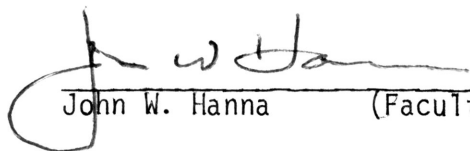VISITOR ANALYSIS FOR INTERPRETIVE AND PROMOTIONAL

PLANNING: THE ADMIRAL NIMITZ CENTER

by

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RECREATION & PARKS

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ABSTRACT

Visitors at the Admiral Nimitz Center in Fredericksburg, Texas were surveyed in July of 1978 to identify the ANC audience and to determine their satisfaction levels of the museum's various interpretive media. Literature revealed that little research has been done in regard to visitors at historic sites and at other interpretive areas in general. However, researchers agreed that a knowledge and understanding of the visitor audience was a primary step in planning an area's programs.

One hundred and one ANC visitors participated in the study by completing a questionnaire that had been designed to identify certain socio-demographic and social group characteristics, recreational and leisure activities involved in their current trip; and to test the effectiveness of current ANC programs. Statistical analysis was conducted to determine visitor characteristics.

The study did identify the ANC visitor as being a male, white collar Texan, who is between 25 and 49 years of age, and who has an annual income of $15,000. He is highly educated, having at least some college or vocational training, and is traveling with his immediate family. In general, the ANC visitor was very satisfied with displayed exhibits that included weapons and other artifacts. Other programs that received high percentage rates of satisfactions were the Japanese Peace Garden, recorded messages, the information desk, and the Pacific History Walk. Not all of the programs received high satisfaction rates. The Art Gallery and Nimitz Hotel were generally not well received, thus appearing to be problem areas.

With this information, an awareness and knowledge of the known clientile; their likes and dislikes, should help direct the planning and restoration processes now underway at the ANC.

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DEDICATION

This thesis is dedicated to my parents, Mr.and Mrs. H. L. Jones.
Had it not been for their constant love, encouragement, and support, I
would not have taken the step to come to A&M -- to have achieved some of
my goals; that led me to my future happiness.

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CHAPTER I

INTRODUCTION

Interpretation is an activity occuring in a natural, historical, or recreational setting. The purpose of this activity is to communicate to the visitor the qualities, characteristics, and/or purposes of the area resources. For example, Yellowstone National Park, which is a natural area, has developed interpretive programs to communicate its abundant land and animal resources. Similarly, the historic Admiral Nimitz Center (ANC), in Fredericksburg, Texas, documents the life of the World War II hero, Chester W. Nimitz. In addition, Inks Lake State Park, a recreational area located in the Texas Hill Country, provides interpretive programs and opportunities for outdoor activities. Interpretation is the link between these types of resources and the visitor.

Researchers have addressed issues relevant to interpretation at natural and recreational areas. However, there is a limited number of studies concerning historical area interpretation. Specifically, interpretation at historic sites tells the story of a person, place, or thing of historical significance. Having reviewed the literature it appears that visitors at interpretive areas (particularly historic areas), have been overlooked.

One unpublished study which did address the issue of visitors at historic sites indicated that the visitors are a largely untapped resource in the planning process.(Irwin, 1978). Earlier research has noted that a visitor analysis, i.e., socio-demographic and social group characteristics,

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and visitor social behavior is a primary step in interpretive planning (Boulanger and Smith, 1973; Field and Wagar, 1973). For interest and effectiveness of interpretive programs to be achieved, a working knowledge of the clientele group should be known (Field and Wagar, 1973).

The ANC is an historical area which has developed visitor interpretive programs. These programs are threefold--emphasizing the culture of the Texas Hill Country, Nimitz's early navy career, and the War in the Pacific. Currently, the ANC is providing interpretive services for 62,000 visitors per year, but the organization has little knowledge about the visitor. In order for the ANC to develop relevant interpretive programs, a knowledge of its audience is essential.

In an attempt to attract more people to the ANC, a knowledge of potential visitors is also necessary. Due to the proximity of LBJ National Historic Site and LBJ State Park, the ANC assumes a majority of its visitors also attend these parks. If these sites can be identified, the ANC can expand its publicity in those areas. The administrators would like to know where to publicize to increase travelers' awareness of the center.

Need of Study

Researchers have continually expressed the need for a visitor behavior and analysis study at interpretive areas (Irwin, 1978; Mullins, 1975; Silvy, 1977). Silvy (1977), in studying visitor perceptions of interpretive programs, noted that little is known about an interpretive audience.

By identifying the ANC visitor, time and money may be saved, directing suitable programs to a known audience. Although this study was designed specifically for the ANC, it is felt that other small museums and

historic sites may benefit from a methodological standpoint.

A review of the literature revealed that the data describing socio-demographic characteristics of visitors at historic sites is lacking. Although visitor behavior and analysis has been researched (Brennem, 1977), only one unpublished study has been conducted on visitors at historic sites (Irwin, 1978). One statement incorporates the question of LBJ's role in promoting or attracting visitors to the ANC:

> Any type of historic site in an area with other
> major attractions or along a travel route is likely
> to attract visitors because it is close by or on the
> route of travel (proximity) . . . .

