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Geotourism in the Crown of the Continent

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EXECUTIVE SUMMARY

Geotourism is a new niche segment of sustainable tourism focused on sustaining and enhancing the geographical character of a place. Geotourism's creation can be attributed to Jonathan Tourtellot of National Geographic who defined the term as "encompassing all aspects of travel- not just the environment...tourism that sustains or enhances the geographical character of a place-its environment, heritage, aesthetics, culture, and well being of its residents- describes completely all aspects of sustainability in travel," (Stokes et al., 2003).

The purpose of this study was to answer the question: "to what degree do visitors in the "Crown of the Continent" share the values of geotourism?" This study used the definition of geotourism provided by Tourtellot to answer this question. The geotourism survey instrument (GSI) was constructed to measure the dimensions of culture and heritage, environment, aesthetics, and well-being of the local people using previously tested instruments such as the New Ecological Paradigm (Dunlap, et al., 2000), scales from other studies, and the creation of some additional questions to fully assess geotouristic tendencies. The GSI was pre-tested for validity and reliability.

Visitors to sites on National Geographic's Crown of the Continent geotourism mapguide were intercepted and asked to fill out a survey regarding their travel values. Overall, 3,608 visitors participated in the study from May 10, 2008 through September 24, 2008. The "Crown of the Continent" region includes northwest Montana, southwest Alberta, and southeast British Columbia. The northern border of the region is the Crowsnest Pass area of Alberta and the headwaters of the Elk River in British Columbia; the western border consists of the Rocky Mountain trench that flows from the Tobacco Valley of Eureka down through the Flathead Valley and into the Mission Valley to the south; the southern border is the Blackfoot river to its headwaters at Roger's Pass; and the Eastern border is the Alberta and Montana Rocky Mountain Front (Graetz, 2008).

Results of this study indicate geotravelers are visiting the Crown of the Continent. In fact, a large portion of visitors surveyed appear to share both the attitudes and behaviors of geotravelers. On a six-point scale with six representing perfect agreement with geotourism's values, the average score of all respondents was 4.8.

Of the geotourism dimensions, the aesthetic dimension received the highest mean score indicating that the Crown of the Continent's scenic beauty is one of the most important aspects of the visitor travel experience. The mean score for the aesthetic attitude scale and the aesthetic behavior scale were 5.6 and 5.4 respectively. The cultural heritage behavior score was 5.0 while the attitude score of cultural heritage was 4.8. The environmental behavior mean score of 4.8 was higher than the environmental attitude mean score of 4.4 and even higher than the behavior toward environmental travel services of 4.2. Interestingly, the mean score of visitor attitudes toward the well-being of the local people was significantly higher than their behavior toward the well-being of the local people (5.0 and 4.2 respectively), indicating a disconnect between how visitors feel toward helping the local residents and what they do that can actually help the local residents while visiting.

Survey participants consisted of people from every U.S. state and Canadian province except Delaware and Prince Edward Island. Six percent were visitors from overseas. Thirty-three percent have a household income over \$120,000 and 11 percent have a household income over \$210,000. Fifty-nine percent of visitors had a four-year college degree or higher with 10 percent having doctoral or professional degrees. The average length of stay for visitors was 5.3 nights for the entire region, 7.6 nights for those intercepted in Montana, and 4.8 nights for those intercepted in Canada. Eighty-six percent of visitors to the Crown of the Continent planned to visit a national park on their trip. Seventy-four percent visited Glacier National Park, 30 percent visited Waterton Lakes, 21 percent visited Yellowstone, and 17 percent visited Banff National Park.

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INTRODUCTION

This report attempts to provide an analysis of the geotouristic tendencies of visitors to sites on National Geographic's "Crown of the Continent" geotourism mapguide. This report synthesizes data obtained from surveys collected throughout the spring, summer and fall of 2008 in order to quantify the extent to which visitors in the Crown of the Continent share the values of geotourism. The analysis will first examine the Crown of the Continent as a whole, and then individually focus on the surveys collected on the United States side of the border and the Canadian side of the border.

Background on Geotourism

In the last 30 years, tourism has experienced a shift from the Fordist model of mass tourism, which concentrates on high standardization of tourism services and lack of product differentiation, to a more conscientious and small-scale style of travel that focuses on destination conservation (Perez & Sampol, 2000). This paradigm shift is evident with the recent rise in popularity surrounding alternative forms of tourism such as sustainable tourism, ecotourism (Ceballos-Lascuráin, 1996), and now geotourism.

Geotourism is an emerging niche market within sustainable tourism and is centered on sustaining and enhancing the geographical character of a place (Stokes, Cook, & Drew, 2003). Many of the ideas that influence geotourism have existed in the field of sustainable tourism since the Bruntland Report (1987) introduced sustainable development, but it was not until 1997 that Jonathan Tourtellot of National Geographic defined the term geotourism as "encompassing all aspects of travel- not just the environment...tourism that sustains or enhances the geographical character of a place-its environment, heritage, aesthetics, culture, and well being of its residents- describes completely all aspects of sustainability in travel," (Stokes et al., 2003). Instead of focusing on sustaining one specific dimension of the travel experience, geotourism unites various travel experiences all focusing on sustaining a destination's unique character (Stokes et al., 2003). Therefore, geotourism can potentially benefit both the tourists visiting this portion of Montana, Alberta, and British Columbia and the region itself because when geotourism is practiced, it provides the tourist with an authentic experience while holistically sustaining the destination's unique qualities.

Geotourism in the Crown of the Continent

Geotourism can potentially help Montana and the Crown of the Continent remain "the last best place" by focusing tourism on Montana's distinctive character of a place while sustaining all aspects of the region.

This study uses the definition of geotourism provided by Jonathan Tourtellot of National Geographic Traveler in the Travel Industry Association of America's study titled "Geotourism: the new trend in travel." This definition was used to assess the geotouristic tendencies of visitors to the Crown of the Continent region of northwest Montana, southwest Alberta, and southeast British Columbia. See Figure 1 for a map of the Crown of the Continent region.

“Crown of the Continent”

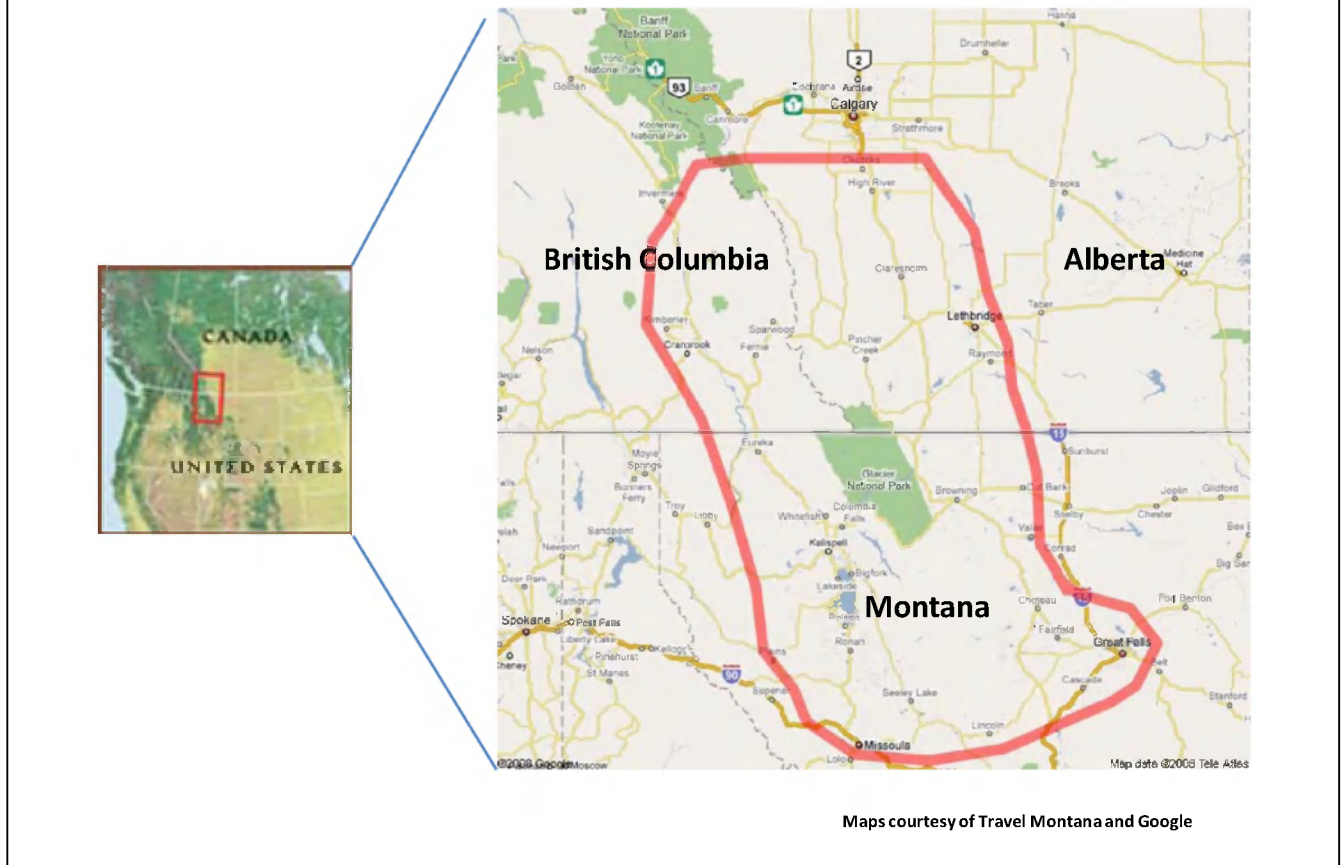


Figure 1: Map depicting the borders of the Crown of the Continent

National Geographic's Geotourism Mapguides

National Geographic's use of geotourism is more than a theoretical definition of how a region should manage tourism, as evidenced by their development of region-specific mapguides to actively promote the values of geotourism. National Geographic has used the core components of geotourism to rate and identify tourism destinations based upon how unique and well-intact their geographical character has been maintained. National Geographic's hope is to protect distinctive travel regions of the world through a type of tourism that focuses on destination stewardship. Their tools for preserving these regions are geotourism mapguides. These mapguides are a hybrid cross between guide books and road maps. Instead of reading a guidebook and map separately, the mapguides spatially represent the unique tourism destinations of a region by overlaying destination information on top of a relief map of the region.

These maps provide tourists with information on historic sites, cultural sites, accommodations, hikes, and many other types of information allowing the tourist an opportunity to experience what makes the region unique. The mapguides aim to provide the reader with tourism infrastructure information that aligns with the geotourism values of sustaining or enhancing the environment, culture, aesthetics, heritage, and well-being of the local people. By focusing on the unique, local, and sustainable features of the destination, the destination will not have to adapt to meet the outside demands of tourism; ideally, its local

geographical character will remain intact. National Geographic has already designated five distinctive regions where a geotourism map can help sustain the geographical character of a region: the Northeast Kingdom of Vermont; the Arizona-Sonora Desert region; Baja California, the Appalachian Mountains; and now the Crown of the Continent region which includes northwest Montana, southeast British Columbia, and southwest Alberta. (Visit National Geographic's Center for Sustainable destinations at http://www.nationalgeographic.com/travel/sustainable/programs_for_places.html for more information on geotourism and other geotourism projects).

This Crown of the Continent geotourism mapguide and the geotouristic tendencies of visitors to its sites will be the focus of this report.

Background on the Crown of the Continent

National Geographic Traveler has rated the area encompassing Waterton-Glacier International Peace Park as a destination that still has an intact culture and heritage centered around a large amount of protected land (Tourtellot, 2006). Based upon the area's unique qualities and the desire to preserve them, National Geographic decided to create a geotourism mapguide for the Crown of the Continent region.

