 - 23 History - Quiet
 - 24 The quietness of the county around the site
 - 25 self guide tour-with Brochure
 - 26 The sense of place for a historic event
 - 27 Self-guided walk
 - 28 Information
 - 29 The field
 - 30 It was very respectful of a tragic thing.
 - 31 Scenery of site
 - 32 Ranger Charles Sides
 - 33 The feeling of being close to what happened
 - 34 Specific historic info in trail booklet
 - 35 Seeing the battlefield
 - 36 Trails and being able to read about stops along the trail
 - 37 Trails & being able to read about it
 - 38 Undeveloped site
 - 39 Undeveloped/open site
 - 40 Learning the truth about the massacre & what the government did to them
 - 41 Great view
 - 42 Beautiful scenery; interesting history
 - 43 Peaceful/Quiet/Beauty
 - 44 Scenery/History
 - 45 Park Ranger talk
 - 46 Ranger Talk
 - 47 Ranger's Talk
 - 48 Ranger Knowledgeable
 - 49 Quiet reflection on events that happened here

- 50 Historical documentation
- 51 The explanation of what happened by park staff
- 52 The rangers story at the lookout site
- 53 See and and hearing
- 54 Just to see the Battlefield
- 55 The Ranger guided tour
- 56 The information
- 57 The ranger's talk
- 58 Charles Sides story of what happened
- 59 Ranger Talk
- 60 The Park Ranger's story about events
- 61 Good history description
- 62 Interpretive story by ranger
- 63 Good weather
- 65 Peacefulness
- 67 Peacefulness and scenery
- 68 Historic, Very Senic
- 69 History-actual site and location
- 70 Excited to see improvement
- 71 Actual Site
- 72 It is very peaceful
- 73 The beauty of the area
- 74 The view
- 75 To be where History actually happened
- 76 Nice to find out what really happened
- 77 Visiting with OU student and doing survey
- 78 Relaxed atmosphere
- 81 Information of travel info & history
- 82 The talk given by Ranger
- 83 The Park Ranger lecture
- 84 The ranger had an interesting talk about the history
- 85 Talk and view
- 86 Guide & Hostess - View
- 87 Battle description
- 90 View diagram
- 91 The new information I learned
- 93 Senic view & history lesson
- 94 Ranger guided tour & explanations, & being here where so much history happened
- 95 To be close to history
- 96 Scenery & talking with ranger
- 97 Friendly staff, beautiful scenery
- 98 Scenery
- 99 The historical information
- 100 Solitude, beautiful country, uncrowded
- 101 Helpful, friendly park service
- 102 Ranger talks
- 103 Oral presentation
- 104 Ranger talk
- 105 I enjoyed the talk by Charles Sides
- 106 Verbal presentation by ranger

- 108 Park ranger historical review
- 109 Solitude
- 110 The view
- 111 The museum is well organized -subjectwise. Beautiful site! Well kept area. A beautiful area and an impressive site!
- 112 General surroundings-feeling of being at the place
- 113 Lack of commercialization
- 115 I learned something new-had never heard of Black Kettle
- 116 I like the view
- 117 The park ranger Mr. Moore was very knowledgeable & gave interesting information
- 118 Hearing the history from the Park Ranger
- 119 Ranger narrative
- 120 The site
- 121 Scenery/Ranger presentation
- 122 Scenery
- 123 Lecture by Park Ranger
- 124 View of battlefield
- 125 Historical Talk
- 126 The Ranger program
- 128 2PM Ranger talk
- 130 Feel @ home, feel rested, feel close to people who died
- 131 Ranger talk
- 132 Ranger talk & self guided tour (imaging what happened where one is standing)
- 133 Opportunity to walk, see, smell, experience land
- 134 The history
- 135 The Ranger guided tour
- 136 The guide tour
- 137 Ranger's description of the battle
- 138 Story of battle by Ranger
- 141 Outdoor setting/terrain/beauty of land. Looks like Montana & Little Big Horn
- 142 Environment
- 143 Guide showing & telling what happened here
- 145 The scenery and the history
- 146 History
- 147 The Ranger's talk-
- 148 Craig Moore was great
- 149 Nice people
- 150 Story
- 151 Walking on the trail & listening to the history
- 152 The trail looked as natural as possible
- 153 Historical background, scenery
- 154 The narrative by Park Ranger
- 155 Ranger
- 156 History
- 157 Quiet & peaceful
- 158 The wind & quiet
- 159 Scenery
- 161 Looking at it
- 162 The overlook is well placed
- 163 The scenic view

- 164 Just being here
- 165 The site of battle & monument
- 166 Being able to explore the park; had a great time, learned a lot
- 167 The overlook/info. really helped in the visualization fo the battle of washita
- 168 Explanation by ranger
- 169 Craig Moore was great on ranger-guided walk; the pertinante information presented by Ranger Craig
- 170 Beauty of area
- 171 The ranger's extra explanations
- 172 Not clutered
- 173 View of the area
- 175 Friendly staff
- 176 The view
- 177 The history & battle
- 178 Undistrubed setting; Ranger tour (Craig) excellent!
- 179 Chat with the researcher
- 180 Overlook & quiet of place
- 181 Walking the trail w/interpretive stops that were elaborated upon in the booklet purchased at Black Kettle Museum
- 182 Gained historical knowledge
- 184 The peacefulness of the site & the ranger colorful stories. Also the opportunity to learn the history of the area.
- 185 Craig's talk
- 186 Historical report by Park Service
- 187 Ranger
- 188 Enlightenment to a previously unknown subject
- 189 The talk given by Ranger
- 190 Ranger led walk
- 193 The beautiful view and historical talk
- 195 Step back in time
- 196 The Native American history
- 484 Peaceful, quiet, visual experience, nice walk
- 197 Everything
- 198 Knowing that your Ancestors were here before us.
- 199 Everything is good
- 205 Memorial Ceremony
- 206 The day we were here there were Cheyennes doing a memorial ceremony
- 207 View & area
- 209 Recorded History
- 210 The ability to view the campsite & hills
- 211 Atmosphere, good signs & legend
- 213 Was a more informative talk
- 214 Ranger narration (Craig Moore)
- 217 History/pretty view
- 218 Chris Bowline-very nice, informative
- 219 Geographical areas
- 221 Assistant from Park Staff
- 222 Craigs Very Interesting Talk
- 223 Craigs talk
- 224 The explanatory lecture by the ranger

- 225 Ready availability of written/oral accounts of events
- 226 Indoor exhibits and viewpoint with explanations
- 227 Talk by Ranger
- 230 Site and walking trail
- 231 Terrain walk
- 232 Ranger talks/walks
- 233 Tour guide
- 234 Tour guide
- 229 Story of Washita
- 236 Shade-Peace
- 237 Location off busy roads
- 238 Historical info.
- 239 On site volunteers, giving the story
- 240 It's a wonderful setting
- 241 Meeting guide with discussion
- 242 Craig's awesome speech
- 243 The view and history info.
- 244 Seeing/imagining what happened here
- 245 Actual Site
- 247 The overlook
- 248 The Ranger talk
- 249 Craig Moore presentation
- 250 Its History
- 251 Looks
- 252 View
- 254 Ranger's delivery of saga
- 255 Overlook
- 256 The ranger talk
- 257 Landmarks & ranger talks
- 258 Park staff support
- 259 Senery-history
- 260 Beautiful Scenery, Very nice hostess
- 263 Quiet
- 264 The information given by guides
- 265 The history of the battle
- 266 Enjoyed the peace and quiet & ranger tour
- 267 Quiet, peaceful, few people
- 268 Scenery
- 269 Cool-see Washita River-prarie habitat
- 270 The view & monument
- 271 Interesting, clean, information was good. Nice surroundings & very nice, friendly & informative student from OSU
- 275 Beautiful view
- 276 Sharing Okla & personal history to grandkids
- 277 Walking tour
- 278 The history
- 279 The wind
- 281 Hike; Range talk
- 282 Park ranger's interesting narrative
- 283 Knowledge learned about the battle

284 Park ranger interpretation
285 Staff visits
286 Natural setting
286 To actually visualize to site, having known the history
288 View/staff
289 The talk with the Ranger
290 The trail with the numbered program
291 The history and scenic surroundings
292 Lack of explanatory material
293 Ranger Presentation
294 Historical site visit
296 Outdoor walk
297 Natural setting of site
299 Guided tour
300 I'm just glad someone saved it and remembers
301 The area has not been commercialized
302 The ranger lecture about the history of the place & of the west
303 Just to see the actual battle site
304 Interested to see where the battle was fought
305 The monument that tells all
306 The information talk given by the ranger
307 Unspoilt
308 Spouse satisfaction
309 Information
310 Actually able to view sites relatively unchanged
311 The serenity and peacefulness of the site
312 Explanation by Ranger
313 We enjoyed the walking path best.
315 Monument
316 Ranger historic talk
317 Few people!
320 Ranger interpretation of history of site
321 Hearing about the history and conflict between the Indians & the soldiers
322 The ranger guide
323 History
324 Guided tour & ranger talk
325 The vista and realizing you were standing on historic grounds in person.
326 Out of the way, quiet
327 Quietness, Good idea of how it happened
328 Out in open-clean air
329 The museum paint a great picture of the time
330 Natural site-no development
331 The scenery
332 Overlook
333 Rangers knowledge of the history, story & grasslands
335 Black Kettle museum-Battlefield, Ranger Talk
338 Seeing site
339 Historic value in the talks & walk
340 Ranger discussion
341 The Ranger presentation

342	The Site, surrounding location
343	Climate control! Nice morning
344	The guide lecture
345	Historical information
346	It is here
347	Ranger's talk
348	Beauty, peacefulness & quietness
349	Peaceful
351	Moderator
352	The quiet peacefulness
353	Quiet
354	Historic talk
355	The ranger & the site
356	The whole thing!!
357	Natural-most generally quiet
358	Shade
359	Learning more about what happened
360	Information
363	The presentation
364	History
366	Seeing the battle sight
367	Opportunity to see a historical site
368	The Ranger's tour & information
369	See & feel what happen here.
370	Scenery-historic battlefield-history in general
371	Like any think w/history
372	The information of the historic battle
373	Guides
375	Solitude
376	Peacefulness-thought of past
377	History
378	Ranger presentation-view of site
379	History & view
381	The overlook; the markers
382	The marked posts with dialogue helped us to imagine the battle
383	The markers & the guide
384	Scenic view
385	Good visual of site, rangers talk of site
386	Quiet
387	The quiet & solitude
390	Granite stone telling history & view
391	Able too see where history was made
393	History
394	Well taken care of
395	Scenery-historic significance
397	Viewing the sight & learning
398	History & friendly Park Staff
399	Friendly Staff
400	Site, and History
401	History