There is an immediate need of a visitor analysis at the ANC as indicated by the executive director. He stressed the concern that a lack of visitor knowledge was a primary problem. The ANC is presently in a stage of renovation, restoration, and development. With this enlargement, current interpretive programs will have to be revised and new programs created. Therefore, it is essential at this point that the ANC know for whom it should plan the new facilities and programs.

In an effort to minimize expenditures and direct interpretive programming to a known clientele, studies of visitor activities at the ANC is essential. Visitor participation justifies the cost of interpretive programs.

Specific Objectives

1. To develop a socio-demographic profile of visitors to the ANC. This will identify characteristics such as age, place of residence, sex, educational level and income.

2. To develop a profile of visitor social group characteristics,

e.g., nuclear family, extended family, multiple family, family and friends, couples, peer groups, singles, and organized groups.

3. To determine effectiveness of current promotional methods and to establish other promotional outlets.

4. To identify recreation and leisure activities and places encountered prior to a visit to the ANC and subsequent to departure.

5. To determine effectiveness of current ANC programs meeting visitor expectations.

Null Hypotheses

1. There is no significant relationship between visitor activities at the ANC and visitor socio-demographic characteristics.

2. There is no significant difference between season of visitation to the ANC and visitor socio-demographic characteristics.

3. There is no significant relationship between visitor activities at the ANC and visitor social group characteristics.

4. There is no significant relationship between prior recreational/ leisure activities and subsequent visitation to the ANC.

5. There is no significant relationship between visitation to the ANC and subsequent recreational/leisure activities.

6. There is no significant relationship between exposure to the ANC promotion and Center visitation.

7. There is no significant relationship between current ANC programs and what the visitor expects to see.

Definition of Terms

Visitor - any person seventeen years or older entering the ANC.

Visitor Activities - the participation by the visitor in any interpretive
    program at the following ANC areas: the Nimitz Hotel, the

Japanese Peace Garden, the Pacific History Walk, the Nauwald
Mercantile Building.

<u>Socio-demographic Characteristics</u> - will be age, sex, educational level,
income, and place of residence.

<u>Social Group Characteristics</u> - will be nuclear families, multiple families,
extended families, families and friends, couples, peer groups,
organized groups, and singles.

<u>Recreational/Leisure Activities/Places</u> - those activities engaged in or
sites visited prior or subsequent to the ANC visitation on the
current trip which might suggest reasons of the ANC visit. (e.g.,
visitation to other historic sites, museums, monuments, etc.)

<u>Promotion</u> - is any paid advertisement in magazines and journals; press
releases in newspapers; brochures made available through the
mail or located at visitor information sites or other recreation-
al facilities; and exposure through word-of-mouth.

<p align="center">Organization of Thesis</p>

Chapter I has discussed interpretation and how it relates to the
problem at the ANC. Chapter II will present a review of the literature,
while Chapter III will discuss the methodology used in this study. The
results of the study and the findings of hypothesis testing will be
addressed in Chapter IV. Conclusions will be drawn and discussed
in Chapter V, and Chapter VI will state the recommendations and implica-
tions derived from this study.

CHAPTER II

LITERATURE REVIEW

Little has been written concerning the visitor to an historical area. Much attention has been paid concerning interpretation. Information regarding perceived functions of interpretation, history of interpretation, characteristics of interpretation, and interpretation for the handicapped, is readily available. However, little research has been conducted concerning the visitor at the resource, natural or historical area, and who is exposed to interpretation.

Upon conducting a literature review for her work with perceived functions of interpretation, Silvy (1977) noted that visitor data existed in two sections: 1) work which has sought information concerning the interpretive audience, and 2) data gathered about the visitor to park areas in general. It appears that while information exists on the interpretive audience, it is solely in the form of identification. The majority of the work conducted has been used to test other hypotheses rather than to determine who the visitor is.

The remainder of this section will be divided into two parts: 1) general interpretive literature, and 2) research on the visitor.

General Interpretive Literature

Possibly the most widely accepted and recognized definition of interpretation comes from Tilden (1957:8). He defines 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 fuctual information." While Tilden suggests interpretation to be an educational activity for the visitor, the outcome of the interpretive experience

should be one of revelation based on the presented information. Sharpe (1976) describes interpretation as a communicative link existing between an area's resource and its visitors. The results of this communication are threefold: 1) to create awareness, appreciation and understanding of the area; 2) to aid in the accomplishment of management goals; and 3) to promote understanding of the agency. In Sharpe's definitions, the visitor is either perceived as benefiting from the contact with interpretation or as being an essential component in the communicative bond perpetuated by interpretation. This suggests that the visitor plays a vital role in interpretation since it is directed specifically at him. In light of this, interpretation becomes a public service.

Two characteristics of interpretation have been established: 1) it is an educational experience, and 2) it is a public service. However, interpretation employees yet another important characteristic, one that slightly deviates from the awesome realms of education and public service: interpretation should be enjoyable. One researcher has recognized all of these crucial components of interpretation. In his research proposal, Lollar (1979) defines interpretation as ". . . a composite entity, an attempt to communicate in a way that is enjoyable, and that will foster new interests and understandings in a visitor."

