

Interpretation evaluation

On the following pages are a questionnaire and results table. Using these you will be able to evaluate the interpretation you provide to your visitors.

Using the questionnaire

As with any survey, the sample size and how you interpret the information you collect affects the conclusions you can draw from the results. This questionnaire is designed to be given to all participants of your tour on any one tour or any one day. This is called census sampling and is practical for groups smaller than 50 in size. If you have groups larger than 50, then surveying a sample of participants is more practical. For more information on sampling see the *Interpretation Evaluation Tool Kit: Methods and tools for assessing the effectiveness of face-to-face interpretive programs* available from www.crctourism.com.au.

The questionnaire can be photocopied and handed out at the end of a tour. You may want to personalise it for your company but it can be used as is.

To analyse your results

Each question in the survey targets one of five desired outcomes of your interpretation. These are how much your visitors:

- Were provoked to think
- Found the tour relevant and meaningful
- Value the sites visited
- Were satisfied with their experience
- Would recommend their experience to others

By filling in the results table, you will get a snapshot of how effective your interpretation is in those areas, relative to a neutral score of 12. Each results table will hold 15 questionnaires.

References

Ham, S.H and Weiler, B. (2005). *Interpretation Evaluation Tool Kit: Methods and tools for assessing the effectiveness of face-to-face interpretive programs*. CRC Sustainable Tourism.

Interpretation questionnaire

Tour:

Tour guide:

Date:

For each question please circle the number that best applies. This questionnaire should take only 5 minutes of your time.

1. The tour today included things I care about.

Disagree strongly 1 2 3 4 5 6 7 Agree strongly

2. I would tell another person that coming here is worth the money.

Disagree strongly 1 2 3 4 5 6 7 Agree strongly

3. I know more about the pressures this site/place faces.

Disagree strongly 1 2 3 4 5 6 7 Agree strongly

4. As a result of today's experience, I would like to stay longer.

Disagree strongly 1 2 3 4 5 6 7 Agree strongly

5. The tour made me want to talk about what I heard

not at all 1 2 3 4 5 6 7 very
much so

6. I would like this site/place to remain for generations to come.

Disagree strongly 1 2 3 4 5 6 7 Agree strongly

7. My experience today was relevant to me.

Disagree strongly 1 2 3 4 5 6 7 Agree strongly

8. I would tell another person that they should visit this place

Disagree strongly 1 2 3 4 5 6 7 Agree strongly

9. I am curious to learn more about the area

not at all 1 2 3 4 5 6 7 very
much so

10. I would tell another person that coming here is worth the time.

Disagree strongly 1 2 3 4 5 6 7 Agree strongly

11. The tour today made me think

not at all 1 2 3 4 5 6 7 a lot

12. As a result of today's tour, I would like to visit again in the future.

Disagree strongly 1 2 3 4 5 6 7 Agree strongly

13. My experience today was meaningful.

Disagree strongly 1 2 3 4 5 6 7 Agree strongly

14. The tour made conservation of the natural environment seem worthwhile.

Disagree strongly 1 2 3 4 5 6 7 Agree strongly

15. How satisfied were you with your experience today?

Not very satisfied 1 2 3 4 5 6 7 Very satisfied

Thank you for your time!