The region was first labeled the Crown of the Continent by George Bird Grinnell in 1901, a staunch conservationist who played a significant role in the creation of Glacier National Park (Crown of the Continent Network, 2008; Graetz, 2008). Grinnell, a Yale graduate and editor of *Forest and Stream* magazine, first discovered the Crown of the Continent region when James Willard Schultz, an easterner who married into the Blackfeet Nation, submitted an article to *Forest and Stream* titled "To Chief Mountain." Schultz's "To Chief Mountain" article about the present day region of Glacier National Park inspired Grinnell to visit the region; he would continue to return for the following 41 years (Graetz, 2008).

Grinnell was not the first to recognize the unique qualities of the area around Waterton-Glacier National Park; the Blackfeet Nation and other indigenous tribes called this area home for many centuries. The Blackfeet Nation's name for the present day Crown of the Continent is "The Backbone of the World" (Graetz, 2008).

There are some discrepancies as to what constitutes the actual borders of the Crown of the Continent, but the general consensus is that the northern border of the region is the Crowsnest Pass area of Alberta and the headwaters of the Elk River in British Columbia; the western border consists of the Rocky Mountain trench that flows from the Tobacco Valley of Eureka down through the Flathead Valley and into the Mission Valley to the south; the southern border is the Blackfoot river to its headwaters at Roger's Pass; and the Eastern border is the Alberta and Montana Rocky Mountain Front (Graetz, 2008). The boundaries for the Crown of the Continent geotourism mapguide further extend the region to include gateway cities such as Missoula, MT; Great Falls, MT; Lethbridge, AB; Cranbrook, BC and Kimberly, BC. The 10-million-acre region is centered around Waterton-Glacier International Peace Park and comprises a variety of protected areas and small towns that make the area unlike any other travel destination (Crown of the Continent Network, 2008). The geotourism map paints a picture of life in the Crown of the Continent region with the goal of attracting tourists who desire to experience authentic destinations while minimizing their ecological and social impact on the destination. The goal for the map is to not only attract geotravelers, but to extend their stay in the region, which will create more revenue for the local economies and benefit the geographical character of the Crown of the Continent.

METHODOLOGY

To address the question of “Are there geotourists visiting the Crown of the Continent?,” a geotourism survey instrument (GSI) was created based upon the definition of geotourism provided by Jonathan Tourtellot and the Travel Industry Association to measure the geotouristic tendencies of travelers. The development of the GSI consisted of an in-depth review of the academic literature to either find previously tested scales appropriate for measuring the dimensions of geotourism or to research a specific dimension of geotourism’s definition so that a scale could be created based upon the relevant literature. The final survey includes nine scales measuring the attitudes and behaviors of visitors towards the four dimensions of geotourism (cultural heritage, environment, aesthetics, and the well-being of the local people). The questionnaire also included basic demographic questions.

Instrument Development

The instrument’s questions were asked using a six-point Likert scale without a neutral category. A neutral point category was deliberately absent because the researchers felt that respondents did not have a neutral attitude or behavior for the questions asked. Payne (1951) acknowledges that “people have a tendency to choose the safety of the middle ground reply,” and “If the direction in which people are leaning on the issue is the type of information wanted, it is better not to suggest the middle-ground” (Payne, 1951). By including a neutral category, the respondents could have chosen the neutral option when their true answer choice was to the left or right. Since the instrument leaves out the neutral option and forces the respondents to choose a side, a six-point scale was chosen over a four-point because the researcher wanted to give respondents more categorical options to choose from in the hope that this would segment the visitors based on their values. Six response categories give the respondent three degrees of agreement or disagreement instead of only two with a four-point scale.

Each geotourism dimension was measured through both an attitudinal and behavioral scale in order to capture the differences between visitors’ attitudes towards the values of geotourism and whether or not they practice that dimension of geotourism when they travel.

For the environmental attitudes dimension, the reliable and highly tested New Ecological Paradigm scale by Dunlap, Van Liere, Mertig, and Jones (2000) was used. The NEP scale has been called “the most prominent measure of environmental attitudes” by Schultz and Zelezny (1999), and “the most widely used measure of environmental concern by Cordano, Welcomer and Scherer (2003). The revised version of the NEP from Dunlap et al. (2000) was adapted to an eight item scale based upon Cordano and others (2003) findings that an abbreviated NEP scale explains as much variance as the revised NEP scale and can be used when researchers have limited space on their survey. This modified NEP scale was combined with a modified version of Schultz and Zelezny’s (1998) environmental behavior scale, and an environmental lodging scale from Lee and Moscardo (2005) to create an instrument that measures the environmental concern of geotourists.

The survey questions for the cultural heritage component of geotourism were a mix of questions taken from Kang and Moscardo’s (2006) scale, Moscardo and Pearce’s (1999) scale, and items derived from the cultural heritage definitions provided by Boyd (2002) and the WTO (1985). The cultural heritage behavior questions are an adaptation of the attitude scale, but phrased as ‘how likely or unlikely’ one is to visit a certain cultural heritage site such as a museum or cultural event.

The aesthetic attitude and behavior scales were derived from the academic literature pertaining to aesthetics since there were no previous scales available. The aesthetic questions represent both the importance of scenic beauty when traveling and the ‘disinterested’ response to beauty mentioned throughout the aesthetic literature (Chenoweth and Gobster, 1990; Manning, Valliere and Minteer, 1999; Shusterman, 1997).

The well-being of the local people scales have been designed in a manner that segment tourists based upon the concern for the well-being of the local people and whether or not their travel behavior supports the local community. The themes of empowerment, endogeneity, embeddedness, and education from ecotourism and integrated rural tourism have been expressed in question format to see if the attitudes and behaviors of travelers visiting the Crown of the Continent align with geotourism's mandate of sustaining or enhancing the well-being of the local people (Clark and Chabrel, 2007; Ilbery, Saxena and Kneafsey, 2007; Oliver and Jenkins, 2003; Saxena, Clark, Oliver, and Ilbery, 2007; Scheyvens, 1999; Garrod, 2003).

See **Appendix A** for the complete survey.

Sampling Frame and Subject Selection

The sampling frame for this study consisted of all tourists traveling in the Crown of the Continent. The definition of a tourist for the purposes of this study was anyone 18 years or older who was traveling 50 miles or more from their residence. When groups were intercepted, all eligible members of the group were asked to complete a survey regardless of the size of the group. Individuals were sampled instead of groups, or members of groups, because an individual's values may differ from the rest of the group. The purpose of the study was to look at geotourists as individuals. In total, 4,965 individuals were asked to fill out a survey with 3,608 volunteering to participate in the study. This yielded a response rate of 73 percent. Of the 3,608 surveys collected, 3,595 were valid and used in the analysis of the data yielding a valid response rate of 72 percent (Table 1).

Table 1: Response rate and sample size by intercept locations

	Crown of the Continent	Montana Side	Canadian Side
Eligible participants intercepted	4,965	3,527	1,438
Total Number of surveys collected	3,608	2,622	986
Response Rate	73%	74%	69%
Valid surveys for analysis	3,595		

Intercept Sites and Schedule

The 44 different intercept sites used for this study were all sites located on National Geographic's Crown of the Continent geotourism mapguide. Mapguide locations were selected as survey locations because the research question asks if there are geotourists visiting sites on the geotourism mapguide. Intercept sites included businesses (restaurants and accommodations), towns, festivals, cultural heritage sites, national parks, national wildlife refuges, and other unique sites included on the geotourism mapguide. The intercept sites were spread out over the Crown of the Continent with 24 in Montana, 14 in Alberta, and six in British Columbia. Four more sites on the Montana side of the Crown of the Continent were used because it represents more than 50 percent of the region and funding was primarily provided by the Montana lodging facility use tax. Sites were selected with the help of Steve Thompson, project coordinator for the Crown of the Continent mapguide, based on variety, proximity to each other, and visitation numbers. Sites not receiving heavy visitation were not included to reduce the possibility that a day of surveying could result in few to no completed surveys. The 44 sites represent 31 percent of all possible intercept sites on the mapguide. A list of intercept sites by proportion of surveys collected is attached in Appendix B.

Procedures

All subjects selected for the study were intercepted on-site at various locations on National Geographic's Crown of the Continent geotourism mapguide. The survey period was May 10, 2008 through September 24, 2008. The two surveyors would find a strategic spot at each location to intercept visitors. When the visitor was leaving or entering the site, the surveyors would introduce themselves, the project, and ask the visitor if they would be willing to participate in the study based upon their eligibility. As previously mentioned, all party members were included unless there were not enough clipboards available. The surveyors had eight clipboards available at any given time for respondents. Respondents completed the survey in five to fifteen minutes. After completion, they were thanked and provided a copy of the Crown of the Continent geotourism mapguide for participating.

RESULTS

Results are presented in four sections: 1) demographics, 2) all respondents in the Crown of the Continent, 3) respondents intercepted in Montana, and 4) respondents intercepted in Canada.

Section 1: Demographics and Geotraveier Scores

The demographic results in Table 2 show that the visitors to the Crown of the Continent are well educated, have higher than average household incomes, and are comprised of both international visitors and local travelers alike. Thirty-three percent of visitors planned on visiting both the United States and Canada during their stay and 74 percent planned on visiting Glacier National Park. The average length of stay was 5.3 nights. For the purposes of this study, length of stay was delimited to the 95th percentile to reduce inflation of the mean. Eighteen percent of the visitors responded that they had a geotourism mapguide prior to taking the survey.

Comparing visitors intercepted in Montana to those in Canada produced some interesting results. First, the Canadian visitors were largely comprised of local and overseas visitors with 57 percent of visitors from Alberta or British Columbia and 10 percent of visitors from countries overseas. Sixteen percent of visitors intercepted in Montana were from Montana and six percent were overseas travelers.

The large percentage of travelers visiting the Canadian side from Alberta and British Columbia could explain why the average length of stay was 4.8 nights, much shorter than the 7.6 nights stayed by visitors on the U.S. portion of the Crown of the Continent. Canadian visitors were more likely to be from the area and therefore might be more likely to take long weekends to visit the area. Another interesting point is that 21 percent of the Canadian visitors did not visit any of the listed national parks while only 11 percent of those visiting Montana did not visit any national parks.

Table 2 provides a side-by-side comparison of all the demographic data based on all respondents, respondents intercepted in Montana, and respondents intercepted in Canada.

Table 2: Demographic information broken down by Montana visitors and Canadian visitors

Total respondents = 3,595

Visiting Montana side = 2,608

Visiting Canadian side = 987

All Visitors to the Crown of the Continent

Residency

14% AB 4% BC
 12% MT 3% FL, MN
 7% CA 2% TX, OR, CO, IL, ID, PA,
 6% WA UK, VA, AZ, WI, OH, NY

Not represented: DE, PEI

Other Canadian provinces represented:

British Columbia, Ontario, Saskatchewan, Manitoba, Québec, NS, NT, NB

Overseas countries represented (6%):

Australia, Belgium, Brazil, China, Czech Rep. Denmark, Ecuador, England/UK, Finland, France, Germany, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, Netherlands, New Zealand, Norway, Slovakia, Spain, Sweden, Switzerland, Zambia.

Household Income

10% less than \$30,000
 19% \$30,000 – \$59,999
 20% \$60,000 – \$89,999
 19% \$90,000 – \$119,999
 11% \$120,000 – \$149,999
 7% \$150,000 – \$179,999
 4% \$180,000 – \$209,999
 11% \$210,000 or more

*(May not add to 100% b/c of rounding)

Average Age: 50.8 years

Gender

48% Male
 52% Female

National Parks Visited

74% Glacier National Park
 30% Waterton Lakes National Park
 21% Yellowstone National Park
 17% Banff National Park
 14% Did not visit any of these parks

Average Length of Stay: 5.3 nights*

First time visit to the Crown

45% Yes
 55% No

Do they have a geotourism mapguide?