Visitor Research

Limited amounts of information about the visitor are available. Generally, information is based on specific characteristics although these data vary from one site to another. Most visitor studies have been conducted in natural or recreational settings. Brennan (1977) in researching the visitor at zoos, noted that almost all animal species had been studied in depth except the species most abundant at zoological

parks--<u>Homo</u> <u>sapiens</u>. Silvy (1977) documented visitor and interpreter perceptions toward the function of interpretation. She noted that most work conducted on the interpretive audience has been of an identification nature; "...utilized in testing other hypotheses rather than for determining who the visitor is."

Many of the recent studies related to interpretation include demographic data on the visitor. Reyburn (1974) studied factors which influence attendence at interpretive programs and also collected demographic data on the visitor. For is study, he found most participants to be young and stayed overnight in the park. He found that program type makes a difference in attracting people to the event. One recent study concerned specifically with visitors at historic sites concluded that these visitors more often attended sites as couples rather than in families, and the level of education was generally higher for historic site visitors then natural park visitors (Irwin, 1978). She went on to conclude that although gistoric site visitors tended to represent a highly stratified portion of the U.S., they were typically "...white, anglosaxon Americans with a conventional life style, high educational attainment, and an unusually strong interest in history."

One unexpected conclusion was derived from Irwin's study on visitors at historic sites. She noted that visitors "...did not always behave in the manner that the designer, builder, interpretive planner, or manager of a site, expected that they would." This finding reaffirms and reinforces the belief that an understanding and knowledge of the interpretive audience is essential to resource managers and planners. Other researchers have acknowledged this fact. Boulanger and Smith (1973), and Field and Wagar (1973) concluded that a visitor analysis is an integral

part of the planning process. In the process of technical writing and speaking, audience characteristics is the primary consideration. Boulanger and Smith (1973) developed objectives as a guide in planning for effective programs. Consideration of audience characteristics was viewed as the initial step in designing these objectives. Field and Wagar (1973) stated that for interest and effectiveness of interpretive programs to be achieved, a working knowledge of the clientele group should be known. They developed five principals concerning criteria about the audience. Although the principals contained information about the audience and its needs, information was not available to specifically design the interpretation for them.

Although it is agreed that the visitor is an integral part of the planning process, resource managers have little information about the visitor who is coming to his site or participating in his interpretive programs. Irwin (1978) concluded her study on historic site visitors by stating that visitors are ". . . a largely untapped resource in the planning process." She believes that on the whole, managers are depriving themselves out of an important and valuable planning tool, i.e., the visitor's point of view. In order to maximize visitor satisfaction while minimizing management's cost, the interpretive audience at a site must be known.

CHAPTER III

METHODOLOGY

Research method and design is dependent upon the type of study being conducted; and is fundamental to the development of results and conclusions. In this study, certain criteria were defined and others imposed upon its design due to the study's nature. These criteria that helped determine the methodology to be implemented included: a specific sampling site, pre-determined programs, and a representative sampling of populations.

Since this study solely involves the ANC, only the visitors at this site were sampled. Visitor activity was the participation by the visitor in any interpretive program at the following ANC areas: 1) the Nimitz Hotel, 2) the Pacific History Walk, 3) the Japanese Peace Garden, and 4) the Nauwald Art Gallery. With a designated study site and programs, the only criteria needing to be defined was the selection of visitors for sampling. For the purpose of this study, the visitor was any person seventeen years or older entering the ANC.

This chapter will discuss: 1) the sampling procedures used, 2) the selection of instruments, and 3) data analysis procedures.

Sampling Procedure

<u>Sample Selection</u>

Sampling for this study was designed to give descriptive information about the ANC visitor and to determine the effectiveness of the site's programs in meeting visitor expectations. Controls were necessary to eliminate bias and to insure an adequate sampling.

The initial step in the sampling design was to determine the ANC's peak visitation month. This was to insure that a diverse population could

be sampled. The month fitting the specified criteria was July. Due to the high visitation rate, controls were placed on the total amount of visitors to be sampled. For the purpose of this study, it was agreed that a survey of two hundred and fifty visitors would provide a representative sample.

Although it was possible to sample all two hundred and fifty visitors in as few as two days, it was felt that the sampling would be more representative if it occurred throughout July. Therefore, ten days in July were randomly selected for sampling purposes.

With a total of ten testing days, it was possible to reduce the sampling rate to twenty-five visitors per day. This presented the question of how to determine which visitor would be sampled. Once again, visitation figures were checked. It was noted that at least one hundred visitors toured the ANC dailey. Therefore, by sampling every third visitor it was assured that all twenty-five people could be sampled throughout an entire testing day. This rate of sampling would help eliminate the possible bias of surveying a whole family. Males and females would have a fifty percent chance of being sampled by this method.

Implementation

To sample the ANC visitors, a questionnaire (Appendix B, p.27) was designed and implemented. The ANC receptionists were in charge of distributing the questionnaires to the selected visitor. Each receptionist was instructed and oriented with the proper testing procedures: the selecting of every third ANC visitor for the purpose of completing a questionnaire, briefly explaining to the selected visitor the survey's purpose and instructions, and the specific method of return. It is probable that a total of four people administered the questionnaire and

must be regarded as a possible source of bias. The manner and thoroughness in which the questionnaire was explained to the visitor might have influenced his willingness to participate in the survey.

