## 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.

Tour:									
Tour guide:									
Date:									
For each question plea	se circle	the numi	oer that b	est appli	es. This	questionr	naire sho	uld take	only 5
minutes of your time.									
The tour today incl	uded thin	os I care	about						
Disagree strongly	1	2	3	4	5	6	7	Agree	e strongly
2. I would tell anothe	r person t	that comi	ing here i	s worth t	he mone	<b>y</b> .			
Disagree strongly1	2	3	4	5	6	7	Agre	e strongl	y 
3. I know more about	-		-				_		
Disagree strongly	1	2	3	4	5	6	7	Agree	strongly
4. As a result of today	r's experia 1	ence, I w 2	ould like 3	to stay lo	onger. 5	6	7	A	e strongly
Disagree strongly				<del></del>		-		Agree	s scrongly
5. The tour made me	want to t	alk ahou	twhat!h	eard					
not at all	wait to t	.aik abou	2	3	4	5	6	7	very
much so									•
6. I would like this sit	e/place t		for gene	rations to					
Disagree strongly	1	2	3	4	5	6	7	Agree	strongly
7. My experience toda	www.rol	lovant to	mo						
Disagree strongly	ay was rei 1	2	3	4	5	6	7	Δαree	strongly
Disagree sciongly	-	<u>-</u>							- 3010/15ty
8. I would tell anothe	r person 1	that thev	should v	isit this p	lace				
Disagree strongly	1		3	4	5	6	7	Agree	e strongly
									<u> </u>
9. I am curious to lear	n more a	bout the	area						
not at all		1	2	3	4	5	6	7	very
much so									

Interpretation questionnaire

10. I would tell anoth	er person	that com	ing nere	is worth	tne time	•				
Disagree strongly 1	2	3	4	5	6	7	Agree	ee strongly '		
11. The tour today ma	ade me th	ink								
not at all		1	2	3	4	5	6	7 a lot		
12. As a result of toda	ay's tour,	I would l	ike to vis	it again i	n the fut	ure.		e e		
Disagree strongly	1	2	3	4	5	6	7	Agree strongly		
13. My experience too	day was m	neaningfu	ι.							
Disagree strongly	1	2	3	4	5	6	7	Agree strongly		
14. The tour made co	nservatio	n of the r	natural er	nvironme	nt seem v	worthwhi	le.			
Disagree strongly	1	2	3	4	5	6	7	Agree strongly		
15. How satisfied wer	e you wit	h your ex	perience	today?						
Not very satisfied	1	2	3	4	5	6	7	Very satisfied		

Thank you for your time!

Results table for tour to:

Tour leader/guide:

Date:

		• • • • • • • • • • • • • • • • • • • •
Interpretation outcomes for	Question	Score
visitors		Fill in a column for each questionnaire returned.
		Look at the Totals rows for each outcome. A score of 12 is neutral and a score of 21 is the maximum.
Were provoked to think	Question 5	
	Question 9	
	Question 11	
	Totals	
Found the tour relevant and	Question 1	
meaningful	Question 7	
	Question 13	
	Totals	
Value the sites visited	Question 3	
	Question 6	
	Question 14	
	Totals	
Were satisfied	Question 4	
	Question 12	
	Question 15	
	Totals	
Would recommend their	Question 2	
experience to others	Question 8	
	Question 10	
	Totals	