18% Yes
 82% No

Planning to visit both sides of border

33% Yes
 67% No

Highest Completed Level of Education

2% less than high school
 11% high school diploma or the equivalent
 21% some college
 8% Associates degree
 31% Bachelor's degree
 18% Master's degree
 10% Doctorate or Professional degree

Visitors Intercepted on the Montana Side

Residency

16% MT 3% TX, OR
 8% CA 2% IL, PA, WI, CO, VA, AZ,
 7% WA NY, ID, OH, GA, NC, MD
 4% AB, FL, MN

Not represented: DE, PEI, NT, YK

All Canadian provinces represented (6%):

Alberta, British Columbia, Ontario, Saskatchewan, Manitoba, Québec, NS, NB

Overseas countries represented (5%):

Australia, Belgium, Brazil, China, Czech Rep. Denmark, England/UK, Finland, France, Germany, Israel Italy, Japan, Korea, Malaysia, Mexico, Netherlands, New Zealand, Norway Slovakia, Spain, Sweden, Switzerland, and Zambia.

Household Income

10% less than \$30,000
 19% \$30,000 – \$59,999
 20% \$60,000 – \$89,999
 19% \$90,000 – \$119,999
 10% \$120,000 – \$149,999
 7% \$150,000 – \$179,999
 4% \$180,000 – \$209,999
 11% \$210,000 or more

*(May not add to 100% b/c of rounding)

Average Age: 50.6 years

Gender

49% Male
 51% Female

National Parks Visited

87% Glacier National Park
 26% Yellowstone National Park
 20% Waterton Lakes National Park
 10% Banff National Park
 11% Did not visit any of these parks

Average Length of Stay: 7.6 nights*

First time visit to the Crown

48% Yes
 52% No

Do they have a geotourism mapguide?

18% Yes
 82% No

Planning to visit both sides of the border

31% Yes
 69% No

Highest Completed Level of Education

1% less than high school
 8% high school diploma or the equivalent
 19% some college
 8% Associates degree
 34% Bachelor's degree
 20% Master's degree
 11% Doctorate or Professional degree

Visitors Intercepted on the Canadian Side

Residency

43% AB 2% MT, Germany, Australia,
 14% BC WA, FL
 4% UK, SK ≤1% MB, QC, NS, NB,
 3% CA, ON NT, NL

Not represented: AK, DE, KS, LA, MI, NE, NH, ND, RI, VT, PEI

All US states represented (24%):

AL, AZ, AR, CA, CO, CT, FL, GA, HI, ID, IL, IN, IA, KY, ME, MD, MA, MN, MS, MO, MT, NJ, NY, NC, OH, OK, OR, PA, SC, SD, TN, TX, UT, VA, WA, WV, WI, WY

Overseas countries represented (10%):

Australia, Belgium, Brazil, China, Czech Rep., England/UK, France, Germany, Italy, Netherlands, New Zealand, and Norway.

Household Income

8% less than \$30,000
 19% \$30,000 – \$59,999
 21% \$60,000 – \$89,999
 19% \$90,000 – \$119,999
 15% \$120,000 – \$149,999
 6% \$150,000 – \$179,999
 4% \$180,000 – \$209,999
 9% \$210,000 or more

*(May not add to 100% b/c of rounding)

Average Age: 51.3 years

Gender

46% Male
 54% Female

National Parks Visited

57% Waterton Lakes National Park
 37% Glacier National Park
 35% Banff National Park
 7% Yellowstone National Park
 21% Did not visit any of these parks

Average Length of Stay: 4.8 nights*

First time visit to the Crown

38% Yes
 62% No

Do they have a geotourism mapguide?

17% Yes
 83% No

Planning to visit both sides of the border

39% Yes
 61% No

Highest Completed Level of Education

4% less than high school
 18% high school diploma or the equivalent
 26% some college
 8% Associates degree
 25% Bachelor's degree
 11% Master's degree
 8% Doctorate or Professional degree

*The average length of stay was calculated by delimiting the average length of stay to the 95th percentile. This statistical technique was performed in order to prevent outliers from affecting the mean.

Geotraveler Score

As seen in Table 3, the aesthetic dimension was the most embraced dimension by the visitors to the Crown of the Continent, and the well-being of the local behavioral scale was the lowest with a mean of 4.2. Overall, the entire average of all geotourism scales was 4.8 confirming that on average, visitors to the Crown of the Continent are likely to participate in geotourism behavior or agree with the principles of geotourism. The 4.8 score confirms that geotravelers are attracted to the Crown of the Continent.

Table 3: Mean scores for all dimensions of geotourism

Scales	Crown of the Continent n= 3608	Montana side n= 2622	Canadian Side n= 986
Aesthetic attitude	5.6	5.6	5.5
Aesthetic behavior	5.4	5.4	5.3
Cultural heritage behavior	5.0	5.0	5.0
Wellbeing of the local people attitude	5.0	5.0	5.1
Cultural Heritage Attitudes	4.8	4.8	4.8
Environmental behavior	4.8	4.8	4.8
Environmental attitude	4.4	4.4	4.4
Environmental travel services	4.2	4.2	4.3
Wellbeing of the local people behavior	4.2	4.2	4.1
Average of all geotourism scales	4.8	4.8	4.8

Scale: 1= not a geotraveler (strongly disagree or not at all likely) and 6= perfect geotraveler (strongly agree or very likely).

Table 4 and Figure 2 represent the variability in how visitors answered the geotourism survey. Instead of simply displaying the mean score of 4.8, Table 4 shows the percent of visitors at or below that mean score. The findings demonstrate the high tendency of visitors to be geotravelers. Ninety percent of the Crown of the Continent visitors had a mean score of 4.2 or higher on a 6-point scale. It is also interesting to note that the highest 10 percent had mean scores of 5.4 or higher representing extreme agreement with the values of geotourism. A graphic representation of the distribution of the mean is located in Figure 2.

Table 4: Mean score for all geotourism scales by percentiles.

10% Interval Crown of the Continent n= 3608		25% Interval Crown of the Continent n= 3608	
10%	4.2	25%	4.5
20%	4.4	50%	4.9
30%	4.6	75%	5.2
40%	4.7		
50%	4.9		
60%	5.0		
70%	5.1		
80%	5.2		
90%	5.4		

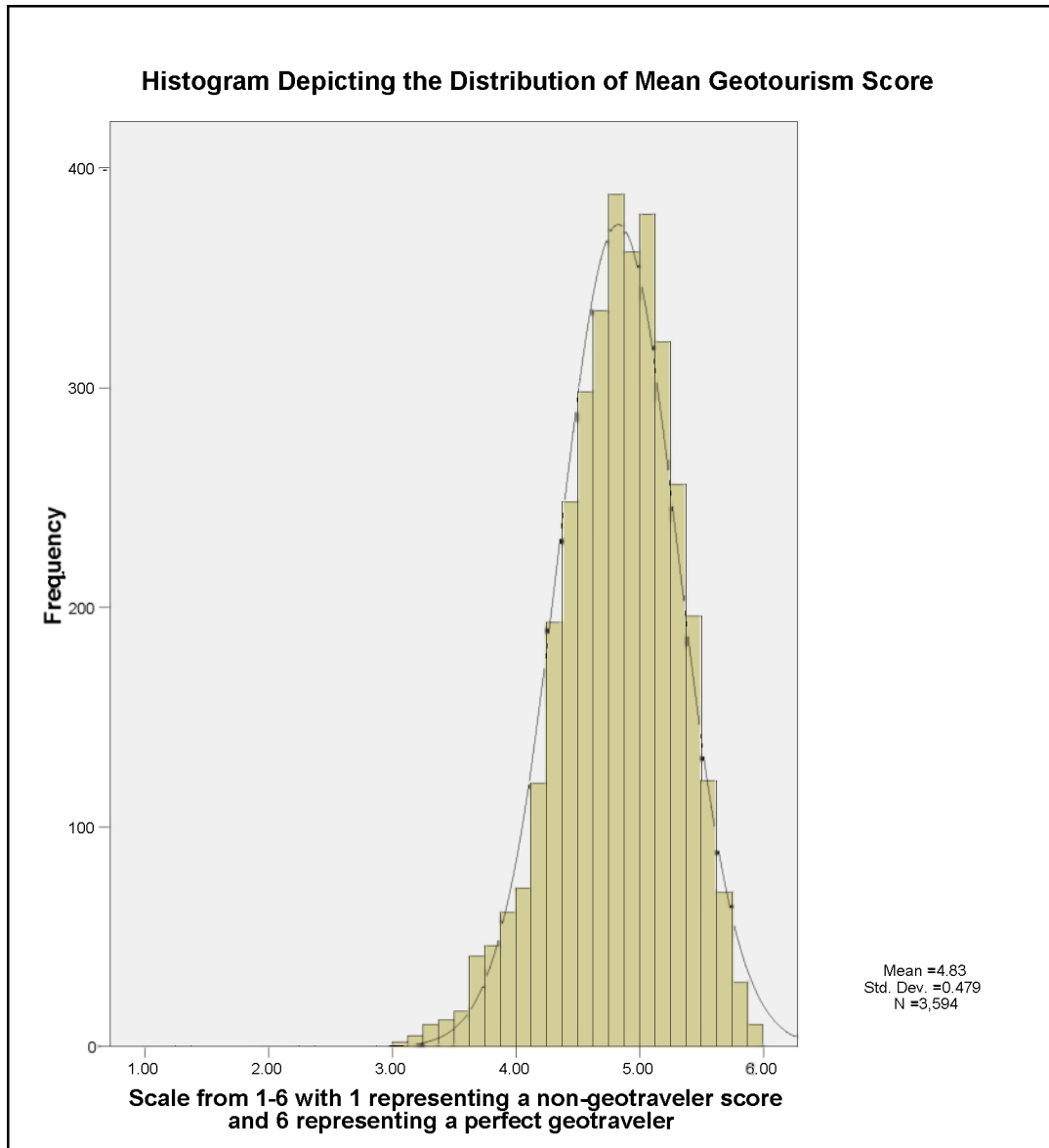


Figure 2: Distribution of scores taken from the average of all geotourism scales

Finally, in the analysis of visitor mean scores, a paired t-test was conducted to determine the differences between the attitude and behavior of visitors on each of the dimensions of geotourism (culture and heritage, environment, aesthetics, and well-being of the local people). The results indicate significant differences in attitudes and behaviors of visitors on each dimension (Table 5). Mean scores of attitudes and behaviors differed by dimension. Attitude mean scores were higher than their behavior mean scores in the aesthetics and the well-being of local people dimensions. Behavior mean scores were higher than their attitude mean scores for the cultural heritage and the environment dimensions. When summarized, all attitude scales combined compared to all behavior scales combined, the attitude mean was higher than the behavior mean by 0.15 indicating that visitors are more likely to agree with the geotourism values than actually practice them while traveling.

Results in Table 5 show that all dimensions are significantly different between attitudes and behaviors. The mean difference between attitudes and behaviors is shown in the "paired difference" column. A negative value reflects a higher behavior score while a positive value reflects a higher attitude score. The paired difference in the well-being of local people dimension shows a larger difference between attitudes and behaviors than the other dimensions. The differences indicate that visitors are concerned about the local people but do not necessarily act in a manner reflecting their attitudes. This may be a result of the lack of knowledge of business practices in the local area.

Table 5: Differences between attitudes and behaviors of geotourists

Geotourism Dimensions	Attitudes		Behaviors		Paired Difference	n	Significance at 95% Confidence Interval
	Mean	SD	Mean	SD			
Cultural heritage	4.81	.69	5.03	.71	-0.22	3548	.000
Environment	4.38	.87	4.61	.74	-0.23	3551	.000
Aesthetics	5.56	.58	5.42	.65	0.14	3549	.000
Well-being of the local people	5.04	.68	4.16	.79	0.88	3540	.000
GSI scales	4.95	.51	4.80	.51	0.15	3570	.000

Section 2: All Visitors to the Crown of the Continent

In this section, the percent of all respondents who indicated agreement or likelihood to each question is displayed. This is followed by the mean of all respondents, the mean of respondents intercepted in Montana and the mean of the respondents intercepted in Canada. The means are provided for the full data set and the two subsets for comparative purposes. The full responses (percents of each question) of Montana and Canadian visitors are provided in Sections 3 and 4 respectively.