Two methods of return for the questionnaires were also tested: the mailback and the on-site drop-off. On the first testing day, the mailback method was incorporated. The twenty-five selected visitors were handed a questionnaire and a self-addressed, stamped envelope and asked to mail them upon completion. On the second testing day, the on-site drop-off method was used. In this case, visitors were asked to complete the questionnaire and return it to the information desk. The method for return alternated by day throughout the remainder of testing.

On the morning of a testing day, the twenty-five questionnaires were brought to the ANC and given to the receptionist for distribution. At this time, instructions were given concerning the method of return for that day, when any on-site drop-offs would be collected, and of any other changes or modifications in the testing procedure.

Selection of Instruments

The selection of an instrument for obtaining data was based on the need to gather quantative data concerning characteristics and behavior of the ANC visitor. The instrument selected for measurement of this visitor data was a questionnaire. A sufficient amount of quantative data for analysis had to be gathered. Therefore, two hundred and fifty questionnaires were randomly distributed to ANC visitors throughout July.

Visitor Questionnaire

The visitor questionnaire (Appendix A, p.27) was designed to gather information for describing the visitor's socio-demographic and social group characteristics, his recreational and leisure activities prior to

the ANC visit and subsequent to departure, and his expectations and satisfactions concerning current ANC programs.

Information was divided into six parts and a satisfaction scale: 1) expectations of visit, 2) information sources, 3) reasons for visit, 4) past attendance, 5) demographic data, and 6) prior and subsequent recreational and/or leisure activities.

The types of questions used to obtain the information being sought were the closed and opened-ended questions. The six major parts of the questionnaire were composed of the closed-ended type. Two questions asked the visitor to respond to what they enjoyed most or least at the ANC. These two questions were opened-ended.

A satisfaction scale was implemented as a measurement tool of the visitor's satisfactions of the current ANC programs. The five possible response categories ranged from very satisfied to not at all; the last response was used for did not visit.

Pretest

A pretest of the instrument (Appendix B, p.30) was conducted to test the appropriateness and clarity of each question. These pretests were distributed during the third week of June. Visitors completing the pretest questionnaire were given the opportunity to provide feedback through questions or comments.

With consideration given to the visitor's oral and written responses, the questionnaires were redesigned and revised. Revision consisted mainly of rearranging the questions. However, some questions were found to be redundant and were either reworded or discarded.

Data Analysis

Analysis of data for the study was divided into two sections:

coding of data and preparation for computation, and statistical processes.

Coding

After the two hundred and fifty questionnaires were distributed and all completed ones gathered, data were coded for computer use. The actual coding of the questionnaires was begun in October. The closed-ended questions and satisfaction scale provided pre-coded information. However, the two opened-ended questions on the visitor questionnaire required categorization and coding. Responses were categorized according to each question. Initially, the responses for each question were transferred to a sheet of paper. Duplicate responses were tallied with each other. This provided some distinct categories due to the high numbers of the same responses for any individual question. If the question had not been answered, it was given a missing value number.

Statistical Procedures

The statistical package used for the analysis of the data for this study was the Statistical Package for the Social Sciences (SPSS). Frequency distributions, cross tabulations, and chi-square were conducted with the use of this package.

To develop a general overview of the population frequency distributions were obtained. This provides descriptive information at a base level. Cross tabulations were then conducted to determine any relationships between two sets of frequencies. Chi-square was originally intended for use in this study to determine whether any systematic relationships existed between two variables. However, no such relationships were found. (See RECOMMENDATIONS, p. 25).

Summary

Visitors were randomly sampled at the Admiral Nimitz Center

through the use of an questionnaire. The completed questionnaire was returned by on-site drop-off or as a mailback. Results from returned questionnaires were tabulated using SPSS. Frequency runs and crosstabulations were incorporated to determine results.

CHAPTER IV

RESULTS

This study was primarily developed to seek specified information about the ANC visitor. However, data are also studied and tested for possible differences and relationships between variables. Information is presented descriptively through the use of frequency distributions and contingency tables.

Once the data were collected and coded, analysis began with frequency distributions. By crosstabulating one question against another, contingency tables were developed. These methods of analysis permitted description of population characteristics.

Questionnaire Return Rates

The return rates of the questionnaire response types were analyzed shortly after the testing was concluded. The purpose of this test was to determine which response type, the mailback or on-site drop-off, would achieve the highest return rate. The following response types and their respective percentage return rates were noted:

Mailback	36.0
Drop-off	46.0
Total	40.0

The return rate of the drop-off was ten percent more effective than the mailback.

Visitor Data

General

Two hundred and fifty ANC visitors were asked to participate in this study and presented with the questionnaires. One hundred and one questionnaires were returned and therefore serve as the sampled population.

The overall return rate of forty percent was considered as being quite substantial and adequate for the purpose of this study.

Demographic Data

Socio-demographic characteristics were easily distinguished through the use of frequency distributions. Seventy-one percent of the sampled ANC visitors were male. Individuals under the age of 60 years old accounted for 95 percent of the total sampled population. Those individuals between the ages of 25 and 49 obtained the highest percentage of any age group, 44 percent. However, this age group was closely followed by those individuals between the ages of 50 and 65 who achieved a 34 percent rate (Table 1). Since the ANC visitor was defined as any person seventeen years of age or older, those persons under this control age were not asked to complete a questionnaire.