- 402 The shaded viewing area
- 403 Someone here speaks German!
- 405 Beautiful view/vantage point
- 406 Ranger talk
- 407 Ranger talk to explain while pointing out where
- 408 The programs put on by the interpretive ranger
- 409 The natural unchanged landscape
- 410 A ranger was speaking!
- 411 Ranger talk of battle
- 412 Enjoy the Ranger talk about the Battle & other stories
- 413 Great history talk by Ranger
- 414 Clean
- 416 Historic value
- 417 Open air pavillion
- 418 Park Ranger account of battle
- 420 The tour guide was very interesting
- 421 I was in the vicinity of history made
- 422 The history of it
- 424 On this trip, I thought the Ranger
- 425 Talk of restoration
- 426 The shared knowledge of the Ranger
- 427 The helpfulness of NPS staff
- 428 The natural setting
- 429 Feeling you are on Hallowed ground
- 440 Ranger's talk/story telling
- 441 Seeing the site through story told by Ranger
- 442 Ranger Craig Moore well told history of site
- 443 Narration by Ranger
- 444 It is real
- 445 Ranger guided history
- 446 Seeing the valley as the story was told
- 447 The Park Ranger's desertation of the history
- 448 Oral history of the ranger
- 449 Relaxed
- 450 The Ranger's story of the Battle-He should be given the name of "He Who Tells Stories".
- 451 Good presentation by park Ranger
- 452 Detailed info; excellent Ranger talk; Enjoyed seeing this site-
- 464 Ranger explanation of battle
- 455 Ranger's talk
- 456 Ranger's talk
- 457 Good talk by park ranger
- 458 The scenery & the Ranger talk
- 459 Presentation from Ranger
- 460 Satisfy curiosity
- 461 Ranger story of the massacre
- 462 Park ranger talk
- 463 Comfortable access
- 464 The view/feeling
- 465 Park Rangers talk; The Park Ranger was great

- 467 Ranger's talk
- 468 The memories of Magpie as related by people who were related to or knew him
- 469 Craig Moore's Magpie program
- 470 Tour of battlefield
- 471 Weather
- 472 The view
- 473 The guided walking tour
- 474 Guided tour
- 475 For me it's too sad to talk about
- 476 The natural beauty & the guided tour; I appreciated a place to sit! The weather was perfect too!
- 477 The history of the tour.
- 478 Guided tour of the site
- 479 Listen to my Dad talk. Jack Knight
- 480 Scenic & historical site
- 482 Visualizing battle site
- 483 Being at Battle site
- 484 Park Ranger tour and talk
- 485 Vivid talks made by Rangers
- 486 The glorious panoramic view; Craig Moore
- 487 Walking the trails & Craig Moore's talk about Magpie
- 488 The excellence of the presentations and the sacral beauty of the location itself
- 489 Overlook & disposition of forces
- 490 It's undisturbed landscape, infor about battle
- 491 Knowing the landscape is unchanged
- 492 Scenery
- 493 View/historic significance
- 494 Seeing site on clear cold day
- 495 Panoramic view
- 496 Reading the monument

Survey

Question 20b...What did you like least about your visit

- 1 Lack of directions on trail
- 2 Overcast skies and cool weather (7/3/02 11:23 a.m.).
- 3 Restrooms
- 5 Grasshoppers
- 6 Lack of signage (interpretive signage)
- 8 Grasshoppers; rainy weather conditions
- 9 The name-it was a massacre
- 11 Lack of time
- 12 Not able to bring grandson on this trip
- 15 Snakes
- 16 Lack of interpretive signage
- 18 Rainy day/no sink in bathroom
- 20 Lack of visitor center
- 22 It was all good
- 23 I was pleased with the site.
- 24 Not enough ranger guided tours
- 28 Mud
- 29 The rain

- 30 All was good
- 32 This survey!
- 33 It was all good
- 36 I need directional keys on stops (N-S-E-W)
- 37 Direction keys for stops
- 38 Closed trail
- 39 Closed trail
- 40 It rained-the path
- 42 It rained
- 43 It rained!
- 45 Skunk odor
- 46 No visitor center per se
- 48 Need better display of information
- 51 The bugs!
- 53 N/A it was grand
- 55 Not able to get closer to Black Kettle campsite
- 56 It rained; but even that wasn't too bad as is was hot
- 57 No place fro my mom (age 80) to sit
- 58 We didn't have enough time to see the museum
- 60 No chairs to sit on in pavillon
- 62 No stamping of passport at site of battlefield
- 66 Not enough information
- 71 Lunch
- 78 Had to go in town for visitor's center
- 82 The mosquitos on the walking trail
- 83 The mosquitos
- 85 Need to have something for kids
- 86 Wind
- 91 Rustic bathroom
- 93 Lack of development
- 95 Mosquito
- 99 Mosquitos!
- 102 Hlstory of battle
- 103 No benches
- 106 It was all good
- 109 Remoteness to actual site
- 110 Not enough visual & historical information
- 112 No feeling
- 113 Not having visitor center
- 118 It would have been nice to be able to sit while the Park Ranger spoke
- 119 Lack of facilities
- 123 The heat!
- 124 Heat
- 125 Heat
- 126 Hot weather
- 128 Lack of facilities
- 130 Lack of privacy
- 131 Would have liked natural history information on the prairie
- 132 Would like more of Cheyenne people's story
- 133 Heat-too hot

- 135 Although the self guided tour was nice being able to walk the entire battle area would be better
- 136 The heat and not being able to walk the sites
- 137 Cold bottle water needs to be available
- 146 Hot
- 147 No place to sit
- 150 No spears arrow heads or ect.
- 151 It was hard for me to actually imagine that I was standing on a spot where all these historical events occurred; Note=I wished that the lower trail had been open
- 152 Heat-but who could do anything about that
- 153 Off highway no advertising until right at turn off
- 154 I enjoyed and like all of it (Keep up the good work
- 156 Wind
- 158 Wheelchairs could not get on viewing area
- 161 The actual history why need a historical monument to something horrible? Best to forget
- 162 Difficulty visualizing the sequence of events
- 163 The bathrooms
- 164 No information available
- 165 Not enough history about site
- 171 The wind is a bother
- 172 I like it fine like it is; simple
- 173 Couldn't walk down to river
- 175 Parking lot
- 179 Heat
- 180 More historical info.
- 182 Lower trail closed
- 184 We liked everything
- 186 More organized
- 189 The sun
- 190 Museum exhibits
- 484 Restrooms-no water to wash hands
- 202 Picnic tables on sacred site
- 214 I was well informed from my readings prior to this trip
- 219 Not enough info
- 223 knumb buns
- 224 The heat-I visited July 25
- 225 Didn't get to walk battlesite due to heat; would have braved it if I had the impression there would be signs showing specific areas/locations of events during battle
- 227 Hot weather
- 231 Part of trail walk
- 233 Improve walkway
- 234 Need to pave walkway
- 229 No cold drinks
- 236 No known distance
- 238 Heat
- 241 Enjoyed all
- 244 Place benches at overlook to sit upon
- 245 Wind and heat

- 248 Liked it all
- 250 The Place and the Visit
- 251 Tax \$
- 252 Heat
- 254 Heat & wind
- 255 Needs more interpretive displays
- 259 More services-broader area to tour of the entire park. Visitor center as related to question 19
- 260 Only because it is not completed
- 262 Question 16. Access fro people with disabilities: Verry bad doesn't meet blue law
- 264 The hot & windy weather
- 265 The heat & wind
- 266 Bugs! :)
- 269 Cannot walk tour (due to disability)
- 270 Access to the park for RV's
- 271 No place to park or turn around RV
- 272 No RV turnaround
- 273 Wind
- 275 Bugs-
- 276 summer heat
- 278 Not many ranger programs
- 281 It was hot!
- 283 The Oklahoma heat!
- 284 Chiggers; absence of artifacts (horse bones gone, eg.); unknown position of river & encampment 150 years ago.
- 286 Bugs!
- 287 The gnats!
- 288 That the lower trail was closed
- 295 Lack of seating
- 296 Filling out this paperwork
- 299 Wanted longer trail; more prairie bio
- 300 The ranger was more interested in flora and fauna than in history
- 301 Little in the way of any interpretation markers-very little military history of the battle on the ranger-guided walk.
- 302 Closed lower trail
- 312 Smell of toilet
- 313 No path access to Washita River
- 316 Lack of time
- 320 "heat" (July-summer)
- 321 The heat!
- 322 We chose the visit mid day during hot weather
- 323 They knew their history
- 326 The trail did not make my children happy; to sunny; no benches
- 329 The heat.
- 330 No guides/interpreter available
- 331 Need better handicapped access
- 332 Missed ranger talk; felt survey was ridiculous and waste of time
- 333 Not much in other facilities, restrooms, water fountain etc.; no place to spend money
- 334 Waiting for the Ranger

- 338 Seeing site
- 339 Hot wind
- 344 Not enough time on my part
- 345 Lower trail not accessible (trail not mowed)
- 346 Seen it last year not much changed
- 347 More information
- 351 All weather gravel parking lot only because I was on a motorcycle
- 352 Bugs
- 353 Roads
- 354 All of area is not included
- 356 There is nothing I did not like
- 357 No place to sit & rest
- 358 No seating
- 363 Bugs
- 366 The wind
- 367 Lower trail closed
- 370 That the markers on the self-guided walk though numbered weren't detailed.
Didn't know what the significance of the marker was
- 372 The heat
- 373 The wind!
- 376 Not enough federal property to give effect of natural environment in 1800's-too
much farmland in view of historic site
- 378 All was good
- 390 How many people were killed @ this site.
- 394 Wind!
- 400 Heat
- 401 Need better facility
- 403 Liked everything
- 405 Lack of comfortable seating
- 409 Not being able to go down to the river
- 411 Wind & heat
- 412 Wind
- 413 Nothing-maybe no brochure
- 414 Too much civilization inside park
- 417 No museum
- 421 The hot walk
- 422 Not much to see
- 425 Disturbed site
- 427 Absence of interpretive center
- 445 Parking spot for bus
- 446 n/a-Rainy & Foggy
- 449 Was rain (misty)-no reelection on you all-good old nature!
- 455 Lack of knowledge re: flora
- 456 Weather
- 457 More visuals
- 460 Weather; Need (unreadable)
- 464 Didn't get a chance to walk about much
- 465 Lack of facilities
- 468 Hey! I enjoyed every minute!
- 469 Where the attackers waited & where the columns went into the village