Cultural Heritage Dimension of Geotourism

The second and fourth components of Tourtellot's geotourism definition describe a tourist who is concerned with sustaining and enhancing the local culture and heritage through their travels (Stokes et al., 2003). The original TIA study on geotourism separated the elements of culture and heritage in the geotourism definition, but measured the two elements under the same scale of questions. Measuring the two types of tourism as a one-dimensional construct is consistent with the literature's interpretation. Across the literature, culture and heritage are interchangeably used or are jointly referred to as cultural heritage (Poria, Butler, & Airey, 2003; McKercher and du Cros, 2002; Caton and Santos, 2007; Bonn et al., 2007; Boyd, 2002; Stokes et al.; 2003). Results for the cultural heritage dimension of geotourism for all respondents in the Crown of the Continent are viewed in Table 6.

Overall, the results from table 6 show that visitor attitudes strongly agree with the importance of a local cultural heritage experience when traveling. It should be noted that visitors ranked the importance of "visiting museums and art galleries" much lower than other aspects of cultural heritage and that "eating local cuisine" was the highest ranking item on the cultural heritage attitudes scale.

The results from the Canadian side are very similar to those of Montana's except that the respondents intercepted in Montana had a 0.1 higher mean for the question "eat local cuisine," and the Canadian respondents had a 0.1 higher mean for the questions "having information of the history of the local people," "see a culture different than my own," "cultural events," and "visit museums." Even with these slight differences between individual questions, the overall scale mean was 4.8 for both Montana and Canada.

Table 6: Visitor attitude toward cultural heritage

"When I travel, I feel it is important to ..."	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	CoC Mean Score	Montana Mean Score	Canada Mean Score
eat local cuisine	1%	1%	2%	14%	41%	42%	5.2	5.2	5.1
have information on the history of the local people	1%	1%	2%	16%	45%	35%	5.1	5.1	5.2
learn about the local culture	0%	1%	2%	16%	47%	35%	5.1	5.1	5.1
see a culture different than my own	1%	2%	3%	18%	40%	36%	5.0	5.0	5.1
meet local residents	1%	1%	5%	23%	41%	29%	4.9	4.9	4.9
have contact with native people	1%	3%	6%	26%	38%	26%	4.8	4.8	4.8
purchase locally made products/handicrafts	1%	4%	7%	27%	36%	25%	4.7	4.7	4.7
attend cultural events	1%	2%	6%	27%	41%	23%	4.7	4.7	4.8
visit museums	1%	4%	7%	32%	37%	18%	4.5	4.5	4.6
visit art galleries	3%	8%	15%	38%	24%	12%	4.1	4.1	4.1
Total cultural heritage attitudes mean							4.8	4.8	4.8

Scale: 1= strongly disagree to 6= strongly agree

Overall, the results from table 7 show that visitors are likely to visit sites of cultural heritage. Ninety-five percent of the visitors answered that they were either "likely" or "very likely" to visit national parks when they travel. This high percentage represents the importance of national parks in the region such as Waterton, Glacier, Banff, and Yellowstone National Parks to the visitors' travel experience. Many of the respondents were surveyed in or nearby Waterton-Glacier International Peace Park which could explain why visitors answered so highly on this item.

While the scale means from Montana respondents and Canadian respondents are the same at 5.0, it appears that Montana visitors were more likely to visit national parks, and Canadian visitors were more likely to visit historic sites, cultural sites, and cultural events

Table 7: Visitor behaviors regarding cultural heritage

When you travel, how likely are you to visit the following?	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	CoC Mean Score	Montana Mean Score	Canada Mean Score
national parks	0%	0%	1%	5%	24%	71%	5.6	5.7	5.5
historic sites	0%	1%	2%	14%	37%	46%	5.3	5.2	5.3
cultural sites	0%	1%	5%	23%	39%	31%	4.9	4.9	5.0
museums	1%	4%	8%	28%	33%	26%	4.7	4.7	4.7
cultural events	1%	3%	9%	30%	33%	24%	4.7	4.6	4.7
Total cultural heritage behaviors mean							5.0	5.0	5.0

Scale: 1= not at all likely to 6= very likely

Environmental Dimension of Geotourism

Sustaining or enhancing a region's environment is one of the five core dimensions of geotourism's definition. The survey asked questions regarding visitors' environmental attitudes and behaviors to see how their values aligned with those of geotourism. Table 8, 9, and 10 represent the findings.

Results from the environmental attitudes scale in table 8 show that visitors vary in their environmental attitudes. The frequencies were much more evenly distributed across the categories than the other geotourism components. Even with the controversial wording of Dunlap and Van Liere's (1978) NEP scale, the results demonstrate that visitors are environmentally conscious as a whole, since all means were on the agree side of the scale and the scale's average total mean was 4.4.

Canadian respondents were very similar to Montana respondents except for a few questions for which the mean differed by 0.1. Canadian visitors were slightly more likely to agree with the questions "The current discussion on the ecological crisis facing humankind has been greatly exaggerated," and "Plants and animals have as much right as humans to exist." There does not appear to be any difference in the overall pattern of how Montana visitors answered compared to Canadian visitors.

Table 8: Visitor attitudes towards the environment

Do you agree or disagree with the following statements?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	CoC Mean Score	Montana Mean Score	Canada Mean Score
The balance of nature is very delicate and easily upset.	2%	3%	7%	19%	34%	36%	4.9	4.9	4.9
Plants and animals have as much right as humans to exist.	4%	5%	9%	17%	29%	37%	4.7	4.7	4.8
When humans interfere with nature it often produces disastrous consequences.	3%	4%	10%	25%	29%	28%	4.6	4.6	4.6
Humans are severely abusing the environment.	4%	6%	11%	26%	28%	26%	4.5	4.4	4.5
If things continue on their present course, we will soon experience a major ecological catastrophe.	5%	7%	13%	26%	26%	23%	4.3	4.3	4.3
Humans were meant to rule over the rest of nature.	28%	22%	16%	18%	10%	7%	2.8 *(4.2)	2.8 *(4.2)	2.7 *(4.3)
The current discussion on the ecological crisis facing humankind has been greatly exaggerated.	22%	23%	15%	22%	12%	6%	3.0 *(4.0)	2.9 *(4.1)	3.1 *(3.9)
Humans have the right to modify the natural environment to suit their needs.	18%	22%	20%	27%	9%	3%	3.0 *(4.0)	3.0 *(4.1)	3.0 *(4.0)
Total environmental attitudes mean							4.4	4.4	4.4

Scale: 1= strongly disagree to 6= strongly agree

*These questions were worded in a manner where a lower (Strongly Disagree) response indicates a pro-geotourism attitude, and a higher (Strongly Agree) response indicates a non-geotouristic attitude. The re-coded mean value is provided in the parentheses.

The results from the environmental behavior scale in table 9 demonstrate that visitors are less likely to engage in pro-environmental behavior when the behavior demands more of a sacrifice. Visitors were likely to recycle and conserve energy at home, but when it came to using an alternative form of transportation they were almost equally split between somewhat likely and somewhat unlikely.

It should be noted that Canadian visitors are slightly more likely to recycle, conserve water, and choose an alternate form of transportation than the Montana visitors while Montana visitors were slightly more likely to “purchase environmentally friendly products.” Even with these slight differences, the means were 4.8 across the Crown of the Continent, Montana and Canada.

Table 9: Visitor behaviors regarding the environment

In your daily living, how likely are you to regularly ...?	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	CoC Mean Score	Montana Mean Score	Canada Mean Score
Recycle	1%	2%	3%	11%	24%	59%	5.3	5.3	5.4
conserve energy	0%	1%	3%	16%	41%	39%	5.1	5.1	5.1
conserve water	1%	2%	5%	19%	40%	33%	4.9	4.9	5.0
purchase environmentally friendly products	1%	2%	6%	26%	38%	29%	4.9	4.9	4.8
choose a form of transportation other than your personal automobile	7%	16%	20%	23%	18%	16%	3.8	3.7	3.8
Total environmental behavior mean							4.8	4.8	4.8

Scale: 1= not at all likely to 6= very likely

The environmental travel service scale in table 10 shows that visitors would be willing to use lodging facilities that practice environmental conservation if that information was more readily available to them, and the table reveals that visitors are somewhat concerned with the environmental practices of their lodging facilities. This means that accommodations which practice environmental conservation should better promote their “green values” to attract customers, and those accommodations that do not practice environmental conservation should start to implement conservation strategies since there is a market segment that will choose an accommodation practicing conservation over one that does not.

Another interesting note is that the Canadian visitors were more likely than visitors to Montana to “only consider using travel services that practice environmental conservation” with respective means of 3.7 to 3.4.

Table 10: Visitor environmental attitudes and behaviors regarding travel services

Do you agree or disagree with the following statements about travel?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	CoC Mean Score	Montana Mean Score	Canada Mean Score
I would choose a lodging facility that practices environmental conservation, if that information was readily available to me.	1%	2%	6%	26%	44%	22%	4.8	4.8	4.8
If I rent a car, the car's fuel economy is important in my rental decision.	2%	8%	9%	23%	34%	25%	4.5	4.6	4.5
When choosing my lodging, I am not concerned about the facility's environmental policies.	12%	29%	26%	22%	9%	2%	2.9 *(4.1)	2.9 *(4.1)	2.9 *(4.1)
I only consider using travel services that practice environmental conservation.	3%	17%	28%	34%	14%	4%	3.5	3.4	3.7
Total environmental travel services mean							4.2	4.2	4.3

Scale: 1= strongly disagree to 6= strongly agree

*This question was worded in a manner where a lower (Strongly Disagree) response indicates a pro-geotourism attitude, and a higher (Strongly Agree) response indicates a non-geotouristic attitude. The re-coded mean value is provided in the parentheses.

Aesthetic Dimension of Geotourism

Overall, the results show visitors strongly agree that aesthetics and scenic beauty are an important piece of an enjoyable travel experience (Table 11). There was little variation among the items in the scale and the total mean score of the scale was 5.6 demonstrating the importance of a travel destination's aesthetics.

The Montana respondents' total mean score of 5.6 is slightly higher than the Canadian respondents' score of 5.5. This difference is very small and the results are almost identical between those intercepted in Montana and those intercepted in Canada.

Table 11: Visitor attitudes towards aesthetics and scenic beauty

Do you agree or disagree with the following statements?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	CoC Mean Score	Montana Mean Score	Canada Mean Score
Scenic beauty at tourism destinations must be preserved.	0%	0%	1%	3%	18%	78%	5.7	5.7	5.7
Scenic beauty creates a sense of awe within me.	0%	0%	0%	5%	22%	72%	5.7	5.7	5.6
Beauty has intrinsic value.	0%	0%	1%	4%	25%	70%	5.6	5.6	5.6
When I see a beautiful landscape, my full attention is absorbed by it.	0%	0%	1%	8%	33%	58%	5.5	5.5	5.4
An area's scenic beauty is an essential component of an enjoyable travel experience.	0%	1%	1%	6%	26%	66%	5.5	5.5	5.5
The opportunity to enjoy the beauty of nature is essential to all my travel experiences.	1%	1%	2%	11%	26%	59%	5.4	5.4	5.4
Total aesthetic attitude mean							5.6	5.6	5.5

Scale: 1= strongly disagree to 6= strongly agree

The aesthetic behavior scale in table 11 reveals that many visitors plan their vacations around a region's scenic beauty. Over 80 percent of the respondents marked that they were likely or very likely to use scenic driving routes and scenic overlooks. State and provincial governments can use these results to justify the funding and upkeep of scenic overlooks and scenic driving routes.