Table 1: Frequency distribution of visitors by age group

Age	Absolute Frequency	Cumulative Adjusted Frequency (%)
17-24	12	12.5
25-49	44	58.9
50-65	34	94.7
over 65	5	100.0
No response	6	100.0
Total	101	

The education level of the visitor was generally rather high with 74 percent of those sampled having obtained at least some college or vocational education (Table 2). Another interesting statistic was the high percentage of visitors who had completed graduate school, 25 percent. Occupation levels were also rather high. The white collar worker consisted of 67 percent of those sampled (Table 3). Although the resulting statistics suggest the median income as $15,000 per year, over one-half

of the sampled visitors chose not to respond to this item, therefore, its validity as being representative of the typical ANC visitor might be questioned.

Table 2: Frequency distribution of visitors by educational level

Educational level	Absolute Frequency	Cumulative Adjusted Frequency (%)
Graduate School	24	25.0
College graduate	20	45.8
Some college/vocational school	27	74.0
High school graduate	18	92.7
Some high school	6	99.0
Grade school	1	100.0
No response	5	100.0
Total	101	

Over three-fourths of the ANC visitors are Texans (Table 4). Visitors within a 100 mile radius of the ANC represented 16 percent of the sampled population.

Table 3: Frequency distribution of visitors by occupation

Occupation	Absolute Frequency	Cumulative Adjusted Frequency (%)
Executive, professionals	6	7.5
Managers	16	27.8
Administration, small business	31	67.1
Clerical, sales	12	82.3
Skilled	5	88.5
Semi-skilled	1	89.9
Unskilled, unemployed	8	100.0
No response	22	100.0
Total	101	

Table 4: Frequency distribution of visitors by residence

Residence	Absolute Frequency	Cumulative Adjusted Frequency (%)
Within 100 mile	14	16.3
Over 100 mile, within state	56	81.4
Out of state	16	100.0
No response	15	100.0
Total	101	

Almost one-half of summer visitors at the ANC come with their immediate families (Table 5). Couples attributed to 26 percent of the sampled visitors in the social group category.

Table 5: Frequency distribution of visitors by social group

Group type	Absolute Frequency	Cumulative Adjusted Frequency (%)
Alone	7	6.9
Spouse	26	25.7
Immediate family	41	40.6
Friend	5	5.0
Family and friends	4	4.0
Organized group	3	3.0
No response	6	5.9
Total	101	100.0

Most visitors appear to be stopping at the ANC while on their way to a planned designation. Figures in the visitor's prior and subsequent recreational or leisure activities category are too low and varied to indicate other areas scheduled in the visitor's current trip.

Effectiveness of Current Programs

For the purpose of this study, effectiveness is defined as the percent rate in which visitors were participating in or touring a particular program or area of the ANC. With this in mind, crosstabulations were tested: frequency distributions of the visitor's age, sex, and social

group were tested against ANC programs. Those programs attracting high percent rates, or low rates are noted (Tables 6 and 7). All percent rate figures are those representing the VERY SATISFIED visitor response.

Table 6: Crosstabulation of visitor's age and sex by ANC programs

ANC Programs	Age					Sex		
	17-24	25-49	50-65	65	Total	Male	Female	Total
Slides	4.7	17.6	14.1	3.5	40.0	25.3	15.4	40.7
Exhibits	11.2	34.8	24.7	3.4	74.2	53.2	22.3	75.5
Info Desk	8.9	35.6	30.0	4.4	78.9	56.8	22.1	78.9
Hotel	2.4	23.8	16.7	1.2	44.0	29.2	14.6	43.8
Peace Garden	6.8	33.0	26.1	1.1	67.0	51.1	17.4	68.5
Art Gallery	1.4	9.9	11.3	2.8	25.4	18.7	8.0	26.7
History Walk	8.9	27.8	25.3	3.8	65.8	50.6	13.3	63.9
Souvenirs	6.3	16.3	17.5	0.0	40.0	29.8	10.7	40.5
Recorded Messages	8.2	27.1	24.7	0.0	60.0	45.6	14.4	60.0

Tabel 7: Crosstabulation of visitor's social group by ANC programs

ANC Programs	Alone	Spouse	Immed. Family	Friend	Family & Friend	Family & Relative	Organiz. Group	Total
Slides	4.7	11.8	12.9	2.4	2.4	7.1	0.0	41.2
Exhibits	3.4	18.0	36.0	2.2	3.4	9.0	3.4	75.3
Info Desk	6.7	20.0	32.2	3.3	3.3	10.0	3.3	78.9
Hotel	2.4	10.7	20.2	1.2	0.0	8.3	1.2	44.0
Peace Garden	6.8	12.5	30.7	2.3	3.4	9.1	2.3	67.0
Art Gallery	2.8	8.5	7.0	0.0	0.0	5.6	1.4	25.4
History Walk	5.1	16.5	29.1	2.5	2.5	7.6	2.5	65.8
Souvenirs	3.8	11.4	12.7	0.0	2.5	5.1	3.8	39.2
Recorded Messages	7.1	14.1	25.9	1.2	2.4	5.9	3.5	60.0

Chi-square

The results of the chi-square tests of statistical significance proved that no significant relationships existed between any two variables.