- 470 Didn't particularly dislike anything
- 471 My energy
- 475 That they say Custer was a "Hero". He was not!! Need a good trail to the river!
- 476 Restroom
- 477 Wish there was more info available from Indians
- 482 Unable to hear most of lecture by ranger
- 483 Hard to hear all of lecture. Too large a group
- 486 One park ranger lacked social skills
- 487 Not being able to see the river itself
- 490 Not enough visual things exact location, horses, tents, camps, the soldiers positions
- 491 No wind break thus less time to view area
- 493 Cold weather
- 495 No guides available to ask questions

Survey # Question 22b...What is most important information learned about WBNHS on this trip:

- 1 It was an Indian battle and not a Civil War Battle.
- 2 Custer was a sneak. I didn't like Custer.
- 3 The overall historic significant of this area.
- 4 History of the battle and who the key players were
- 5 I really didn't know the history of area before coming
- 6 How battle took place
- 7 Really learned nothing more than on previous visit
- 8 Custer was evil; US Army's plan to impoverish Indians to make them submissive; Black Kettle was an "outlier" Indian type/not part of rest of tribe; attack at winter time to surprise Indians
- 9 Already knew about it
- 10 Beauty of the land and sky, river
- 11 That someone cares enough to take care
- 12 Others are here and interested also
- 13 I had forgotten even who exactly it was between!
- 14 Picked site from map but left better educated
- 15 History of battle
- 16 Reinforced previous readings about battle and Custer
- 18 Facts learned from ranger about Black Kettle
- 19 Previous trips—sadness of Southern Cheyenne story—began writing and research
- 20 The details of the battle and context
- 21 History
- 22 Didn't realize Custer and the 7th Cav. Was in this area.
- 23 Indian people were misused by our government. Killed for no purpose
- 24 The Indians were misused by the government again!
- 25 How many times peace treaties were signed then broken
- 26 The role of Custer, and the policy of the government at the time
- 28 The cultural conflicts
- 29 All of it
- 30 Didn't even know this had occurred
- 31 Custer splitting his command
- 32 (1)The layout of the land—knowing it helps in the classroom. (2) Custer's methods/tactics were the same here as at Little Bighorn

- 33 What really happened
- 34 American Military practices
- 35 Details about the battle
- 36 Why the area is called Black Kettle and also that Custard had a major battle in the south. You always hear about his "Last Stand" but not much else.
- 37 Didn't realize that custard took part in the southern indian campaign
- 38 History of site
- 41 Improved knowledge of the event.
- 42 More about the battle. Elliott's command
- 43 How Terrible American Natives were Treated
- 44 History/Trauma of the Cheyene culture
- 45 How brutally the whites treated the Indians
- 46 Custer's historical roll
- 48 A better understanding of the Indian side of the story
- 49 ? Will look for more information while at home
- 50 Reaffirmed/reestablished historical articles I've read and allowed me to walk the actual ground where the massacre took place
- 51 Why the battle occurred and the importance of it (precursor to Little Bighorn and other battles)
- 53 History
- 55 Learned more about the actual battle
- 56 That it was not a totally unexpected attack
- 58 There are two sides to all of history
- 59 Sacredness of the site
- 60 This is where Custer got his reputation
- 62 Feel for how factions of Indians grouped-hostile vs. friendly-treatment different, history maybe different
- 63 Learn of future development
- 64 What happened at this site
- 66 That it was a massacre
- 67 The battle itself
- 68 Battlefield itself
- 69 How people lived, fought and survived
- 70 From here to Big Horn-The march of Custer that ended in his demise after the Washita
- 71 Military movement
- 72 It is a very historical place
- 73 This is an important area to our history
- 74 History
- 75 How Custer sneaked in here and slaughtered a lot of people
- 76 Learning of Custer's movement in Oklahoma
- 78 Custer was here!
- 81 Custard and his Battles
- 82 History of Black Kettle & Cheyenne people
- 83 How dispicably Custer behaved
- 84 Did not know about this Battle before
- 85 About Custer
- 86 What a RAT Custer was
- 87 Should be more advertisement as to awareness of this site
- 90 Cause of attack

- 91 Better historical perspective
- 92 To see what the battle was like
- 93 People involved
- 94 It was all very informative and I appreciate the personal attention given to us and the answering of all our questions. Especially interesting was learning about the events prior to this battle and learning about the 2 skeletons buried here, the daily lives of the Indians and soldiers. All this made the facts more real and effective in touching my heart.
- 95 More historical knowledge
- 96 That history could have been different if the location of the Indians had been changed by a couple of miles
- 97 The significance in native american history
- 98 Battle history
- 99 Interesting info about the battle like the difference in reporting how many people were killed & how they had wanted peace.
- 100 History of area, Black Kettle
- 101 The indians who would have made peace were caught up in the hysteria of the times
- 102 History
- 103 Too many things too mention
- 104 It is a sacred place
- 105 The players in the battle and the importance of natives heritage
- 106 Got a firsthand view of battle
- 107 Perhaps both US, Army caused hostility by the indian tribes
- 109 Unsure
- 110 That Sherman & Sheridan were worse than we in the South had experienced. Also, this area of Oklahoma is very beautiful
- 111 I think the museum was careful to give accurate infor. About their subject-from both Indian and White people. It was a very special era of our time.
- 112 Nothing significantly new. Refreshed my memory in some facts/details
- 113 Concept of Western history & manifest destiny; unknown Oklahoma a indian territory
- 115 That Custer was an ambusher
- 117 The hardship of indian life & military life
- 118 How everybody involved in the battle came away with a different view of what happened
- 119 Simply the history of the event
- 120 What happened was explained as best as could be
- 121 How remote it is
- 122 To much to write about.
- 124 Troop movements & location of indian camps
- 125 The white mans injustice to the American Indian
- 126 I was somewhat familiar w/how the battle transpired before my visit today-but got a more detailed account from the Ranger talk
- 127 We haven't learned much in the last 140 years
- 128 Info about indian activities
- 131 All is important perhaps with the exception of the military details
- 132 That the descendants of the people who were attacked here still live in the area and return here to their history
- 133 Controversy of battle vs. massacre
- 135 Historical literature references

- 136 Learning more about the war
- 137 How cruel & greedy the Americans were toward the Indians
- 141 Treatment of indians ver poor-sad!
- 143 Already knew history, watned to see it
- 145 How families were torn apart in their own homes
- 148 Not charge a fee to see the site
- 151 Actually being able to see the area where it all happened
- 152 Family history
- 153 That it will be preserved for others to come
- 154 The history
- 155 The Battle
- 156 The history of the site
- 157 N/A-had been here before
- 159 Infor @ battle
- 161 What happened. Women & children
- 162 Custer was here
- 163 The story of what happened
- 164 The layout of the land as explained by the researcher from OSU
- 165 Location
- 166 Actually several things, the battle, the overall conflict between the cultures, current considerations, the history and future plans of the park itself
- 167 The reason why the battle took place and how the battle took place
- 168 Visual reinforcement of previously read history & details given by ranger
- 169 Facts about the battle also infor from actual journals
- 170 Indians were sought because of their raids into Kansas
- 171 Did not even know about this battle before. All new news
- 172 That Custer was involved
- 173 Overall perspective of battlefield
- 175 The monument still attempts to justify the slaughter of native Amer.
- 177 Number of troops involved
- 178 Details of "Battle"; how it fit into overall military campaign & NA history
- 179 Custer got around
- 180 Understanding of terrain and setting of camp & battle
- 181 That this was not the first time Black Kettle had been attacked by the cavalry
- 182 That it was more of a massacre than a battle
- 184 The way Native Americans lived in this state over 130 years ago & the historical significance of this area.
- 185 Everything discussed in the talk
- 186 Historical significance
- 187 Custer's legacy
- 188 History
- 189 Will find out how "Gary Owen" goes
- 190 That opinions differ regarding the actual events and the nature of the events of this historical events
- 193 Why this battle happened
- 195 Had read about it-just wanted to visit it.
- 196 The Battle
- 484 How the battle happened a visual to imagine it and where they were. I was glad to have the trail guide.
- 197 The understanding of what happened.

- 198 Knowing how many Women and Children and Elders, were Killed
 209 History
 210 I did not know the history at all
 218 Custer was a mean old guy who slaughtered women and children cheyenne
 221 Military and native American History
 223 The history of the battle
 224 Why the battle was fought
 225 Background for why Custer felt the need to mount the attack. (Was previously
 under the impression it was a spontaneous act of malice)
 226 Neither Indian or soldier is to be credited or blamed
 230 The layout of troops
 231 Troop organization, camp locations
 232 Background on the incident
 236 The loss of life
 237 How facts differ from different people
 238 Historically correct info.
 241 Have known significance for years. That why more hasn't been done at this
 point. It is most significant that there are many, many interesting sites & places
 to visit within 60 miles of Elk City. Each place adds to the total.
 242 Everything
 243 More history of the Battle from tour guide
 244 Learnig of women & children killed by battle
 245 Geographic features
 247 I had a visual from the book. This put reality to the visual
 249 Custer had some justification
 250 That it will be made better
 251 Govt massacre of indians
 252 Confirms to me the indians never had a chance & then like now, politicians can't
 be trusted
 254 How the Native Americans were once again bullied by US govt & how they
 worked together to preserve a significant part of tragic US history
 255 Mainly because importance of battle to acceptance by Indians of reservation life
 not emphasized enough. More interpretive displays needed.
 256 How the United States govt treated the indian's so poorly
 257 Custer was not fair in fighting
 258 Col. Custer was an opportunist
 259 Actual senery-"lay of the land"
 260 The battle between whites & Indians
 261 How and why the battle took place
 263 Custer was a bastard
 264 Did not learn on this trip. Learned from previous visits. I came out today to take
 pictures because I need to finish the roll of film. I was in the area, & knew how
 pretty the site was. Most of the information I gave comes from a visit in 2000,
 research I did on my own, & what a ranger told me in the Fall of 2001 plus a
 guided tour I took in May 2002
 265 The strategy used by the Army
 266 More of the military procedures
 267 Unknown
 269 Custer was "asshole"
 271 How uncaring Custer seemed to be
 275 That it really happened!