An interesting note is that Montana visitors responded higher to all questions on the aesthetic behavior scale, especially on the "planning your vacation around the opportunity to enjoy scenic beauty" question and the likelihood of participating in outdoor recreation. Even with the higher responses to individual questions, the aesthetic behavior mean score for Montana respondents was only 0.1 higher than those intercepted in Canada

Table 12: Visitor behaviors regarding aesthetics and scenic beauty

When you travel, how likely are you to ...	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	CoC Mean Score	Montana Mean Score	Canada Mean Score
specifically travel to an area for its scenic beauty	0%	0%	1%	7%	27%	66%	5.6	5.6	5.5
stop at scenic overlooks	0%	0%	2%	13%	32%	53%	5.4	5.5	5.3
plan your vacation around the opportunity to enjoy scenic beauty	0%	1%	2%	9%	31%	57%	5.4	5.4	5.3
search for scenic driving routes	0%	1%	3%	12%	33%	52%	5.3	5.4	5.3
participate in outdoor recreation activities (hiking, rafting, fishing, etc ...)	1%	2%	5%	16%	26%	50%	5.1	5.2	5.0
Total aesthetic behavior mean							5.4	5.4	5.3

Scale: 1= not at all likely to 6= very likely

Well-being of the Local People Dimension of Geotourism

Table 13 reveals that visitors are concerned about the well-being of the local people. Most of the means were 5.0 or higher. It is interesting to compare the visitors' attitudes towards the well-being of the local people with their behavior towards the local people in Table 14. As one will notice, the mean score for the behavior questions is an entire point lower than the attitudes score representing a disconnect between visitors desiring to help the local people and participating in behavior that supports local businesses.

A substantial portion of visitors are somewhat likely or likely to use franchise restaurants and hotels. Since the visitor's attitudes show that they desire local people to benefit from tourism, the travel industry needs to better understand why visitors are hesitant to stay in and eat at local establishments in the Crown of the Continent.

The results show that Canadian visitors were more concerned about the well-being of the local people on every attitude question compared to Montana visitors, but the Canadian visitors were also more likely to eat at franchise restaurants and use franchise hotels. The differences are slight, but noticeable.

Table 13: Visitor attitudes towards well-being of the local people

Do you agree or disagree with the following statements about travel and tourism?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	CoC Mean Score	Montana Mean Score	Canada Mean Score
The local people's opinions must be considered in the tourism planning process.	0%	0%	1%	13%	46%	40%	5.2	5.2	5.3
Tourism must contribute to the integrity of the local community.	0%	1%	3%	16%	47%	34%	5.1	5.1	5.2
Tourism must build cultural pride within the local community.	0%	1%	4%	17%	45%	34%	5.1	5.0	5.2
Hiring local people must be a priority of tourism-related business.	0%	1%	4%	16%	37%	42%	5.1	5.1	5.3
The local people must have the opportunity to manage tourism in their region.	0%	1%	3%	22%	46%	28%	5.0	4.9	5.0
I desire the revenue from tourism to go into the hands of the local people.	0%	1%	4%	21%	40%	35%	5.0	5.0	5.0
I am concerned with whether or not my visit impacts the local community.	1%	2%	6%	24%	42%	25%	4.8	4.8	4.8
Total well-being of the local people attitude mean							5.0	5.0	5.1

Scale: 1= strongly disagree to 6= strongly agree

Table 14: Visitor behaviors regarding well-being of the local people

When you travel, how likely are you to seek out...	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	CoC Mean Score	Montana Mean Score	Canada Mean Score
locally made arts and crafts	1%	3%	9%	25%	35%	27%	4.7	4.7	4.7
locally grown food	1%	5%	10%	28%	35%	22%	4.6	4.6	4.6
locally owned accommodations	2%	6%	14%	33%	30%	16%	4.3	4.3	4.3
franchise restaurants	14%	18%	23%	30%	12%	3%	3.2 *(3.8)	3.1 *(3.9)	3.4 *(3.7)
franchise hotels	7%	12%	21%	36%	20%	5%	3.6 *(3.4)	3.7 *(3.4)	3.6 *(3.4)
Total well-being of the local people behavior mean							4.2	4.2	4.1

Scale: 1= not at all likely to 6= very likely

*This question was worded in a manner where a lower (less likely) response indicates a pro-geotourism attitude, and a higher (more likely) response indicates a non-geotouristic attitude. The re-coded mean value is provided in the parentheses.

Section 3: Visitors to the Montana Portion of the Crown of the Continent

The results from the Montana section of the Crown of the Continent are similar to those of the Canadian section and are almost identical to those of the entire Crown of the Continent since over 70 percent of the visitors were intercepted in the Montana portion of the region. This section represents the visitors intercepted in Montana only.

Montana Visitors' Cultural Heritage Dimension

Table 15: Montana visitor: Attitudes towards cultural heritage

"When I travel, I feel it is important to ..."	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	Mean Score
eat local cuisine	1%	1%	2%	13%	40%	43%	5.2
have information on the history of the local people	1%	1%	2%	17%	45%	34%	5.1
learn about the local culture	1%	1%	2%	16%	46%	35%	5.1
see a culture different than my own	1%	2%	3%	18%	39%	37%	5.0
meet local residents	1%	2%	5%	24%	40%	29%	4.9
have contact with native people	1%	3%	5%	26%	38%	27%	4.8
purchase locally made products/handicrafts	1%	4%	7%	27%	35%	26%	4.7
attend cultural events	1%	2%	6%	28%	40%	23%	4.7
visit museums	2%	5%	7%	33%	35%	18%	4.5
visit art galleries	3%	9%	15%	37%	24%	13%	4.1
Total cultural heritage attitudes mean							4.8

Scale: 1= strongly disagree to 6= strongly agree

Table 16: Montana visitor: Behaviors regarding cultural heritage

When you travel, how likely are you to visit the following?	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	Mean Score
national parks	0%	0%	1%	5%	22%	73%	5.7
historic sites	0%	1%	2%	15%	36%	47%	5.2
cultural sites	0%	2%	5%	23%	38%	32%	4.9
museums	1%	4%	8%	28%	33%	26%	4.7
cultural events	1%	3%	10%	31%	32%	24%	4.6
Total cultural heritage behaviors mean							5.0

Scale: 1= not at all likely to 6= very likely

Montana Visitors' Environmental Dimension of Geotourism

Table 17: Montana visitor: Attitudes towards the environment

Do you agree or disagree with the following statements?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	Mean Score
The balance of nature is very delicate and easily upset.	2%	3%	7%	20%	32%	37%	4.9
Plants and animals have as much right as humans to exist.	4%	5%	9%	17%	28%	37%	4.7
When humans interfere with nature it often produces disastrous consequences.	2%	4%	11%	26%	29%	29%	4.6
Humans are severely abusing the environment.	4%	7%	11%	26%	27%	26%	4.4
If things continue on their present course, we will soon experience a major ecological catastrophe.	6%	7%	13%	25%	26%	23%	4.3
Humans were meant to rule over the rest of nature.	28%	21%	15%	19%	10%	7%	2.8 *(4.2)
The current discussion on the ecological crisis facing humankind has been greatly exaggerated.	24%	22%	15%	21%	11%	7%	2.9 *(4.1)
Humans have the right to modify the natural environment to suit their needs.	19%	22%	20%	27%	9%	3%	3.0 *(4.1)
Total environmental attitudes mean							4.4

Scale: 1= strongly disagree to 6= strongly agree

*These questions were worded in a manner where a lower (Strongly Disagree) response indicates a pro-geotourism attitude, and a higher (Strongly Agree) response indicates a non-geotouristic attitude. The re-coded mean value is provided in the parentheses.

Table 18: Montana visitor: Behavior regarding the environment

In your daily living, how likely are you to regularly ...?	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	Mean Score
recycle	1%	2%	3%	12%	23%	59%	5.3
conserve energy	1%	1%	3%	16%	40%	39%	5.1
conserve water	1%	2%	5%	20%	39%	33%	4.9
purchase environmentally friendly products	1%	2%	5%	26%	37%	29%	4.9
choose a form of transportation other than your personal automobile	7%	17%	21%	23%	17%	15%	3.7
Total environmental attitudes mean							4.8

Scale: 1= not at all likely to 6= very likely

Table 19: Montana visitor: Environmental attitudes and behaviors regarding travel services

Do you agree or disagree with the following statements about travel?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	Mean Score
I would choose a lodging facility that practices environmental conservation, if that information was readily available to me.	1%	2%	6%	26%	42%	23%	4.8
If I rent a car, the car's fuel economy is important in my rental decision.	2%	8%	8%	22%	34%	25%	4.6
When choosing my lodging, I am not concerned about the facility's environmental policies.	12%	28%	27%	22%	9%	2%	2.9 (4.1)
I only consider using travel services that practice environmental conservation.	4%	19%	29%	33%	12%	4%	3.4
Total environmental travel services means							4.2

Scale: 1= strongly disagree to 6= strongly agree

*This question was worded in a manner where a lower (Strongly Disagree) response indicates a pro-geotourism attitude, and a higher (Strongly Agree) response indicates a non-geotouristic attitude. The recoded mean value is provided in the parentheses.

Montana Visitors' Aesthetic Dimension of Geotourism

Table 20: Montana visitor: Attitudes towards aesthetics and scenic beauty

Do you agree or disagree with the following statements?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	Mean Score
Scenic beauty at tourism destinations must be preserved.	0%	0%	1%	3%	17%	79%	5.7
Scenic beauty creates a sense of awe within me.	0%	0%	0%	5%	20%	74%	5.7
Beauty has intrinsic value.	0%	0%	1%	4%	24%	71%	5.6
When I see a beautiful landscape, my full attention is absorbed by it.	0%	0%	1%	8%	32%	59%	5.5
An area's scenic beauty is an essential component of an enjoyable travel experience.	0%	1%	1%	7%	25%	66%	5.5
The opportunity to enjoy the beauty of nature is essential to all my travel experiences.	1%	1%	2%	11%	26%	59%	5.4
Total aesthetic attitude mean							5.6

Scale: 1= strongly disagree to 6= strongly agree

Table 21: Montana visitor: Behaviors regarding aesthetics and scenic beauty

When you travel, how likely are you to ...	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	Mean Score
specifically travel to an area for its scenic beauty	0%	0%	1%	6%	26%	68%	5.6
plan your vacation around the opportunity to enjoy scenic beauty	0%	1%	2%	9%	30%	59%	5.5
stop at scenic overlooks	0%	0%	2%	12%	31%	55%	5.4
search for scenic driving routes	0%	1%	3%	11%	32%	54%	5.4
participate in outdoor recreation activities (hiking, rafting, fishing, etc ...)	1%	2%	4%	15%	25%	53%	5.2
Total aesthetic behavior mean							5.4

Scale: 1= not at all likely to 6= very likely

Montana Visitors Well-being of the Local People Dimension of Geotourism

Table 22: Montana visitor: Attitudes towards well-being of the local people

Do you agree or disagree with the following statements about travel and tourism?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	Mean Score
The local people's opinions must be considered in the tourism planning process.	0%	1%	1%	14%	45%	39%	5.2
Tourism must contribute to the integrity of the local community.	1%	1%	3%	17%	46%	33%	5.1
Hiring local people must be a priority of tourism-related business.	1%	2%	4%	17%	37%	40%	5.1
I desire the revenue from tourism to go into the hands of the local people.	0%	1%	4%	21%	39%	34%	5.0
Tourism must build cultural pride within the local community.	0%	1%	5%	18%	44%	32%	5.0
The local people must have the opportunity to manage tourism in their region.	0%	1%	4%	23%	46%	27%	4.9
I am concerned with whether or not my visit impacts the local community.	1%	2%	6%	24%	42%	26%	4.8
Total well-being of the local people attitudes mean							5.0

Scale: 1= strongly disagree to 6= strongly agree

Table 23: Montana visitor: Behaviors regarding well-being of the local people

When you travel, how likely are you to seek out...	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	Mean Score
locally made arts and crafts	1%	3%	9%	25%	34%	28%	4.7
locally grown food	1%	5%	10%	28%	34%	22%	4.6
locally owned accommodations	2%	6%	14%	33%	29%	16%	4.3
franchise hotels	7%	12%	21%	36%	20%	5%	3.7 *(3.4)
franchise restaurants	15%	19%	24%	29%	11%	3%	3.1 *(3.9)
Total well-being of the local people behavior mean							4.2

Scale: 1= not at all likely to 6= very likely

*This question was worded in a manner where a lower (Strongly Disagree) response indicates a pro-geotourism attitude, and a higher (Strongly Agree) response indicates a non-geotouristic attitude. The recoded mean value is provided in the parentheses.