Promotion

In order to discover other avenues for ANC promotion, questions were asked concerning selected popular magazines. Southern Living received the highest percent subscription rate and would, therefore, be a possible vehicle for advertisement.

Discussion of Hypotheses

This study was designed and conducted to test seven hypotheses. This section will briefly address each hypotheses and discuss relationships found.

Hypotheses One

There is no significant relationship between visitor activities at the ANC and visitor socio-demographic characteristics. (rejected). The most significant finding was the relationship between the socio-characteristic sex, and visitor activities. In every category, men were more satisfied with the presented activity than women. For example, the Pacific History Walk, full of World War II relics, received a very satisfied rate of 70 percent from men; only 40 percent from women. Other socio-demographic characteristics, their relations to visitor activities, were less obvious.

Hypotheses Two

There is no significant difference between season of visitation to the ANC and visitor socio-demographic characteristics (discarded). This study was originally designed to be conducted over two testing months. Unfortunately, upon returning to the ANC in December to test winter

visitors, the researcher found the main museum closed, and in a state of reconstruction. Although the museum's offices and exhibits had re-located and remained in peration, visitation was drastically reduced. Therefore, no data was collected to test the second hypotheses.

Hypotheses Three

There is no significant relationship between visitor activities at the ANC and visitor social group characteristics (rejected). A problem of a too precise breakdown in visitors plus too few respondents equals many insignificant relationships. This problem recurs through-out this study. However, the researcher felt that enough evidence was discovered to reject Hypotheses Three. During the summer, it was found that people most often visit the ANC with their immediate family or with their spouse. However these two groups types differ in the programs they most often frequented and their satisfaction with that program.

Since most groups came as immediate families, the percentage rate for frequenting a program is, of course, higher than other groups. However, spouse groups were next in order, and their rates may be easily compared to immediate families. It appears that couples more often visited the activities: slides, the Art Gallery, and souvenirs, than did immediate families. The latter group tended to enjoy a more overall tour of the museum and its programs: the information desk, exhibits, Japanese Peace Garden, and the Pacific History Walk.

Based upon the researcher's observations while conducting this study, it appears that couples are more willing to sit through slide shows and leisurely browse, while families anticipate seeing all they can in a limited amount of time. Thorough research on social groups through observation could prove to be a benefit for the resource manager.

Hypotheses Four and Five

Combined, these hypotheses head: there is no significant relationship between prior and/or subsequent recreational/leisure activities (to the ANC). Most visitors appear to be stopping at the ANC while on their way to a planned destination. Figures in the visitors prior and subsequent recreational or leisure activities category are too low and varied to indicate other areas scheduled in the visitor's current trip.

Hypotheses Six

There is no significant relationship between exposure to the ANC promotion and Center visitation (rejected). The ANC is located in Fredericksburg, Texas; a town receiving large amounts of visitors, throughout the year. The town publishes a visitor's guide for every season, and the guide seems to be a significant and valuable source of exposure for the ANC (an extensive article on the ANC appears in the guide). Other exposures to ANC promotion are through word-of-mouth from friends, and the use of roadsigns. It was discovered that most of the ANC visitors were passing through town, a fact that reaffirms the importance of roadsigns and visitor guides.

Hypotheses Seven

There is no significant relationship between current ANC programs and what the visitor expects to see (rejected). Seventy-one percent of the respondents felt that the ANC was very much to somewhat what they expected to see. They were pleased with the number of exhibits and 21 percent stated they would even prefer more.

Summary of Hypotheses

Seven hypotheses were tested during the study and have been analyzed in this section. Four of the null hypotheses were rejected; two proved to be true; and one was discarded during the study.

CHAPTER V

CONCLUSIONS

This study was designed to identify the visitor at the Admiral Nimitz Center. From the results obtained, it is now possible to make some valid conclusions in regard to the visitor.

Based on the demographic data, the ANC visitor is male, white collar, Texan, who is between 25 and 49 years of age, and who has an annual income of $15,000. This man is highly educated, having at least had some college or vocational training, and he is traveling with his immediate family. This basic knowledge of the ANC visitor is a primary step in the planning and revision process of current programs. Written text material may be created in a more technical style since the audience is generally highly educated. Exhibits may be directed at the male audience. Going one step further, considerations need to be given to those programs receiving a low visitation rate or those not achieving high visitor satisfaction levels. For example, the Art Gallery might need to be advertised more or in such a way to attract the visitor. Or, after analyzing the situation, further work on the Art Gallery might be halted and the appropriated money used elsewhere. In general, men were very satisfied with the displayed exhibits that included weapons and other artifacts. Other programs that received high percentage rates of satisfactions were the Japanese Peace Garden, recorded messages, the information desk, and the Pacific History Walk. Both the PHW and the Art Gallery are apart from the main museum area. In fact, the PHW is about three blocks away, yet it received a much higher rate of satisfaction than did the Art Gallery, which is essentially next door to the ANC. This also concludes that generally, the visitor is not pleased with the current programs at the Art Gallery.