- 276 Remember what was taught from past history of Okla.
- 277 What the battle was about
- 278 The total history
- 281 Story of battle
- 282 That the massacre was 38 people-I thought a lot more
- 283 The historical importance. Example of Native Americans being mistreated again in history and ability to forgive. (Rebels on both sides)
- 284 That by Indian accounts, only 30-some people (Indians) died. I was under the impression it was more.
- 286 History
- 287 That the actual site is unknown due to the changes of riverbed-& the number of Indians that well actually present
- 288 General History
- 289 Review of Cheyene history
- 290 The history of the battle.
- 291 The battle between Black Kettle & Custer
- 294 Event narrative
- 296 That some people do care in preservation of facts
- 297 What led up to the massacre
- 300 I learned more details about the battle (in the brochure)
- 301 I don't think I learned anything I had not previously read.
- 303 That it's being preserved
- 305 I learn about the battle of Washita Battlefield
- 306 The detail of the events which took place
- 307 Details of lead-up to "battle"
- 309 Already knowledgeable
- 310 Accurate history of battle site
- 311 It's a work in progress
- 312 The fate of both the Cheyenne and military survivors
- 313 The reasons behind why the massacre occurred is important. More info. is needed on the Dog Soldiers
- 315 Just the history of the Battle
- 316 US-Native plains americans history
- 320 All of history of battle circumstances of history prior to 1868
- 321 How badly the whites treated the Indians
- 322 Different points of view between the Indian and military
- 323 Lack of information. They did not have
- 324 Better understanding of the Black Kettle Massacre
- 326 The slaughter of Elliot's command
- 327 Custer is not the hero he is sometimes made out to be
- 328 Learn of battlefield history itself
- 329 The Native American side
- 330 The Indians really were trying to be peaceful & the US Army had other ideas
- 331 Feeling of history
- 332 Military activity
- 333 Exactly where everyone was located during the battle-
- 334 I'm familiar with the history
- 338 Seeing it
- 339 The way Black Kettle tried to co-operate & comply w/the government

- 340 Black Kettle & his people were human beings. He was a decent man with responsibilities
- 341 I d/n know that buffalo hides were used in industry for belting.
- 343 Understood indian position better
- 344 The guide's lecture was very well presented & very informative
- 345 Self guided tour infor
- 347 Black Kettle's story. Ranger did good job
- 348 It seemed all was very important as part of a whole
- 349 History/culture
- 351 Oklahoma's historical significance in American Indian Cultures
- 354 People have some miss information about place of battle
- 355 That Custer didn't rescue Elliott because to do so more lives would be lost or perhaps it was because Elliott had not followed orders & didn't have permission to do what he did
- 356 The history
- 357 Many details never published beyond Army reports
- 359 History
- 360 Different than history books
- 363 The Indian perspective of how they were treated by the Whites
- 365 How wrong it was to massacre other human beings
- 366 Where the battle took place
- 367 Time of plains Indian wars
- 368 How it affected the cutlures between the Whites's & Indians
- 369 Just to see the place.
- 370 Custer was no war hero-What our fourfathers did to the Native Americans was deplorable
- 371 How the Indians were hunted & killed for nothing
- 372 About a battle in history that Custer participated in other than Little Big Horn.
- 373 Sequence of the battle & encampment
- 375 Never seen it in Summer
- 376 Struggle of Cheyennes and US. Military (culture, ethics, etc)
- 377 Learning about Black Kettle
- 378 Battle strategy and tactics
- 380 History repeats itself
- 381 The battle story
- 382 Details of the Battle
- 384 Battle participatants
- 385 The sad, no justification of the attack to Cheyennes. Just that they didn't like Indians. Not good enough reason to me personally.
- 386 What it looks like
- 387 Custer was not a great man
- 391 Logistic's of military
- 394 Beginning of the end
- 395 Difference between battle & masaccere
- 397 Learned about Black Kettle
- 398 The Battles and how they took over land and people
- 399 Really knew nothing about it Before
- 400 Facts of the site rather than heresay
- 401 History of battle of Washita
- 402 Already knew about it.

- 403 Learned attack small-thought /expected larger Indian battle. Learned of indians forced to be moved to Oklahoma
- 405 Had never heard of Black Kettle or the massacre that had taken place here
- 406 Peacefulness of Black Kettle
- 407 What really happened
- 408 New insight into the reasons for the engagement
- 409 The way it happened-where the "combatants" were position & how it developed
- 410 That there were so many survivors
- 411 It was not necessarily a massacre
- 412 History
- 413 The historical story from varied accounts of the cause and results of Washita battle
- 415 Custer did battle here
- 416 The players in the battle
- 417 Did not know Custer was ever here!
- 420 The memory still lives on
- 425 Talk of reconciliation between both sides
- 427 That others recognize the significance of this site
- 440 The current day relevance of the story of Indian massacre
- 441 Significance of Oklahoma in Western history conflict-arms-Indian culture
- 442 That all different races of people must learn to "live together" and tolerate racial differences.
- 443 Information about the Battle
- 444 That the women were not all killed
- 445 The history why it became a national historic site
- 446 History of Custers involvement and the complexity of Anglo-Indian encounters in 1860s
- 447 A more complete understanding-especially sympathy with the Indians!
- 448 Numbers of participants, terrain, reasons for the whole affair. Sheridan's plans
- 449 That is really did happen and why. It happened to real, breathing humans.
- 450 I did not know it was a National Historic Site. I learned a lot about the Battle.
- 452 Battle explained
- 454 The story of what took place at the site
- 455 Facts & opinions re: battle/massacre
- 456 Both sides of the battle
- 458 That there's more to the story than we normally hear.
- 460 What actually happened
- 461 More details about Black Kettle
- 463 General history
- 465 The history associated with both sides
- 467 Story of the battle
- 468 Confirms my impression of the chasm between the cultures competing for dominance
- 470 How important this site is to our understanding of western history
- 471 That it had been ignored so long
- 473 Where the various locations were for groups during battle
- 474 Actual site and history of the occasion
- 475 Custer was not a "Hero" but a mad, sick-minded person

- 476 How historic this site is; how significant it is to understand; both sides of the event; how sacred this ground is for us all. The rangers & the program were so meaningful. What a moving tribute to Magpie. I enjoyed this very much. I am enriched for my time spent here. Thank you
- 477 Impressed with the Magpie story
- 477 Chief Magpie
- 479 Magpie's history
- 480 Personal history of native American families
- 481 Topography of battlesite and locations of village & troops
- 482 What site was like-where Blk. Kettle lodged & troopers were located.
- 483 The battle itself
- 484 How the Battle took place and how many indians were in the area down the River. I guess the Congressman was introduced but I don't remember hearing him being.
- 485
- 486 The American Military are not the right people to promote peace among the indians, or anywhere else in the world.
- 487 How sacred the site is, and how easy it is to feel its spirit
- 488 The physical beauty and sacral beauty of the Battlefield
- 489 History of Custer/Native interactions
- 490 It was not a slaughter of innocent, women, and children, There were wanted Indians in the camp, many white soldiers were killed, the Indian War's caused collateral damage on both sides
- 492 Anniversary
- 493 Site needs to be preserved
- 494 Site is sacred and should be preserved
- 495 Today is the anniversary of the Battle

- Survey # Question 24...As manager of WNBHS what else would you propose for the next 25 years?**
- 2 More Native American involvement at site.
- 3 Adding historical markers, and short historical explanations on the trail thru the trail of the battlefield.
- 4 More interpretive signage at site
- 5 More infor signage
- 6 Add wash sink to toilet area-water is available in area as evidenced by water fountain (want to wash hands after using bathroom
- 7 Include Russian's House
- 8 Restore natural setting as closely as possible to original setting of battle
- 9 The garden mentioned earlier
- 14 Wooden walkway for elderly, handicap, & children
- 15 Increase interest in site-more widespread knowledge
- 16 Increase use of interpretive signage to reinforce presentation of battlefield in 1868 and military strategy of the battle
- 18 Interpretive signage
- 24 Acquiring more land-utilize Natl. Grasslands more with WBNHS
- 20 More maps/posters regarding military events at the site
- 21 Advertise
- 22 Do more things to make us focus aware of opportunities like this
- 23 Handicap access-even though I am not handicapped. Soldiers and American Indians in period dress-for educaional purposes. This would add interest to the site. The American Flag should fly here day and Lighted by night.

- 24 Better access for handicapped need American flag
- 24 Audio/visual information on tapes
- 25 DNA
- 26 Rails and steps in certain areas would help
- 28 Reinactments
- 29 Keep it natural
- 31 Link up w/other sites connectedw/Black Kettle & Custer-Camp Supply-possible
- 32 car route w/stops?
- 36 Camping areas on outskirts of property
- 38 Better outdoor exhibit at the overlook identifying points of interest
- 43 More Seating at Overlook Area
- 45 Be shown as a segment on Discover Oklahoma. Place Seating at overlook area
- 46 Living History, Educational Re-enactment Commercial Camping opportunities,
More Historical Interpretations in relation to this battle's history in conjunction
with those throughout the west. E Clampus Vitus.
- 49 Make informative Brochures readily available :)
- 57 I'd like to see a building here at the overlook with a huge window overlooking
the site with seating for the elderly and audio/visual exhibits
- 59 Improve trail to the river. Part of trail was plowed under.
- 63 Keep site true to history-keep from commercialization
- 64 More signs showing the area and what took place at the locations
- 71 Buy Lunch
- 76 Keep it undeveloped-natural
- 77 Keep undeveloped
- 78 Visitor's center on site
- 83 More facilities/water
- 84 A place to stay
- 91 I would do my utmost to preserve this important piece of American History AS
IS. Don't let the public develop it out of it' importance
- 94 Indoor museum
- 94 Models of encampments, w/artifacts of the era and mannequins dressed in
costume of the era.
- 95 An indian village at the correct location showing what life was like
- 96 Perhaps reenacting a village
- 100 Visit Little Bighorn - they have it all!
- 102 Label native plant species along trail to Washita River
- 106 Try acquire artifacts
- 110 Film
- 111 I think they people in charge have done an exceptional job presenting this
subject to the people. Just keep on keeping on & taking care of what you have
here.
- 113 Desire stay uncommercialized, provide Jr ranger program; stamp passport at
site
- 117 Have an Indian village (s) set up and have reenactments
- 119 Develop a museum to the history of the site
- 120 Maybe tourism
- 121 Bibliographies for visitors interested in more extensive information on: History of
Indian Campaigns, History of Indian Affairs, History of Oklahoma Territory as it
related to Indian Affairs, Geology of Western Oklahoma, Territorial History
- 124 Representations of indian camps & troupe locations
- 126 Can't think of any othe than listed above