Section 4: Visitors to the Canadian Portion of the Crown of the Continent

The results from the Canadian section of the Crown of the Continent are similar to those of the Montana section, and the entire Crown of the Continent. This section represents responses of visitors intercepted in Canada only.

Canadian Visitors' Cultural Heritage Dimension

Table 24: Canadian visitor: Attitudes towards cultural heritage

"When I travel, I feel it is important to ..."	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	Mean Score
have information on the history of the local people	0%	1%	2%	14%	46%	37%	5.2
see a culture different than my own	0%	2%	3%	18%	42%	35%	5.1
eat local cuisine	1%	1%	2%	15%	42%	39%	5.1
learn about the local culture	0%	1%	2%	13%	49%	35%	5.1
meet local residents	1%	1%	4%	22%	43%	30%	4.9
have contact with native people	1%	2%	6%	26%	38%	26%	4.8
attend cultural events	0%	2%	6%	25%	45%	22%	4.8
purchase locally made products/handicrafts	1%	4%	7%	27%	39%	23%	4.7
visit museums	1%	3%	7%	29%	42%	19%	4.6
visit art galleries	2%	8%	15%	40%	24%	12%	4.1
Total cultural heritage attitude mean							4.8

Scale: 1= strongly disagree to 6= strongly agree

Table 25: Canadian visitor: Behaviors regarding cultural heritage

When you travel, how likely are you to visit the following?	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	Mean Score
national parks	0%	0%	1%	6%	29%	64%	5.5
historic sites	0%	1%	2%	13%	39%	46%	5.3
cultural sites	0%	1%	4%	23%	42%	31%	5.0
museums	1%	3%	7%	28%	35%	26%	4.7
cultural events	0%	3%	8%	28%	36%	25%	4.7
Total cultural heritage behavior mean							5.0

Canadian Visitors' Environmental Dimension of Geotourism**Table 26: Canadian visitor: Attitudes towards the environment**

Do you agree or disagree with the following statements?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	Mean Score
The balance of nature is very delicate and easily upset.	2%	4%	6%	16%	40%	33%	4.9
Plants and animals have as much right as humans to exist.	3%	4%	7%	16%	30%	40%	4.8
When humans interfere with nature it often produces disastrous consequences.	3%	5%	10%	25%	30%	28%	4.6
Humans are severely abusing the environment.	3%	5%	10%	28%	30%	24%	4.5
If things continue on their present course, we will soon experience a major ecological catastrophe.	5%	6%	12%	29%	25%	23%	4.3
Humans were meant to rule over the rest of nature.	26%	26%	17%	16%	9%	6%	2.7 *(4.3)
Humans have the right to modify the natural environment to suit their needs.	18%	22%	20%	29%	10%	2%	3.0 *(4.0)
The current discussion on the ecological crisis facing humankind has been greatly exaggerated.	16%	25%	16%	23%	14%	6%	3.1 *(3.9)
Total environmental attitudes mean							4.4

Scale: 1= strongly disagree to 6= strongly agree

*These questions were worded in a manner where a lower (Strongly Disagree) response indicates a pro-geotourism attitude, and a higher (Strongly Agree) response indicates a non-geotouristic attitude. The recoded mean value is provided in the parentheses.

Table 27: Canadian visitor: Behaviors regarding the environment

In your daily living, how likely are you to regularly ... ?	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	Mean Score
recycle	0%	2%	3%	9%	26%	61%	5.4
conserve energy	0%	1%	3%	16%	43%	37%	5.1
conserve water	1%	2%	6%	17%	42%	33%	5.0
purchase environmentally friendly products	0%	2%	7%	24%	39%	28%	4.8
choose a form of transportation other than your personal automobile	7%	16%	18%	22%	20%	17%	3.8
Total environmental behavior mean							4.8

Scale: 1= not at all likely to 6= very likely

Table 28: Canadian visitor: Environmental attitudes and behaviors regarding travel services

Do you agree or disagree with the following statements about travel?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	Mean Score
I would choose a lodging facility that practices environmental conservation, if that information was readily available to me.	1%	2%	6%	24%	47%	21%	4.8
If I rent a car, the car's fuel economy is important in my rental decision.	2%	8%	9%	25%	34%	23%	4.5
I only consider using travel services that practice environmental conservation.	3%	13%	25%	37%	18%	4%	3.7
When choosing my lodging, I am not concerned about the facility's environmental policies.	12%	31%	25%	21%	9%	2%	2.9 *(4.1)
Total environmental travel services mean							4.3

Scale: 1= strongly disagree to 6= strongly agree

*This question was worded in a manner where a lower (Strongly Disagree) response indicates a pro-geotourism attitude, and a higher (Strongly Agree) response indicates a non-geotouristic attitude. The recoded mean value is provided in the parentheses.

Canadian Visitors' Aesthetic Dimension of Geotourism

Table 29: Canadian visitor: Attitudes towards aesthetics and scenic beauty

Do you agree or disagree with the following statements?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	Mean Score
Scenic beauty at tourism destinations must be preserved.	0%	0%	0%	4%	20%	76%	5.7
Scenic beauty creates a sense of awe within me.	0%	0%	0%	6%	25%	68%	5.6
Beauty has intrinsic value.	0%	0%	1%	4%	27%	67%	5.6
An area's scenic beauty is an essential component of an enjoyable travel experience.	0%	1%	1%	6%	29%	64%	5.5
The opportunity to enjoy the beauty of nature is essential to all my travel experiences.	1%	2%	2%	10%	28%	58%	5.4
When I see a beautiful landscape, my full attention is absorbed by it.	0%	1%	0%	8%	36%	56%	5.4
Total aesthetic attitudes mean							5.5

Scale: 1= strongly disagree to 6= strongly agree

Table 30: Canadian visitor: Behaviors regarding aesthetics and scenic beauty

When you travel, how likely are you to ...	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	Mean Score
specifically travel to an area for its scenic beauty	0%	0%	1%	9%	29%	62%	5.5
stop at scenic overlooks	0%	0%	1%	17%	35%	47%	5.3
search for scenic driving routes	0%	1%	3%	13%	35%	48%	5.3
plan your vacation around the opportunity to enjoy scenic beauty	0%	1%	2%	11%	34%	52%	5.3
participate in outdoor recreation activities (hiking, rafting, fishing, etc ...)	1%	3%	5%	20%	31%	41%	5.0
Total aesthetic behavior mean							5.3

Scale: 1= not at all likely to 6= very likely

Canadian Visitors' Well-being of the Local People Dimension of Geotourism

Table 31: Canadian visitor: Attitudes towards the well-being of the local people

Do you agree or disagree with the following statements about travel and tourism?	Strongly Disagree 1	Disagree 2	Somewhat Disagree 3	Somewhat Agree 4	Agree 5	Strongly Agree 6	Mean Score
The local people's opinions must be considered in the tourism planning process.	0%	0%	1%	10%	48%	41%	5.3
Hiring local people must be a priority of tourism-related business.	0%	1%	3%	14%	36%	47%	5.3
Tourism must contribute to the integrity of the local community.	0%	1%	3%	13%	48%	36%	5.2
Tourism must build cultural pride within the local community.	1%	1%	2%	13%	47%	37%	5.2
I desire the revenue from tourism to go into the hands of the local people.	0%	1%	2%	20%	42%	36%	5.1
The local people must have the opportunity to manage tourism in their region.	0%	1%	2%	19%	48%	30%	5.0
I am concerned with whether or not my visit impacts the local community.	0%	2%	4%	26%	43%	24%	4.8
Total well-being of the local people attitude mean							5.1

Scale: 1= strongly disagree to 6= strongly agree

Table 32: Canadian visitor: Behaviors regarding the well-being of the local people

When you travel, how likely are you to seek out...	Not At All Likely 1	Unlikely 2	Somewhat Unlikely 3	Somewhat Likely 4	Likely 5	Very Likely 6	Mean Score
locally made arts and crafts	1%	4%	8%	25%	37%	25%	4.7
locally grown food	1%	4%	8%	28%	37%	22%	4.6
locally owned accommodations	2%	6%	14%	32%	30%	16%	4.3
franchise restaurants	12%	16%	21%	32%	16%	4%	3.4 *(3.7)
franchise hotels	6%	14%	20%	38%	18%	4%	3.6 *(3.4)
Total well-being of the local people behavior mean							4.1

Scale: 1= not at all likely to 6= very likely

*This question was worded in a manner where a lower (Strongly Disagree) response indicates a pro-geotourism attitude, and a higher (Strongly Agree) response indicates a non-geotouristic attitude. The recoded mean value is provided in the parentheses.

SUMMARY AND DISCUSSION

Results show there are geotravelers visiting the Crown of the Continent. In fact, a large portion of the visitors surveyed appear to share both the attitudes and behaviors of a geotravelers. On a scale from 1 to 6, with 6 representing perfect agreement with geotourism and 1 representing attitudes and behaviors contradictory to geotourism, the average score for the 3,608 visitors sampled was a 4.8.

- Of the five dimensions of geotourism, the aesthetic dimension was the most embraced dimension by visitors. The mean score for the aesthetic attitude scale and the aesthetic behavior scale were 5.6 and 5.4 respectively. This demonstrates that the Crown of the Continent's scenic beauty is one of the most important aspects to visitors' travel experiences.
- An interesting finding was the difference between the attitudes towards the well-being of the local people and visitors' behaviors that impact the well-being of the local people. Visitors' attitudes appeared to be concerned with how tourism impacts the local people, but visitors were less likely to take measures to help the local people such as staying at local accommodations, eating at local restaurants, and purchasing local goods. It would be interesting to further examine the reason for this disconnect between visitor attitudes and behaviors.
- Visitors to the Crown of the Continent are very well educated and have high household incomes. Seventy-two percent of visitors have a household income over \$60,000, 33 percent have a household income over \$120,000, and 11 percent have a household income over \$210,000. Fifty-nine percent of visitors had a four year college degree or higher with 10 percent having doctoral or professional degrees.
- International visitors represented six percent of the sample population for the Crown of the Continent, but 10 percent of those surveyed in Canada. The results and the surveyors' records show that the number of international visitors visiting the Canadian side of the Crown of the Continent is much higher than those visiting the Montana side. A few respondents mentioned the difficulty, or fear of difficulty, of crossing the US border as a reason not to visit the US.
- The average length of stay for visitors was 5.3 nights for the entire region, 7.6 nights for those intercepted in Montana, and 4.8 nights for those intercepted in Canada. A possible explanation of why those intercepted in Canada have shorter visits is because 54 percent of those intercepted in Canada were from British Columbia or Alberta representing a high occurrence of a "staycation."