CHAPTER VI

RECOMMENDATIONS

The summer visitor at the ANC has now been identified. However, there remains another group of visitors to study before the ANC will fully understand it's entire audience: the winter visitor. Who are the people who choose to visit in winter as opposed to summer? Are they basically the same as summer visitors? Do they have similar expectations a and demographic characteristics? Are they equally satisfied with the ANC programs? Do they come in the same social group?

Since these questions arise from the recent findings, another set of questionnaires are recommended to identify the winter visitor at the ANC. By distributing another two hundred and fifty questionnaires, the combined return rate of summer and winter visitors might be enough to achieve chi-square statistics. Based on this study, it is also recommended that only on-site drop-off response type be implemented.

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APPENDIX A

VISITOR QUESTIONNAIRE

TEXAS A&M UNIVERSITY

COLLEGE OF AGRICULTURE

COLLEGE STATION, TEXAS 77843

I need your help! As a require-
ment for the Undergraduate Fellows
Program at Texas A & M University I am
currently researching the Admiral Nimitz
Center visitor. Your help is needed to
complete my research. Please fill out
the following questions and return at
your earliest convenience. Postage
has already been paid. Thank you.

Karen Jones

1. Was the ANC what you expected it
   to be?
   ___ 1. very much so
   ___ 2. somewhat so
   ___ 3. not really so
   ___ 4. not at all so
   ___ 5. no preconceived idea before
           visit

2. How would you describe the mater-
   ials exhibited(photographs, ar-
   tifacts, weapons, etc.)?
   ___ 1. too many, preferred less
   ___ 2. about the right number
   ___ 3. too few, preferred a few more
   ___ 4. too few, preferred many more
   ___ 5. does not matter to me,
           indifferent
   ___ 6. did not view any

20. What is your education level?
   ___ a) grade school
   ___ b) some high school
   ___ c) high school graduate
   ___ d) vocational school
   ___ e) some college
   ___ f) college graduate
   ___ g) graduate school

21. What is your age category?
   ___ 17-24 years old
   ___ 25-49 years old
   ___ 50-65 years old
   ___ 65 or older

22. With whom are you visiting the
    ANC?
   ___ Alone
   ___ Spouse
   ___ Immediate Family
   ___ Friends
   ___ Family and Friends
   ___ Family and Relatives
   ___ Organized group

23. Do you subscribe to any of the
    following publicaitons?
   ___ 1. Southern Living
   ___ 2. Texas Monthly
   ___ 3. Sunset
   ___ 4. Travel Magazine (specify)
       _____
   ___ 5. Trailer Magazines (specify)
       _____

Comments/ Recommendations:

3. How many days (24-hour periods) will you/did you spend in or near (within a 30-mile radius) of this site on your current visit?

___ less than one day
___ one-two days
___ three-four days
___ five or more

4. How did you find out about the ANC?

1. ___ From friends
2. ___ From relatives
3. ___ From visit to LBJ State Historical Park and LBJ National Historic Site
4. ___ From a copy of Fredericksburg Standard Visitors Guide
5. ___ From a brochure
6. ___ From a newspaper
7. ___ From the radio
8. ___ From signs along the road
9. ___ Live in the area and/or familiar with the area
10. ___ Tourist Information Bureau
11. ___ Other(please specify) ___

5. Why did you come to the ANC?

1. ___ History of the hotel
2. ___ Served under Nimitz
3. ___ Relatives served under Nimitz
4. ___ To learn more about Nimitz
5. ___ To see some World War II artifacts
6. ___ To learn more about the War in the Pacific
7. ___ Just passing through and stopped

6. Approximately how often, if ever, have you visited the ANC before?

Never ___   Number of visits ___

7. Did you plan to spend a fixed amount of time here?

No ___   Amount ___

8. Did you consider yourself especially interested in Nimitz or World War II in the Pacific BEFORE visiting the ANC?

1. ___ very interested
2. ___ moderately interested
3. ___ slightly interested
4. ___ not at all
5. ___ never heard of Nimitz

9. Do you now consider yourself especially interested in Nimitz or World War II in the Pacific SINCE visiting the ANC?

1. ___ very interested
2. ___ moderately
3. ___ slightly
4. ___ not at all

10. How would you rate your satisfaction toward the following?

	VERY SATISFIED	MODERATELY	SLIGHTLY	NOT AT ALL	DID NOT VISIT
SLIDE PRESENTATION					
EXHIBITS					
VISITOR INFORMATION DESK					
NIMITZ HOTEL					
JAPANESE PEACE GARDEN					
NIMWALD ART GALLERY					
PACIFIC HISTORY WALK					
VARIETY OF SOUVENIRS FOR SALE					
RECORDED MESSAGES					

11. What did you enjoy most about the ANC?

12. What did you least enjoy?

13. Please check the type of lodging accommodation you used while in the area.

___ My own home
___ A friend's or relative's home
___ Motel, hotel, cabin, lodge
___ Camped out
___ Other

14. Which of these places do you plan to visit AFTER this site?

___ LBJ State Park and/or National Historic Site
___ Enchanted Rock
___ Austin
___ San Antonio
___ Longhorn Caverns
___ Kerrville
___ None of the above