- 128 More publicity for tourist advance planning
- 132 Incorporate more of Cheyenne people's culture and story
- 133 Involve native species flora/fauna
- 135 If possible to gain more property, build more extensive trail system
- 139 Preserve all aspects of history
- 141 Sacred especially for Indian
- 142 More accessible
- 144 Drive thru
- 145 Seating for the Ranger talk.
- 146 I would push for this (preserve as sacred or memorial site)
- 147 Provide theatre production of the site
- 153 Videos, narratives, advertising
- 154 Public awareness of the site
- 157 If all of the above were completed there would be no other things to complete
- 161 Don't know
- 162 Some analysis as to the Battle's direct after effects
- 166 Emphasis the historic and natural aspects of this park. The smallness is an advantage
- 172 Do not become politically correct
- 173 They're well covered above
- 178 AV tour for folks in wheelchairs
- 183 Exhibits
- 185 Brochures about the site, guided walking tours to the "camp"
- 189 More native interp.
- 190 Acquire viewshed property; finish V.C.
- 196 Pow-Wows and casino's
- 484 Reenactment once a year
- 198 Better facilities, ETC.
- 200 Site for traditional people to do ceremonies
- 201 Tell truth about humanity
- 209 Move museum to Historical Site (overlook)
- 214 archaeological dig
- 218 More interactive things, historical facts and interesting sidenotes placed throughout a hiking trail through the park
- 219 More Indian historical data
- 221 Mark out burial sites & battle sites
- 223 I am hoping to see buffalo and other wild animals as we travel through the grasslands
- 225 Signs/monuments for where specific events occurred during battle; literature making it extremely clear these will be on the site.
- 226 Audio program to complement visual at viewpoint
- 227 Eyewitness accounts
- 231 Covered above
- 232 Provide a cohesive, coherent authentic tourism experience
- 234 Have a native American tour guide
- 237 Seasonal beauty of area
- 239 Life size models in village site of village, horses, soldiers
- 240 Restore Indian camp and military action. Encourage tourism in area
- 241 I listed several-possibly re-enactments & small vehicle transportation
- 245 No opinion
- 248 Sounds like it was a 50-50 battle

- 255 **✓** visitors ctr
- 255 **To** save the view from the area ranches
- 256 **More** landmarks maybe teepee
- 257 **Not** enough information to render an opinion
- 258 **Build** a library where people can come & learn or do research about the battle,
- 264 **the** people involved, the land, & the area in general
- 265 **Fight** fro financial backing
- 268 **Permanent** buildings
- 269 **Parking** for RV-tumaround for 5th wheel/RV
- 271 **Above** pretty covers it
- 275 **Better** info on the trails & better trails to walk on
- 283 **Market** site to increase visitation. Create packages with surrounding attractions
- 284 **At** the overlook, display an artists rendering of what the encampment might have looked like & point out where things were located on the landscape, to give visitors a visual image, without disturbing the land itself.
- 287 **Participation** by Native tribes who were present here at the time of the battle
- 288 **Provide** more visual interperation
- 290 **Label** some of the native plant population (common & latin names).
- 293 **Self** guided tour, down in the river valley, near the actual village site, of the history of the battle and of the Cheyenne & Arapahoe
- 297 **Habitat** restoration-removal of invasive plants
- 298 **You** have it covered
- 300 **There** needs to be more historical interpretation
- 301 **A** historically correct reconstruction of at least part of the Cheyenne village
- 310 **Enlarge** walking trail to see actual places
- 311 **Move** forward with construction ov visitor center, inprove trails, make the site more visitor friendly yet maintain sacredness of site
- 312 **Emphasis** the natural resources (buffalo, edible plants) in the life of the Indians
- 313 **Provide** opportunities for schools to have an educational tour of the area. Need a biking trail to the area.
- 326 **Natural** history displays in co-ordination w/the Grasslands
- 327 **A** Visitor's Center with muuseum
- 332 **Post** ranger talks on some form of communication
- 333 **Restrooms,** intrepreative center (large enough for groups of people -40 or more) with interactive/video exhibits
- 334 **A** movie at the Visitor Cente
- 335 **Have** a re-enactment once a year?
- 338 **More** to see
- 339 **Involvement** of Native Americans & their cultural beliefs; En-actments
- 343 **Theatre** with audio-visual presentation. Have seating for lecture. Should be mobile, for wind direction control
- 344 **Try** to get the public informed about the location of the site
- 345 **Encourage** more walking trails
- 349 **Authentic** and senic setting in the trails fro more views
- 351 **Re-enactments-**as little as indian TP's and dancing, music etc
- 356 **Certainly** preserve memorial
- 357 **Retain** history-not change it to whims of "politically correct"
- 363 **Have** a Cheyenne decendant to tell their side of the story
- 364 **Saloon**
- 368 **A** reinactment about 2-3 times per year
- 369 **Building** with pictures, artifacts for the site

- 370 **Preserve the historic significance of this area-don't turn it into a commercial venture such as other National Parks have been allowed to become over time due, in part, to consumer demands.**
- 371 **Have wheelchairs for handicap**
- 372 **Stress to our youth that we need to preserve our heritage and respect suffering and sacrifice that have accomplished what we have today**
- 373 **Make facilities more accessible**
- 374 **Encouragement of school groups to come. Something that keeps younger minds attention.**
- 375 **Benches for groups**
- 376 **Cultural significance of site. Relationship of Native Americans vs "Foreigners"**
- 377 **Museum on site**
- 389 **RV Park**
- 391 **More accurate depiction of what really happened. Have a Cheyenne tell their side of this event.**
- 395 **Reinactment**
- 399 **Expand Park facilities**
- 402 **Use Cheyenne Indians as workers**
- 408 **Provide opportunities for camping-both primitive & RV sites, comfort station, showers, etc. The property immediately south of the gazebo would work well. I think that living history/reinactments would be beneficial as well. Interpretive rangers in authentic dress would be interesting (both Cheyenne & Cavalry).**
- 409 **Open the trails up to the river**
- 411 **Better seating at lookout**
- 412 **Have a Ranger here-to tell the stories about the battle**
- 413 **More informative trails**
- 416 **Diverse educational opportunities**
- 421 **Let dog owners take their "other family members" on trail as long as leashed & seating under canopy**
- 422 **Mark where on the trail events occurred**
- 425 **As close to original site as possible**
- 429 **Local Nature display**
- 442 **Again-written history of what took place in the 1860's on this site.**
- 445 **Have more information about activities**
- 446 **Ways to communicate-(esp to Eastern Oklahomans) whose culture, landscapes, etc is so different from the semi-desert, Great Plains culture. They-I should think, would have a built-in concern for this part of the state-Link tours to trips further west & New Mexico.**
- 448 **Unobtrusive, if any, commercial items like coffee, post cards and books (curios)**
- 449 **1.) Provide a telescope (viewing scope). (2.) Provide golf cart to Washita River for handicapped)-for up close and personal.**
- 455 **Symbols relating-to provide memorialization focus**
- 456 **Overlook needs turn-around for buses**
- 457 **On site activities**
- 463 **Video of reinactment?**
- 468 **Need a building with educational facilities. Need self guided tour cassette players**
- 470 **An interpretative center would be nice. Also a central collection point for research, etc.**

- 471 Return part of it to the state that it was in at the time of the battle-don't be a tree
lover-what did the area look like having been a winter camp for 1000 years-
grazed by a 1000 ponies and lived on by several hundred indians for a few
months. Expand experience to include "Winter Camp" of all the tribe present
Film center showing oral histories & reenactment
- 476 More involvement from the Indians if possible
- 477 1) Motor home site with hook up; 2) Windmills with story of their importance and
485 value of wind; 3) Wind Generator-pointing out value of wind to provide energy;
4) Demonstration how wind is created
- 490 Use shelters used by Indians, soldiers, horses, guns, weapons, clothes,
reasons for attacks.
- 499 Elicit collaboration of contemporary Cheyenne

Survey

#

Question 38c...Access/service problems encountered at WBNHS

- 13 Difficulty on trail due to length.
- 57 My mom (80) got tired standing at the overlook
- 60 No seating
- 103 No benches. Stairs to climb
- 130 Walking to area
- 195 Couldn't walk foot path
- 207 Minor
- 210 Unable to walk the area (due to leg injury)
- 262 Could not climb stairs of overlook to view site & graphics
- 272 Not able to walk or climb steps good
- 308 It would be difficult for spouse to walk trails
- 309 It would be difficult to walk any trails
- 334 Did not walk the site
- 358 Inadequate seating
- 373 Steps
- 446 Spokesperson (front of bus) should repeat the question (on the mike) for benefit
of people (many hard of hearing) in the back of bus. June Morgan
- 448 No turn around for bus
- 469 Only the barriers that are found everywhere; I still want to walk easily.
- 487 Ability to use wheelchair on the trails
- 499 For 1 of the 2 in my party, walking the trail (inclines) due to knee replacement

APPENDIX E
PEARSON CORRELATION COEFFICIENT TABLES

Correlations of Importance: Washita Battlefield NHS Visitor Study

		QUIET	REC_OP	VIEWSITE	LEARN	FAM_HIST	NA_CULTR	WILDLIFE	SCENERY	VISIT_NP	CURIOS
QUIET	Pearson	1	.360	.321	.327	.301	.408	.434	.469	.257	.167
	Correlation										
	n										
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.001
	N	437	423	437	429	412	430	418	429	420	415
REC_OP	Pearson	.360	1	.035	.073	.272	.233	.415	.317	.260	.214
	Correlation										
	n										
	Sig. (2-tailed)	.000		.473	.135	.000	.000	.000	.000	.000	.000
	N	423	429	429	422	409	422	417	422	417	411
VIEWSITE	Pearson	.321	.035	1	.851	.087	.541	.315	.589	.235	.303
	Correlation										
	n										
	Sig. (2-tailed)	.000	.473		.000	.074	.000	.000	.000	.000	.000
	N	437	429	479	464	425	460	433	458	443	438
LEARN	Pearson	.327	.073	.851	1	.097	.621	.357	.583	.286	.324
	Correlation										
	n										
	Sig. (2-tailed)	.000	.135	.000		.047	.000	.000	.000	.000	.000
	N	429	422	464	468	419	451	430	449	438	430
FAM_HIST	Pearson	.301	.272	.087	.097	1	.279	.282	.134	.268	.113
	Correlation										
	n										
	Sig. (2-tailed)	.000	.000	.074	.047		.000	.000	.006	.000	.021
	N	412	409	425	419	427	422	420	422	419	414
NA_CULTR	Pearson	.408	.233	.541	.621	.279	1	.413	.450	.297	.274
	Correlation										
	n										
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	430	422	460	451	422	463	431	449	440	431
WILDLIFE	Pearson	.434	.415	.315	.357	.282	.413	1	.588	.311	.304
	Correlation										
	n										
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	418	417	433	430	420	431	437	435	428	424
SCENERY	Pearson	.469	.317	.589	.583	.134	.450	.588	1	.360	.449
	Correlation										
	n										
	Sig. (2-tailed)	.000	.000	.000	.000	.006	.000	.000		.000	.000
	N	429	422	458	449	422	449	435	462	437	433
VISIT_NP	Pearson	.257	.260	.235	.286	.268	.297	.311	.360	1	.497
	Correlation										
	n										
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	420	417	443	438	419	440	428	437	446	424
CURIOS	Pearson	.167	.214	.303	.324	.113	.274	.304	.449	.497	1
	Correlation										
	n										
	Sig. (2-tailed)	.001	.000	.000	.000	.021	.000	.000	.000	.000	
	N	415	411	438	430	414	431	424	433	424	440