- Eighty-six percent of visitors to the Crown of the Continent were planning on visiting a national park. Seventy-four percent of visitors visited Glacier National Park, 30 percent visited Waterton Lakes, 21 percent visited Yellowstone, and 17 percent visited Banff National Park. These percentages demonstrate two things: 1) that visitors to the Crown of the Continent value national parks, and 2) visitors are using the Crown of the Continent as a travel corridor between National Parks. For those intercepted in Montana, 26 percent of them were visiting Yellowstone National Park, and for those intercepted in Canada, 35 percent of them were planning on visiting Banff National Park.
- Many of the visitors commented on the fact that there is little information on the environmental practices of business and whether they are locally owned. The geotourism mapguide provides this on a small level, but there appears to be a demand for a travel guide that lists the environmental practices of businesses and whether or not they are locally owned and operated. This could help bridge the gap between the visitors' desire to help the local people and their behavior of actually eating and staying locally.

The Geotourism in the Crown of the Continent study reveals that there are many travelers in the Crown of the Continent who embrace the values of geotourism. This study was conducted only a few months following the release of the geotourism mapguide for the region, so it would be expected that even more geotravelers would be visiting in the following years as the map gains popularity.

Since the results conclude that there are geotravelers visiting the Crown of the Continent in a high concentration, it would be wise for both tourism officials and local tourism providers to remain focused on developing tourism under the principles of geotourism and to market towards this type of traveler.

Other areas of potential research would be to see how the Geotourism Survey Instrument (GSI) works at sites not included on geotourism mapguide. Are all the visitors to Montana, Alberta, and British Columbia geotravelers to some degree or is it just those in the Crown of the Continent region? It would also be interesting to interview visitors regarding what encourages or discourages them from making pro-geotourism choices. Why do travelers decide to eat local? Why aren't visitors staying at local accommodations? Through interviews, barriers to geotourism behavior could be overcome. Another area for further research is to study resident views toward geotourism. Do they embrace these values sponsored by National Geographic? Do they think that this type of responsible tourism can benefit their traditional ways of life? Do they even care about maintaining their culture and heritage? These are all questions that could promote a deeper understanding of geotourism, both from the perspective of travelers and people who live in communities in the Crown of the Continent region.

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Appendix A: Geotourism Survey Instrument (Page 1)



Visitors to the "Crown of the Continent"



This study is being conducted to better understand who is currently visiting the "Crown of the Continent" region. Your responses are confidential, your responses will be anonymous, your participation is voluntary and you may choose to withdraw from participating at any time. Thank you for your time! Your responses are appreciated.

1. Do you agree or disagree with the following statements? (Please "X" the box that best represents your answer)

When I travel, I feel it is important to . . .

	<i>Strongly Disagree -3</i>	<i>Disagree -2</i>	<i>Somewhat Disagree -1</i>	<i>Somewhat Agree 1</i>	<i>Agree 2</i>	<i>Strongly Agree 3</i>
a) see a culture different than my own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) visit museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) visit art galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) have information on the history of the local people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) have contact with native people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) purchase locally made products/handicrafts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) eat local cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) attend cultural events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) learn about the local culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) meet local residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Do you agree or disagree with the following statements? (Please "X" the box that best represents your answer)

	<i>Strongly Disagree -3</i>	<i>Disagree -2</i>	<i>Somewhat Disagree -1</i>	<i>Somewhat Agree 1</i>	<i>Agree 2</i>	<i>Strongly Agree 3</i>
a) The opportunity to enjoy the beauty of nature is essential to all my travel experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) When I see a beautiful landscape, my full attention is absorbed by it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Scenic beauty at tourism destinations must be preserved.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Scenic beauty creates a sense of awe within me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) An area's scenic beauty is an essential component of an enjoyable travel experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Beauty has intrinsic value.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix A. Geotourism Survey Instrument (Page 2)

3. Do you agree or disagree with the following statements about travel and tourism?

(Please "X" the box that best represents your answer)

	<i>Strongly Disagree</i> -3	<i>Disagree</i> -2	<i>Somewhat Disagree</i> -1	<i>Somewhat Agree</i> 1	<i>Agree</i> 2	<i>Strongly Agree</i> 3
a) The local people must have the opportunity to manage tourism in their region.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The local peoples' opinions must be considered in the tourism planning process.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) I am concerned with whether or not my visit impacts the local community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Tourism must contribute to the integrity of the local community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) I desire the revenue from tourism to go into the hands of the local people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Tourism must build cultural pride within the local community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Hiring local people must be a priority of tourism-related businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Do you agree or disagree with the following statements? (Please "X" the box that best represents your answer)

	<i>Strongly Disagree</i> -3	<i>Disagree</i> -2	<i>Somewhat Disagree</i> -1	<i>Somewhat Agree</i> 1	<i>Agree</i> 2	<i>Strongly Agree</i> 3
a) Humans have the right to modify the natural environment to suit their needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) When humans interfere with nature it often produces disastrous consequences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Humans are severely abusing the environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Plants and animals have as much right as humans to exist.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) The current discussion on the ecological crisis facing humankind has been greatly exaggerated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Humans were meant to rule over the rest of nature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) The balance of nature is very delicate and easily upset.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) If things continue on their present course, we will soon experience a major ecological catastrophe.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix A. Geotourism Survey Instrument (Page 3)

5. Do you agree or disagree with the following statements about travel?

(Please "X" the box that best represents your answer)

	<i>Strongly Disagree</i> -3	<i>Disagree</i> -2	<i>Somewhat Disagree</i> -1	<i>Somewhat Agree</i> 1	<i>Agree</i> 2	<i>Strongly Agree</i> 3
a) When choosing my lodging, I am not concerned about the facility's environmental policies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) I would choose a lodging facility that practices environmental conservation, if that information was readily available to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) I only consider using travel services that practice environmental conservation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) If I rent a car, the car's fuel economy is important in my rental decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. In your daily living, how likely are you to regularly . . . (Please "X" the box that best represents your answer)

	<i>Not At All Likely</i> -3	<i>Unlikely</i> -2	<i>Somewhat Unlikely</i> -1	<i>Somewhat Likely</i> 1	<i>Likely</i> 2	<i>Very likely</i> 3
a) recycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) choose a form of transportation other than your personal automobile	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) conserve water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) conserve energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) purchase environmentally friendly products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. When you travel, how likely are you to visit the following? (Please "X" the box that best represents your answer)

	<i>Not At All Likely</i> -3	<i>Unlikely</i> -2	<i>Somewhat Unlikely</i> -1	<i>Somewhat Likely</i> 1	<i>Likely</i> 2	<i>Very likely</i> 3
a) historic sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) cultural sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) cultural events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) national parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. When you travel, how likely are you to . . . (Please "X" the box that best represents your answer)

	<i>Not At All Likely</i> -3	<i>Unlikely</i> -2	<i>Somewhat Unlikely</i> -1	<i>Somewhat Likely</i> 1	<i>Likely</i> 2	<i>Very likely</i> 3
a) specifically travel to an area for its scenic beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) stop at scenic overlooks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) search for scenic driving routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) plan your vacation around the opportunity to enjoy scenic beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) participate in outdoor recreation activities (hiking, rafting, fishing, etc...)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix A. Geotourism Survey Instrument (Page 4)

9. When you travel, how likely are you to seek out . . . (Please "X" the box that best represents your answer)

	Not At All Likely -3	Unlikely -2	Somewhat Unlikely -1	Somewhat Likely 1	Likely 2	Very likely 3
a) locally owned accommodations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) locally grown food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) locally made arts and crafts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) franchise hotels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) franchise restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Is this your first visit to the "Crown of the Continent"?
(See map on the back of the clipboard for the boundaries of the region) Yes No

11. Do you have a geotourism map guide for the "Crown of the Continent" region? Yes No

12. On this trip, how many nights are you planning to spend in the "Crown of the Continent" region? (away from home) Nights

13. Are you planning on visiting both the USA and Canada on this trip? Yes No

14. What is your age? Years

15. What is your gender? Male Female

16. In what US state or Canadian province do you permanently reside?
(If from a different country, please write the country's name)

17. What is your highest completed level of education?
 less than high school Some college Bachelors Degree Doctorate or Professional Degree
 High school diploma or the equivalent (GED) Associates degree Masters Degree

18. Which National Parks are you planning on visiting during this trip? (Check all that apply)
 None Glacier National Park Waterton Lakes National Park Yellowstone National Park Banff National Park

19. What best describes your annual household income? (Please "X" only one box)
 Less than \$30,000 \$60,000 to \$89,999 \$120,000 to \$149,999 \$180,000 to \$209,999
 \$30,000 to \$59,999 \$90,000 to \$119,999 \$150,000 to \$179,999 \$210,000 or more

20. Please include any additional comments below.

Thank you for participating!
 Institute for Tourism and Recreation Research (ITRR)
 University of Montana - 32 Campus Drive #1234 - Missoula, MT 59812 USA - (406) 243-5686

	Office Use Only
Location	<input type="text"/>
Date	<input type="text"/>

Appendix B: Survey locations and number of surveys collected

Intercept Location	Number of Surveys Completed	Percent of Total
Going to the Sun Road/Logan Pass	510	14.2%
Lake McDonald Lodge	418	11.6%
Prince of Wales Hotel	291	8.1%
National Bison Range	209	5.8%
Whitefish, MT	207	5.8%
Many Glacier Hotel	178	5.0%
Polebridge, MT	170	4.7%
Park Cafe	153	4.3%
Museum of the Plains Indian	122	3.4%
North American Indian Days	103	2.9%
KIOAC (Kimberly Accordion Championships)	102	2.8%
Polson Cherry Festival (July)	89	2.5%
Frank Slide	80	2.2%
Fort Steele Heritage Town	72	2.0%
"The Gathering" Cowboy Poetry in Pincher Creek	71	2.0%
Augusta Rodeo	70	1.9%
Old Trail Museum	70	1.9%
Head Smashed in Buffalo Jump	68	1.9%
Big Fork Whitewater Festival	59	1.6%
Echo Lake Cafe	49	1.4%
Fort Museum of the Northwest Mounted Police	48	1.3%
Fernie, BC	42	1.2%
Waterton Wildflower Festival	37	1.0%
Little Bird School House Cafe (Seeley Lake)	29	0.8%
Hi-Country Trading Post	27	0.8%
Lundbreck Falls	27	0.8%
St. Eugene Mission	26	0.7%
Waterton townsite	26	0.7%
Moose's Saloon	25	0.7%
Sullivan Mine Interpretive Centre	25	0.7%
Yellow Bay Cherry Festival (May)	23	0.6%
Blackfoot Challenge/Ovando	22	0.6%
Great Northern Railway Depot	21	0.6%
Canadian Museum of Rail Travel	19	0.5%
Hockaday Museum of Art	18	0.5%
Two Medicine Dinosaur Museum	17	0.5%
Remington Carriage Museum	16	0.4%
Tobacco Valley Historical Village (Eureka)	13	0.4%
Bellevue Underground Mine Tour	12	0.3%
Red Rock Canyon (Waterton Lakes)	11	0.3%
Crowsnest Pass Doors Open Festival	8	0.2%
Pine Butte Guest Ranch	7	0.2%
Old Dairy Ice Cream Shop	3	0.1%
Kootenai Brown Pioneer Village	2	0.1%
Total	3,595	100%

Appendix C: Montana Comments: Verbatim responses

1. Great Survey, Good luck!
2. We are locals on a day trip to visit the National Bison Range. We visit all the National Parks especially Glacier
3. Have a Guesso Day!
4. Consider the economic impact of tourism on local economy- special tourism tax is an insult to the tourism public
5. Nice kids doing the survey
6. Thank you~this was great and made me think
7. This questionnaire skews the questions to get the results it already wants. Al Gore did a fine job writing most of them for you. Sorry that college students have to be subjected to most of this claptrap.
8. God bless all your endeavors
9. Some questions load to dictate answers
10. Glad to help!
11. Visiting from Washington State but staying with family locally. Have incorporated Glacier park trips on prior visits
12. Some information relative to your questions is not readily available.
13. I completely agree with the Crown of the Continent label- it's an outstanding region.
14. Full time RV'ers
15. I think it is good to have places like the Nat'l Bison Range
16. Having a fantastic time the people are very friendly (Scotland)
17. Bison Range - little advertised, good !
18. Beautiful area
19. Have been to this area many times and have enjoyed it more each visit
20. This is my first time to MT. IT is beautiful.
21. Had a fantastic trip.
22. 2nd home is here in MT
23. The Flathead area is beautiful to enjoy. We all need to be responsible, but not militant environmentalist