15. Which of these places did you visit PRIOR to this site?

___ LBJ State Park and/or National Historic Site
___ Enchanted Rock
___ Austin
___ San Antonio
___ Longhorn Caverns
___ Kerrville
___ None of the above

16. ___ Male   Female ___

17. Hometown, State ___

18. Occupation? ___

19. Income? ___

APPENDIX B

PRETEST QUESTIONNAIRE

TEXAS A&M UNIVERSITY

COLLEGE OF AGRICULTURE

COLLEGE STATION, TEXAS 77843

the
Admiral Nimitz
Center

Fredericksburg,
Texas 78624
(512) 997-4379

I need your help! As a requirement for the
Undergraduate Fellows Program at Texas A&M
University I am currently researching the Admiral
Nimitz Center (ANC) in the hopes to identify
the Admiral Nimitz Center visitor. Your help
is needed to complete my research. Please
fill out the following questions and return at
your earliest convenience. Postage has already
been paid. Thank you.

Karen Jones

(If yes, please list the next three you plan to
visit)
1.
2.
3.

24. Do you plan to visit another historical, recreational,
and/or leisure oriented site on your current trip?

_____ Yes _____ No

(If yes, please list the next three you plan to
visit)
1.
2.
3.

25. Do you subscribe to any of the following publications
_____ 1. Southern Living
_____ 2. Texas Monthly
_____ 3. Sunset
_____ 4. Travel Magazine (specify) _____
_____ 5. Trailer Magazines (specify) _____

1. Was the ANC what you expected it to be?
   - 1. very much so
   - 2. somewhat so
   - 3. not really so
   - 4. not at all so
   - 5. no preconceived idea before visit

.How would you rate your satisfaction toward the following?

	very satisfied	moderately	slightly	not at all	did not visit
Slide presentations					
Exhibits					
Visitor Information desk					
Nimitz Hotel					
Japanese Peace Garden					
Nouwald Art Gallery					
Pacific History Walk					
Variety of Souvenirs for sale					
Recorded messages					

Comments/Recommendations:

3. How would you describe the materials exhibited (photographs, artifacts, weapons, etc.)?
   - 1. too many, preferred less
   - 2. about the right number
   - 3. too few, preferred a few more
   - 4. too few, preferred many more
   - 5. does not matter to me, indifferent
   - 6. did not view any

4. How many days (24-hour periods) will you/did you spend in or near (within a 30-mile radius) of this site on your current visit?
   - less than one day
   - one - two days
   - three - four days
   - five or more

5. How did you find out about the ANC?
   - 1. From friends
   - 2. From relatives
   - 3. From visit to LBJ State Historical Park and LBJ National Historic Site
   - 4. From a copy of Fredericksburg Standard Visitors Guide
   - 5. From a brochure
   - 6. From a newspaper
   - 7. From the radio
   - 8. From signs along the road
   - 9. Live in the area and/or familiar with the area
   - 10. Tourist Information Bureau
   - 11. Other (please specify)

6. Why did you come to the ANC?
   - 1. History of the hotel
   - 2. Served under Nimitz
   - 3. Relatives served under Nimitz
   - 4. To learn more about Nimitz
   - 5. To see some World War II artifacts
   - 6. To learn more about the War in the Pacific
   - 7. Just passing through and stopped

7. Approximately how often, if ever, have you visited the ANC before?
   Never _____ Number of visits _____

8. Did you plan to spend a fixed amount of time here?
   No _____ Amount _____

9. Did you consider yourself especially interested in Nimitz or World War II in the Pacific before visiting the ANC?
   - 1. very interested
   - 2. moderately interested
   - 3. slightly interested
   - 4. not at all
   - 5. never heard of Nimitz

10. Do you now consider yourself especially interested in Nimitz or World War II in the Pacific since visiting the ANC?
    - 1. very interested
    - 2. moderately
    - 3. slightly
    - 4. not at all

11. What did you enjoy most about the ANC?

12. What did you least enjoy?

13. Please check the type of lodging accommodation you used while in the area.
    - My own home
    - A friend's or relative's home
    - Motel, hotel, cabin, lodge
    - Camped out
    - Other

14. Which of these places do you plan to visit after this site?
    - LBJ State Park and/or National Historic Site
    - Enchanted Rock
    - Austin
    - San Antonio
    - Longhorn Caverns
    - Kerrville
    - none of the above

15. Which of these places did you visit prior to this site?
    - LBJ State Park and/or National Historic Site
    - Enchanted Rock
    - Austin
    - San Antonio
    - Longhorn Caverns
    - Kerrville
    - none of the above

6. Male _____ Female _____

7. Hometown, State

8. What is your educational level?
   - a) grade school
   - b) some high school
   - c) high school graduate
   - d) vocational school
   - e) some college
   - f) college graduate
   - g) graduate school

9. Occupation?

20. Annual Income?

21. What is your age category?
    - 17-24 years old
    - 25-49 years old
    - 50-65 years old
    - 65 or older

22. With whom are you visiting the ANC?
    - Alone
    - Spouse
    - Immediate Family
    - Friends
    - Family and Friends
    - Family and Relatives
    - Organized group

23. Have you visited other historical, recreational, and/or leisure oriented sites on your current trip?
    Yes _____ No _____