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations of Priority: Washita Battlefield NHS Visitor Study

		REST ROOM	SELF TOUR	RANGER	TRAIL2	Overlook2	Pic Area2	West Area2	ROAD SIGN	BROCHURE	ROADS	PARK LOT	ASSIST	ACCESS
REST ROOM	Pearson	1	.445	.234	-.436	.145	.445	.480	.256	.313	.100	.063	.183	.414
	Correlation													
	Sig. (2-tailed)													
	N	436	404	411	404	423	406	366	407	409	412	416	418	389
SELF TOUR	Pearson	.445	1	.280	.808	.170	.456	.499	.229	.325	.119	.065	.170	.264
	Correlation													
	Sig. (2-tailed)	.000		.000	.000	.001	.000	.000	.000	.000	.018	.192	.001	.000
	N	404	417	401	404	406	394	356	391	398	395	402	402	375
RANGER	Pearson	.234	.280	1	.309	.088	.136	.307	.019	.118	.069	.071	.487	.226
	Correlation													
	Sig. (2-tailed)	.000	.000		.000	.073	.006	.000	.706	.018	.165	.148	.000	.000
	N	411	401	428	404	417	401	362	403	405	406	414	417	383
TRAIL2	Pearson	-.436	.808	.309	1	.194	.450	.482	.200	.329	.099	.096	.225	.313
	Correlation													
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.048	.053	.000	.000
	N	404	404	404	418	410	400	363	397	404	400	405	405	381
Overlook2	Pearson	.145	.170	.088	.194	1	.118	.128	.312	.179	.316	.316	.220	.068
	Correlation													
	Sig. (2-tailed)	.003	.001	.073	.000		.017	.014	.000	.000	.000	.000	.000	.182
	N	423	406	417	410	444	411	366	417	413	422	427	424	389
Pic Area2	Pearson	.445	.456	.136	.450	.118	1	.963	.182	.317	.075	.129	.172	.524
	Correlation													
	Sig. (2-tailed)	.000	.000	.006	.000	.017		.000	.000	.000	.130	.009	.000	.000
	N	406	394	401	400	411	420	365	401	404	404	408	406	387
WestArea2	Pearson	.480	.499	.307	.482	.128	.663	1	.242	.340	.100	.115	.203	.639
	Correlation													
	Sig. (2-tailed)	.000	.000	.000	.000	.014	.000		.000	.000	.059	.027	.000	.000
	N	366	356	362	363	366	365	372	364	368	361	368	363	350
ROAD SIGN	Pearson	.256	.229	.019	.200	.312	.182	.242	1	.314	.480	.316	.086	.119
	Correlation													
	Sig. (2-tailed)	.000	.000	.706	.000	.000	.000	.000		.000	.000	.000	.082	.020
	N	407	391	403	397	417	401	364	422	409	413	416	412	383
BROCHURE	Pearson	.313	.325	.118	.329	.179	.317	.340	.314	1	.274	.166	.185	.223
	Correlation													
	Sig. (2-tailed)	.000	.000	.018	.000	.000	.000	.000	.000		.000	.001	.000	.000
	N	409	398	405	404	413	404	368	409	425	400	415	413	388
ROADS	Pearson	.100	.119	.069	.099	.316	.075	.100	.480	.274	1	.640	.155	.028
	Correlation													
	Sig. (2-tailed)	.043	.018	.165	.048	.000	.130	.059	.000	.000		.000	.001	.590
	N	412	395	406	400	422	404	361	413	409	428	423	418	385
PARK LOT	Pearson	.063	.065	.071	.096	.316	.129	.115	.316	.166	.640	1	.181	.038
	Correlation													
	Sig. (2-tailed)	.189	.192	.149	.053	.000	.009	.027	.000	.001	.000		.000	.444
	N	416	402	414	405	427	406	368	416	415	423	436	427	390
ASSIST	Pearson	.183	.170	.487	.225	.220	.172	.203	.086	.185	.155	.181	1	.213
	Correlation													
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.082	.000	.001	.000		.000
	N	418	402	417	405	424	406	363	412	413	418	427	437	391
ACCESS	Pearson	.414	.264	.228	.313	.068	.524	.639	.119	.223	.028	.039	.213	1
	Correlation													
	Sig. (2-tailed)	.000	.000	.000	.000	.182	.000	.000	.020	.000	.590	.444	.000	
	N	369	375	383	381	389	387	350	363	388	385	390	391	390

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

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By

Kristi Gail Bowline

May, 2003

VITA

Kristi G. Bowline

Candidate for the Degree of

Master of Science

Thesis: WASHITA BATTLEFIELD NATIONAL HISTORIC SITE: A STUDY OF VISITOR EXPECTATIONS AND EXPERIENCES

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Experience: Owned and operated marketing and development business, Norman, Oklahoma, 1977-1991; professional fundraiser and developer for Oklahoma State Chamber of Commerce and Industry, Oklahoma City, Oklahoma, 1991-1995; Manager, Federal Accounts, Xerox Corporation, Oklahoma City, Oklahoma, 1996-2000; employed by Oklahoma State University as graduate teaching assistant and graduate research assistant, Oklahoma State University, Department of Leisure Studies, 2000 to present.

Professional Membership: National Recreation and Parks Association, Oklahoma Recreation and Parks Association.

- 403 Learned attack small-thought /expected larger Indian battle. Learned of indians forced to be moved to Oklahoma
- 405 Had never heard of Black Kettle or the massacre that had taken place here
- 406 Peacefulness of Black Kettle
- 407 What really happened
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- 452 Battle explained
- 454 The story of what took place at the site
- 455 Facts & opinions re: battle/massacre
- 456 Both sides of the battle
- 458 That there's more to the story than we normally hear.
- 460 What actually happened
- 461 More details about Black Kettle
- 463 General history
- 465 The history associated with both sides
- 467 Story of the battle
- 468 Confirms my impression of the chasm between the cultures competing for dominance
- 470 How important this site is to our understanding of western history
- 471 That it had been ignored so long
- 473 Where the various locations were for groups during battle
- 474 Actual site and history of the occasion
- 475 Custer was not a "Hero" but a mad, sick-minded person

- 476 How historic this site is; how significant it is to understand; both sides of the event; how sacred this ground is for us all. The rangers & the program were so meaningful. What a moving tribute to Magpie. I enjoyed this very much. I am enriched for my time spent here. Thank you
- 477 Impressed with the Magpie story
- 479 Chief Magpie
- 480 Magpie's history
- 481 Personal history of native American families
- 482 Topography of battlesite and locations of village & troops
- 483 What site was like-where Blk. Kettle lodged & troopers were located.
- 484 The battle itself
- 485 How the Battle took place and how many indians were in the area down the River. I guess the Congressman was introduced but I don't remember hearing him being.
- 486 The American Military are not the right people to promote peace among the indians, or anywhere else in the world.
- 487 How sacred the site is, and how easy it is to feel its spirit
- 488 The physical beauty and sacral beauty of the Battlefield
- 489 History of Custer/Native interactions
- 490 It was not a slaughter of innocent, women, and children, There were wanted Indians in the camp, many white soldiers were killed, the Indian War's caused collateral damage on both sides
- 492 Anniversary
- 493 Site needs to be preserved
- 494 Site is sacred and should be preserved
- 495 Today is the anniversary of the Battle

Survey # Question 24...As manager of WNBHS what else would you propose for the next 25 years?

- 2 More Native American involvement at site.
- 3 Adding historical markers, and short historical explanations on the trail threw the trail of the battlefield.
- 4 More interpretive signage at site
- 5 More infor signage
- 6 Add wash sink to toilet area-water is available in area as evidenced by water fountain (want to wash hands after using bathroom)
- 7 Include Russian's House
- 8 Restore natural setting as closely as possible to original setting of battle
- 9 The garden mentioned earlier
- 14 Wooden walkway for elderly, handicap, & children
- 15 Increase interest in site-more widespread knowledge
- 16 Increase use of interpretive signage to reinforce presentation of battlefield in 1868 and military strategy of the battle
- 18 Interpretive signage
- 24 Acquiring more land-utilize Natl. Grasslands more with WBNHS
- 20 More maps/posters regarding military events at the site
- 21 Advertise
- 22 Do more things to make us focus aware of opportunities like this
- 23 Handicap access-even though I am not handicapped. Soldiers and American Indians in period dress-for educaional purposes. This would add interest to the site. The American Flag should fly here day and Lighted by night.

- 24 Better **a**ccess for handicapped need American flag
- 25 Audio/**v**isual information on tapes
- 26 DNA
- 28 Rails **a**nd steps in certain areas would help
- 29 Re**a**ctments
- 31 Keep it **n**atural
- 32 Link up **w**/other sites connectedw/Black Kettle & Custer-Camp Supply-possible car route **w**/stops?
- 36 Camp**i**ng areas on outskirts of property
- 38 Better **o**utdoor exhibit at the overlook identifying points of interest
- 43 More **S**eating at Overlook Area
- 45 Be **s**hown as a segment on Discover Oklahoma. Place Seating at overlook area
- 46 Living **H**istory, Educational Re-enactment Commercial Camping opportunities, More **H**istorical Interpretations in relation to this battle's history in conjunction with those throughout the west. E Clampus Vitus.
- 49 Make **i**nformative Brochures readily available :)
- 57 I'd like to see a building here at the overlook with a huge window overlooking the site with seating for the elderly and audio/visual exhibits
- 59 **I**mprove trail to the river. Part of trail was plowed under.
- 63 Keep **s**ite true to history-keep from commercialization
- 64 More **s**igns showing the area and what took place at the locations
- 71 Buy **L**unch
- 76 Keep it undeveloped-natural
- 77 Keep undeveloped
- 78 Visitor's center on site
- 83 More **f**acilities/water
- 84 A place to stay
- 91 I would do my utmost to preserve this important piece of American History **A**S **I**S. Don't let the public develop it out of it' importance
- 94 Indoor museum
- 94 Models of encampments, w/artifacts of the era and mannequins dressed in costume of the era.
- 95 An indian village at the correct location showing what life was like
- 96 Perhaps reenacting a village
- 100 Visit **L**ittle Bighorn - they have it all!
- 102 Label **n**ative plant species along trail to Washita River
- 106 Try **a**cquire artifacts
- 110 Film
- 111 I think they people in charge have done an exceptional job presenting this subject to the people. Just keep on keeping on & taking care of what you have here.
- 113 **D**esire stay uncommercialized; provide Jr ranger program; stamp passport at site
- 117 **H**ave an Indian village (s) set up and have reenactments
- 119 **D**evelop a museum to the history of the site
- 120 **M**aybe tourism
- 121 **B**ibliographies for visitors interested in more extensive information on: History of Indian Campaigns, History of Indian Affairs, History of Oklahoma Territory as it related to Indian Affairs, Geology of Western Oklahoma, Territorial History
- 124 **R**epresentations of indian camps & troupe locations
- 126 **C**an't think of any othe than listed above

- 128 More publicity for tourist advance planning
- 132 Incorporate more of Cheyenne people's culture and story
- 133 Involve native species flora/fauna
- 135 If possible to gain more property; build more extensive trail system
- 139 Preserve all aspects of history
- 141 Sacred especially for indian
- 142 More accessible
- 144 Drive thru
- 145 Seating for the Ranger talk.
- 146 I would push for this (preserve as sacred or memorial site)
- 147 Provide theatre production of the site
- 153 Videos, narratives, advertising
- 154 Public awareness of the site
- 157 If all of the above were completed there would be no other things to complete
- 161 Don't know
- 162 Some analysis as to the Battle's direct after effects
- 166 Emphasis the historic and natural aspects of this park. The smallness is an advantage
- 172 Do not become politically correct
- 173 They're well covered above
- 178 AV tour for folks in wheelchairs
- 183 Exhibits
- 185 Brochures about the site, guided walking tours to the "camp"
- 189 More native interp.
- 190 Acquire viewshed property; finish V.C.
- 196 Pow-Wows and casino's
- 484 Reenactment once a year
- 198 Better facilities, ETC.
- 200 Site for traditional people to do ceremonies
- 201 Tell truth about humanity
- 209 Move museum to Historical Site (overlook)
- 214 archaeological dig
- 218 More interactive things, historical facts and interesting sidenotes placed throughout a hiking trail through the park
- 219 More indian historical data
- 221 Mark out burial sites & battle sites
- 223 I am hoping to see buffalo and other wild animals as we travel through the grasslands
- 225 Signs/monuments for where specific events occurred during battle; literature making it extremely clear these will be on the site.
- 226 Audio program to complement visual at viewpoint
- 227 Eyewitness accounts
- 231 Covered above
- 232 Provide a cohesive, coherent authentic tourism experience
- 234 Have a native American tour guide
- 237 Seasonal beauty of area
- 239 Life size models in village site of village, horses, soldiers
- 240 Restore Indian camp and military action. Encourage tourism in area
- 241 I listed several-possibly re-enactments & small vehicle transportation
- 245 No opinion
- 248 Sounds like it was a 50-50 battle

- 255 Visitors ctr
- 256 To save the view from the area ranches
- 257 More landmarks maybe teepee
- 258 Not enough information to render an opinion
- 264 Build a library where people can come & learn or do research about the battle, the people involved, the land, & the area in general
- 265 Fight for financial backing
- 268 Permanent buildings
- 269 Parking for RV-turnaround for 5th wheel/RV
- 271 Above pretty covers it
- 275 Better info on the trails & better trails to walk on
- 283 Market site to increase visitation. Create packages with surrounding attractions
- 284 At the overlook, display an artists rendering of what the encampment might have looked like & point out where things were located on the landscape, to give visitors a visual image, without disturbing the land itself.
- 287 Participation by Native tribes who were present here at the time of the battle
- 288 Provide more visual interpretation
- 290 Label some of the native plant population (common & latin names).
- 293 Self guided tour, down in the river valley, near the actual village site, of the history of the battle and of the Cheyenne & Arapahoe
- 297 Habitat restoration-removal of invasive plants
- 298 You have it covered
- 300 There needs to be more historical interpretation
- 301 A historically correct reconstruction of at least part of the Cheyenne village
- 310 Enlarge walking trail to see actual places
- 311 Move forward with construction of visitor center, improve trails, make the site more visitor friendly yet maintain sacredness of site
- 312 Emphasis the natural resources (buffalo, edible plants) in the life of the Indians
- 313 Provide opportunities for schools to have an educational tour of the area. Need a biking trail to the area.
- 326 Natural history displays in co-ordination w/the Grasslands
- 327 A Visitor's Center with museum
- 332 Post ranger talks on some form of communication
- 333 Restrooms, interpretive center (large enough for groups of people -40 or more) with interactive/video exhibits
- 334 A movie at the Visitor Center
- 335 Have a re-enactment once a year?
- 338 More to see
- 339 Involvement of Native Americans & their cultural beliefs; En-actments
- 343 Theatre with audio-visual presentation. Have seating for lecture. Should be mobile, for wind direction control
- 344 Try to get the public informed about the location of the site
- 345 Encourage more walking trails
- 349 Authentic and scenic setting in the trails for more views
- 351 Re-enactments-as little as indian TP's and dancing, music etc
- 356 Certainly preserve memorial
- 357 Retain history-not change it to whims of "politically correct"
- 363 Have a Cheyenne descendant to tell their side of the story
- 364 Saloon
- 368 A reenactment about 2-3 times per year
- 369 Building with pictures, artifacts for the site

- 370 Preserve the historic significance of this area-don't turn it into a commercial venture such as other National Parks have been allowed to become over time due, in part, to consumer demands.
- 371 Have wheelchairs for handicap
- 372 Stress to our youth that we need to preserve our heritage and respect suffering and sacrifice that have accomplished what we have today
- 373 Make facilities more accessible
- 374 Encouragement of school groups to come. Something that keeps younger minds attention.
- 375 Benches for groups
- 376 Cultural significance of site. Relationship of Native Americans vs "Foreigners"
- 377 Museum on site
- 389 RV Park
- 391 More accurate depiction of what really happened. Have a Cheyenne tell their side of this event.
- 395 Reinactment
- 399 Expand Park facilities
- 402 Use Cheyenne Indians as workers
- 408 Provide opportunities for camping-both primitive & RV sites, comfort station, showers, etc. The property immediately south of the gazebo would work well. I think that living history/reinactments would be beneficial as well. Interpretive rangers in authentic dress would be interesting (both Cheyenne & Cavalry).
- 409 Open the trails up to the river
- 411 Better seating at lookout
- 412 Have a Ranger here-to tell the stories about the battle
- 413 More informative trails
- 416 Diverse educational opportunities
- 421 Let dog owners take their "other family members" on trail as long as leashed & seating under canopy
- 422 Mark where on the trail events occurred
- 425 As close to original site as possible
- 429 Local Nature display
- 442 Again-written history of what took place in the 1860's on this site.
- 445 Have more information about activities
- 446 Ways to communicate-(esp to Eastern Oklahomans) whose culture, landscapes, etc is so different from the semi-desert, Great Plains culture. They-I should think, would have a built-in concern for this part of the state-Link tours to trips further west & New Mexico.
- 448 Unobtrusive, if any, commercial items like coffee, post cards and books (curios)
- 449 1.) Provide a telescope (viewing scope). (2.) Provide golf cart to Washita River for handicapped)-for up close and personal.
- 455 Symbols relating-to provide melialation focus
- 456 Overlook needs turn-around for buses
- 457 On site activities
- 463 Video of reinactment?
- 468 Need a building with educational facilities. Need self guided tour cassette players
- 470 An interpretative center would be nice. Also a central collection point for research, etc.

- 471 Return part of it to the state that it was in at the time of the battle-don't be a tree lover-what did the area look like having been a winter camp for 1000 years-grazed by a 1000 ponies and lived on by several hundred indians for a few months. Expand experience to include "Winter Camp" of all the tribe present
- 476 Film center showing oral histories & reenactment
- 477 More involvement from the Indians if possible
- 485 1) Motor home site with hook up; 2) Windmills with story of their importance and value of wind; 3) Wind Generator-pointing out value of wind to provide energy; 4) Demonstration how wind is created
- 490 Use shelters used by Indians, soldiers, horses, guns, weapons, clothes, reasons for attacks.
- 499 Elicit collaboration of contemporary Cheyenne

Survey

- # Question 38c...Access/service problems encountered at WBNHS**
- 13 Difficulty on trail due to length.
 - 57 My mom (80) got tired standing at the overlook
 - 60 No seating
 - 103 No benches. Stairs to climb
 - 130 Walking to area
 - 195 Couldn't walk foot path
 - 207 Minor
 - 210 Unable to walk the area (due to leg injury)
 - 262 Could not climb stairs of overlook to view site & graphics
 - 272 Not able to walk or climb steps good
 - 308 It would be difficult for spouse to walk trails
 - 309 It would be difficult to walk any trails
 - 334 Did not walk the site
 - 358 Inadequate seating
 - 373 Steps
 - 446 Spokesperson (front of bus) should repeat the question (on the mike) for benefit of people (many hard of hearing) in the back of bus. June Morgan
 - 448 No turn around for bus
 - 469 Only the barriers that are found everywhere; I still want to walk easily.
 - 487 Ability to use wheelchair on the trails
 - 499 For 1 of the 2 in my party, walking the trail (inclines) due to knee replacement

APPENDIX E

PEARSON CORRELATION COEFFICIENT TABLES

Correlations of Importance: Washita Battlefield NHS Visitor Study

		QUIET	REC_OP	VIEWSITE	LEARN	FAM_HIST	NA_CULTR	WILDLIFE	SCENERY	VISIT_NP	CURIOS
QUIET	Pearson	1	.360	.321	.327	.301	.408	.434	.469	.257	.167
	Correlation										
	n										
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.001
	N	437	423	437	429	412	430	418	429	420	415
REC_OP	Pearson	.360	1	.035	.073	.272	.233	.415	.317	.260	.214
	Correlation										
	n										
	Sig. (2-tailed)	.000		.473	.135	.000	.000	.000	.000	.000	.000
	N	423	429	429	422	409	422	417	422	417	411
VIEWSITE	Pearson	.321	.035	1	.851	.087	.541	.315	.589	.235	.303
	Correlation										
	n										
	Sig. (2-tailed)	.000	.473		.000	.074	.000	.000	.000	.000	.000
	N	437	429	479	464	425	460	433	458	443	438
LEARN	Pearson	.327	.073	.851	1	.097	.621	.357	.583	.286	.324
	Correlation										
	n										
	Sig. (2-tailed)	.000	.135	.000		.047	.000	.000	.000	.000	.000
	N	429	422	464	468	419	451	430	449	438	430
FAM_HIST	Pearson	.301	.272	.087	.097	1	.279	.282	.134	.268	.113
	Correlation										
	n										
	Sig. (2-tailed)	.000	.000	.074	.047		.000	.000	.006	.000	.021
	N	412	409	425	419	427	422	420	422	419	414
NA_CULTR	Pearson	.408	.233	.541	.621	.279	1	.413	.450	.297	.274
	Correlation										
	n										
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	430	422	460	451	422	463	431	449	440	431
WILDLIFE	Pearson	.434	.415	.315	.357	.282	.413	1	.588	.311	.304
	Correlation										
	n										
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	418	417	433	430	420	431	437	435	428	424
SCENERY	Pearson	.469	.317	.589	.583	.134	.450	.588	1	.360	.449
	Correlation										
	n										
	Sig. (2-tailed)	.000	.000	.000	.000	.006	.000	.000		.000	.000
	N	429	422	458	449	422	449	435	462	437	433
VISIT_NP	Pearson	.257	.260	.235	.286	.268	.297	.311	.360	1	.497
	Correlation										
	n										
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	420	417	443	438	419	440	428	437	446	424
CURIOS	Pearson	.167	.214	.303	.324	.113	.274	.304	.449	.497	1
	Correlation										
	n										
	Sig. (2-tailed)	.001	.000	.000	.000	.021	.000	.000	.000	.000	
	N	415	411	438	430	414	431	424	433	424	440

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations of Satisfaction: Washita Battlefield NHS Visitor Study

	RESTRM	SELF RANGER TOUR	RANGER	TRAIL2	Overlook2	Pic Area2	WestArea2	ROADSIGN	BROCHURE	ROADS	PARK LOT	ASSIST	ACCESS	
RESTRM	Pearson	1	.445	.234	.436	.145	.445	.480	.256	.313	.100	.063	.183	.414
	Correlation		.000	.000	.000	.003	.000	.000	.000	.000	.043	.199	.000	.000
	Sig. (2-tailed)		.436	.404	.411	.404	.423	.406	.366	.407	.409	.412	.416	.418
	N		.445	1	280	.808	.170	.456	.499	.229	.325	.119	.065	.170
SELFTOUR	Pearson													
	Correlation		.000	.000	.000	.001	.000	.000	.000	.000	.018	.192	.001	.000
	Sig. (2-tailed)		.404	.417	.401	.404	.406	.394	.356	.391	.398	.395	.402	.402
	N		.234	280	1	.309	.088	.136	.307	.019	.118	.069	.071	.487
RANGER	Pearson													
	Correlation		.000	.000	.000	.073	.006	.000	.706	.018	.165	.149	.000	.000
	Sig. (2-tailed)		.411	.401	.428	.404	.417	.401	.382	.403	.405	.406	.414	.417
	N		.436	808	.309	1	.194	.450	.482	.200	.329	.099	.096	.225
TRAIL2	Pearson													
	Correlation		.000	.000	.000	.000	.000	.000	.000	.000	.046	.053	.000	.000
	Sig. (2-tailed)		.404	.404	.404	.418	.410	.400	.363	.397	.404	.400	.405	.405
	N		.145	.170	.088	.194	1	.118	.128	.312	.175	.316	.316	.220
Overlook2	Pearson													
	Correlation		.003	.001	.073	.000	.017	.014	.000	.000	.000	.000	.000	.182
	Sig. (2-tailed)		.423	.406	.417	.410	.444	.411	.366	.417	.413	.422	.427	.424
	N		.445	.456	.136	.450	.118	1	.663	.182	.317	.075	.129	.172
Pic Area2	Pearson													
	Correlation		.000	.000	.006	.000	.017	.000	.000	.000	.130	.009	.000	.000
	Sig. (2-tailed)		.406	.394	.401	.400	.411	.420	.365	.401	.404	.404	.408	.406
	N		.480	.499	.307	.482	.128	.663	1	.242	.340	.100	.115	.203
WestArea2	Pearson													
	Correlation		.000	.000	.000	.000	.014	.000	.000	.000	.059	.027	.000	.000
	Sig. (2-tailed)		.365	.356	.362	.363	.366	.365	.372	.364	.368	.361	.366	.363
	N		.256	.229	.019	.200	.312	.182	.242	1	.314	.480	.316	.086
ROADSIGN	Pearson													
	Correlation		.000	.000	.706	.000	.000	.000	.000	.000	.000	.000	.082	.020
	Sig. (2-tailed)		.407	.391	.403	.397	.417	.401	.364	.422	.409	.413	.416	.412
	N		.313	.325	.118	.329	.179	.317	.340	.314	1	.274	.166	.185
BROCHURE	Pearson													
	Correlation		.000	.000	.018	.000	.000	.000	.000	.000	.000	.001	.000	.000
	Sig. (2-tailed)		.409	.398	.405	.404	.413	.404	.368	.409	.425	.409	.415	.413
	N		.100	.119	.069	.099	.316	.075	.100	.480	1	.640	.155	.028
ROADS	Pearson													
	Correlation		.043	.018	.165	.048	.000	.130	.059	.000	.000	.000	.001	.590
	Sig. (2-tailed)		.412	.385	.406	.400	.422	.404	.361	.413	.409	.428	.423	.418
	N		.063	.065	.071	.096	.316	.129	.115	.316	1	.640	1	.181
PARKLOT	Pearson													
	Correlation		.199	.192	.149	.053	.000	.009	.027	.000	.001	.000	.000	.444
	Sig. (2-tailed)		.416	.402	.414	.405	.427	.408	.368	.416	.415	.423	.436	.427
	N		.183	.170	.487	.225	.220	.172	.203	.086	.185	.155	.181	1
ASSIST	Pearson													
	Correlation		.000	.001	.000	.000	.000	.000	.082	.000	.001	.000	.000	.000
	Sig. (2-tailed)		.418	.402	.417	.405	.424	.406	.363	.412	.413	.418	.427	.437
	N		.414	.264	.228	.313	.068	.524	.639	.119	.223	.028	.039	.213
ACCESS	Pearson													
	Correlation		.000	.000	.000	.000	.182	.000	.000	.020	.000	.590	.444	.000
	Sig. (2-tailed)		.389	.375	.383	.381	.389	.387	.350	.363	.368	.385	.390	.391
	N													.399

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations of Priority: Washita Battlefield NHS Visitor Study

		REST ROOM	SELF TOUR	RANGER	TRAIL2	Overlook2	Pic Area2	West Area2	ROAD BROCHURE SIGN	ROADS	PARK LOT	ASSIST	ACCESS
		445	.234	.436	145	445	.480	.256	313	.100	.063	183	414
REST ROOM	Pearson Correlation		.080	.000	.000	.003	.000	.000	.000	.048	.199	.000	.000
	Sig. (2-tailed)	.436	404	411	404	423	406	388	407	409	412	416	418
	N	445	1	280	.808	.170	.456	.499	229	.325	.119	.065	.170
SELF TOUR	Pearson Correlation	.000		.000	.000	.001	.000	.000	.000	.000	.018	.192	.001
	Sig. (2-tailed)	404	417	401	404	406	394	356	391	398	395	402	402
	N	.234	280	1	309	.088	136	.307	019	118	.089	.071	.487
RANGER	Pearson Correlation	.000	.000		.000	.073	.006	.000	.706	.018	.165	.149	.000
	Sig. (2-tailed)	411	401	428	404	417	401	362	403	405	406	414	417
	N	436	.808	.309	1	.194	450	.482	.200	329	.099	.096	.225
TRAIL2	Pearson Correlation	.000	.000	.000		.000	.000	.000	.000	.048	.053	.000	.000
	Sig. (2-tailed)	404	404	404	418	410	400	363	397	404	400	405	405
	N	.145	170	.088	.194	1	.118	128	.312	.179	.316	.316	220
Overlook2	Pearson Correlation	.003	.001	.073	.000		.017	.014	.000	.000	.000	.000	.182
	Sig. (2-tailed)	423	406	417	410	444	411	366	417	413	422	427	424
	N	.445	456	.136	450	118	1	.663	.182	.317	.075	128	.172
Pic Area2	Pearson Correlation	.000	.000	.006	.000	.017		.000	.000	.000	.130	.009	.000
	Sig. (2-tailed)	406	394	401	400	411	420	365	401	404	404	408	406
	N	.480	499	.307	482	128	663	1	.242	340	100	115	.203
WestArea2	Pearson Correlation	.000	.000	.000	.000	.014	.000		.000	.000	.059	.027	.000
	Sig. (2-tailed)	366	356	362	363	366	365	372	364	368	361	368	363
	N	.256	.229	.019	.200	.312	182	242	1	.314	480	316	.086
ROAD SIGN	Pearson Correlation	.000	.000	.706	.000	.000	.000		.000	.000	.000	.082	.020
	Sig. (2-tailed)	407	391	403	397	417	401	364	422	409	413	416	412
	N	313	.325	.118	329	.179	317	340	314	1	274	166	185
BROCHURE	Pearson Correlation	.000	.000	.018	.000	.000	.000	.000	.000	.000	.001	.000	.000
	Sig. (2-tailed)	409	398	405	404	413	404	368	409	425	409	415	413
	N	100	119	.069	.098	.316	.075	.100	480	.274	1	.640	155
ROADS	Pearson Correlation	.043	.018	.165	.048	.000	.130	.059	.000	.000	.000	.001	.590
	Sig. (2-tailed)	412	395	406	400	422	404	361	413	409	428	423	418
	N	.063	.065	.071	.096	.316	.129	.115	.316	.166	.640	1	.181
PARK LOT	Pearson Correlation	.199	.192	.149	.053	.000	.009	.027	.000	.001	.000		.000
	Sig. (2-tailed)	416	402	414	405	427	408	368	416	415	423	436	427
	N	183	170	.487	225	220	.172	.203	.086	.185	.155	.181	1
ASSIST	Pearson Correlation	.000	.001	.000	.000	.000	.000	.082	.000	.001	.000		.000
	Sig. (2-tailed)	418	402	417	405	424	406	363	412	413	418	427	437
	N	414	264	.228	313	.068	524	639	.119	223	.028	.039	213
ACCESS	Pearson Correlation	.000	.000	.000	.000	.182	.000	.000	.020	.000	.590	.444	.000
	Sig. (2-tailed)	389	375	383	381	389	367	350	383	386	385	390	391
	N												

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

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By

Kristi Gail Bowline

May, 2003

VITA

Kristi G. Bowline

Candidate for the Degree of

Master of Science

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Biographical:

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