24. We need to be good stewards of the land, but not at the cost of people's freedom.
25. We own a 2nd home on Swan Lake, here mostly summer!
26. This survey is worded poorly with regards to scale & the choice between somewhat unlikely and somewhat likely
27. I am retired
28. This trip is a family reunion
29. Retired
30. I love MT
31. Good luck!
32. Did not take close to 5 min. More like 20, pay me next time.
33. This was fun good luck
34. America is such a wonderful country, look after, nourish and conserve it. It is beautiful.
35. Montana is a beautiful state
36. Montana is one of the most beautiful places in America
37. I love this state
38. Survey too long
39. On a 1st trip to a region, you are limited in choice by information available
40. The questions pertaining to cultural events, meeting local people, etc. I would be more likely to say these things are important if I was thinking primarily of international travel. On this visit it isn't as important because I am sort of a local myself
41. Very good
42. Best Wishes and good luck
43. Applebee's/Fridays/red robin/olive garden are the scourge of our society- if I want to eat at Sysco, I'll back up to the warehouse dock
44. Do your homework and be kind
45. Montana needs an education on environmental consciousness, esp. the easy stuff like recycling
46. Montana needs to preserve its natural beauty it is too easily lost
47. Some questions too black and white to be surveyed well, i.e. - I believe we are headed towards climatic disaster, but humans didn't cause the last ice age and can't stop the next one
48. Very Nice Surveyors!
49. Good luck

50. Good Luck
51. Good luck on thesis
52. I Love MT
53. We are enjoying our stay in the area. Our destination is Glacier National Park. We go to Yellowstone all the time and wanted to see Glacier. Whitefish is a nice town.
54. A beautiful place to visit and I suppose to live
55. We came to see the beauty of GNP
56. Would like to know results
57. For the most part I camp out instead of going to hotels and motels
58. I think this a terrific way for a cute married couple to spend the summer and meet folks in Montana. Good Luck!
59. Beautiful area- love the scenery!
60. Good luck
61. We are here because of the National Park
62. Responses could have included "don't know", no opinion, etc. - some answers here not my true feelings or opinions
63. Good fortune to you and Hi to Salle Brown.
64. Good luck!
65. Own property in Whitefish
66. Full time RV'ers
67. Full time RV'ers did not answer lodging questions
68. Tours do not provide information about the environmental practices of the hotels or restaurants that you use
69. We need to preserve our environment! Thank you
70. Hope this helps your study
71. Great little town, friendly people, awesome natural beauty
72. Best of luck in your studies
73. Map is mostly agricultural regions, not relevant for tourism most frequented areas.
74. Almost all our vacations we spent hiking in state or national parks. We do day hikes, stay in timeshares or cabins where we can do our own cooking

75. We have enjoyed our week here and have been looking hiking in Glacier National Park every day- beautiful, unique, and awe-inspiring.
76. I love this area
77. Like to see recycling mandatory at all states, parks, hotel, restaurants- etc.
78. Survey should be shorter. Trying to accomplish too much with one data collection point.
79. Great country
80. Thanks for the opportunity to maybe help make a difference
81. Thanks
82. On human and the environment issue humans are on both sides, good and bad
83. We have visited all of the listed Nat'l Parks on separate trips
84. The Hockaday Museum is marvelous! Extremely well done!
85. We have a summer home in Whitefish
86. Our daughter owns property near Eureka, but we took a couple of extra days to go through Glacier National Park. My brother lives in Fernie, BC, so an added draw
87. Keep it green, don't need fences
88. Imagine if Montana citizens chose to encourage eco-tourism rather than succumb to aligning their values to the degradation of nature. Imagine if we chose to celebrate and preserve what people search so hard to find and then find... here..
89. This is a great survey- Hope it helps to conserve!
90. Nice job
91. I did not understand some questions because I am French, but live in Nevada
92. Env. Questions are stupid
93. Good Luck
94. Thanks
95. Loving the scenic views of MT
96. Money makes a difference and I will not pay more local cheap products
97. FL residence for mail only- we live in an RV and have for 4 years and continue to until our health decreases.
98. Full Time Rv'ers
99. Loved the rustic cabin we stayed in, local baked goods delicious
100. It's beautiful here! It would be nice to have information on the native plants.

101. Polebridge is one of the coolest towns I have ever been in!
102. I worked at Lake McDonald Lodge for the 1992 season and have been back 5 times since.
103. Why doesn't Montana recycle? This could affect future visits.
104. These answers are specific to this region- if I am visiting a city they would be different. But still- go green!
105. What a beautiful place
106. We have to start teaching America's children about all aspects of our National Parks as outlined in the survey.
107. Good luck with your studies. Great study, I hope your results are useful.
108. I am a nature photographer
109. Fun to participate in survey!
110. Good luck
111. Your results are slightly "weighted" by the absence of a neutral or no opinion option choice
112. Love the NW fork of Glacier National Park, whole park was amazing
113. You might consider asking if people camp for 12b
114. Having a check box for neutral would have made my answers more accurate
115. Good luck with your thesis
116. Some questions are extremely black/white
117. We love to travel. We want to see all of the US before we go abroad, therefore we're on our way to Alaska
118. Beautiful Place
119. Change is happening
120. More interesting would be: how do these answers compare with someone visiting NYC. It seems that your answers here could be very similar
121. I do not like surveys like this- They are slanted and try to intimidate your answers
122. Beautiful
123. I hope this survey will result in an increase of ecotourism. I love the natural beauty of this region.
124. We love the area because of the natural scenic beauty
125. Glacier is gorgeous
126. We are currently on a trip visiting many national parks. We have already visited many others

127. Great opportunity to express my thoughts
128. Line of questions is manipulative and single-minded in content and the direction that it implies. Many times local culture/history/economy are revived from outside forces and outside management.
129. This is one of the most beautiful places I have ever seen and I have only been here one day.
130. We are doing the Canadian Rockies by train in August
131. My wife and I recently moved to Montana for its scenic beauty, wildlife and pure quality of life
132. Recently moved to the area- Quality of life and scenic beauty
133. Good luck with your master's thesis
134. Some of your questions are subjective. Mankind has a responsibility to respectfully manage the earth, not rule over it as one of your questions is worded. How to manage it is a constant source of debate and all sides deserve to be heard and considered.
135. Stunningly beautiful area. I will return more often
136. Q3, sometimes local people are uninformed about key elements regarding their sites, should not have sole governing rights. Q3 hiring people from "away" gives them(us) an opportunity to learn and care about a region.
137. Can I get a copy of results?
138. This is my first time in Glacier. It was snowing last time we were here visiting friends in whitefish. My husband just turned 62 and bought a Golden Eagle Pass
139. Lot of comments regarding that travel values depend on area being visited.
140. Very Pleasant Interviewer
141. I am firmly committed to preserving the egalitarian access to our Nat'l Parks
142. I appreciate your efforts to maintain harmony between the humans and nature. All the best!
143. Never heard the expression Crown of the Continent - would assume, therefore it needs to be more widely promoted
144. Good luck with your thesis (also I added a question/answer see 1k (drink local beers)
145. Good luck
146. ENVIRONMENTAL info IMPOSSIBLE TO OBTAIN ABOUT LODGING
147. Good luck. This is important work you are doing- continue to expand after this initial survey!
148. I would be camping today, but my husband can't enjoy it.
149. This trip has been wonderful
150. We will likely return to the area traveling independently. A bus tour is a great way to see places we want to return to.
151. Retired

152. I believe it is important to treat the people of the places with respect, and I believe it is important to treat the places we visit with great care.
153. We usually travel to National Parks. They are operated by chosen groups who supply the employees- many are from foreign countries. I do not know about local employees.
154. I hope that the National Park system gets all the funding necessary under a new administration, and policies implemented during the last 7 years (reversal of good policies previously in place) be taken into consideration when making appointments concerning who manages the parks system.
155. I wish you all the best with your research study, interesting questions!!
156. Important survey, I am very concerned about the impact of tourism on the beautiful natural areas and cultural and historical sites in our world. We need creative solutions to the problems tourism creates while not destroying those who will truly enjoy them. Thanks
157. Thanks
158. It would be helpful to include choice that indicate "not available"
159. With the exponential growth in human population it is impossible to keep nature in perfect balance. However, we should try to respect nature as much as possible until there is more left to us.
160. I love this trip and I have met lovely people and some very ignorant ones too.
161. Guard the natural characteristics of the area. It is the region's principal economic asset!
162. What is intrinsic?
163. Ride your bike.
164. I hope this work helps in saving the parks for future generations
165. Would recommend supporting travel in and outside North America
166. Best wishes on your graduate work! I hope it is a great experience for you!
167. Gross or net income: I answered net.
168. Good luck on your research!
169. Rf- 6 Alternative transportation not available
170. Communities around GNP should benefit from tourism, but can not be the "tail that wags the dog." The parks need to be managed for the continued preservation of their beauty not the greed of surrounding towns!
171. What a great survey- best of success getting a good survey response
172. Thanks
173. Make Waterton/Glacier include SE BC (flathead headwaters)
174. Good luck

175. Preserving National Parks is a high priority for future generations
176. Glacier NP is splendid! Keep it as wild as possible
177. Will look forward to results from this survey. Thank you!
178. We are taking a 3 hour trip on the "Red Bus" and I haven't been through Glacier for 20 years.
179. It is somewhat difficult to answer categorically. On a vacation to the national parks, we are likely to stay in the park accommodations. I also do international work and on these trips I am more likely to see out the local options- lodging, food, culture
180. We appreciate the least amount of development in Glacier. It's beautiful.
181. Thanks and good luck
182. Too old to be a valid respondent.
183. I am a professional engineer registered in MO and IL
184. Have been traveling over US and Canada for 60 years. Our honeymoon in 1947 was driving across US from WA to WV
185. I HATE when a local tourism area raise prices for tourism. Every state and county does it. We want the tourist, but punish him for being a tourist by raising prices.
186. We most often camp, make our own meals and travel to specific sites. Local people know more about the area, but do not always share the info. Eco-systems are delicate, but man is apart of that system and has stewardship of it.
187. I feel like I'd do better in an interview. I do not believe in global warming and certain areas of the US were made "protected" for political agendas. I'd write more but my baby is getting fussy.
188. I like deserts more than mountain scenery because it is more different from what I grew up with like local cuisine and art, don't care about locally owned hotels or tour operators.
189. Nice Young man asked me to fill this out
190. One person's definition of scenic beauty can be very different from another's. New York City is scenic just as driving through the Blackfeet reservation. #4 certain wording is inflammatory and will cause a "skewed response to agree. Change is inevitable. Humans do rule until we run into something bigger. #3 Hiring locally is desirable, however the quality of employee adds to the visitor's enjoyment.
191. We prefer Nat'l Parks and their lodges. We travel throughout the western US twice a year. This is our 3rd visit here (Glacier)
192. Scenic beauty means different things to different people- how do you us this in your analysis? The wording of the questions is skewed. Humans exist- we like all creatures modify our environment, we are just better at it than other creatures. We will rule until we, through a combination of our own efforts and the environment get sub-planted by something else.
193. Glacier Nat'l Park is absolutely beautiful. Even though on this visit the weather was cold (June 7th) We saw bear, sheep, goats, a moose and enjoyed our stay
194. Full time Rv'ers. Have visited most states. Have crossed the country several times. I am the wagon master for a RV caravan to Alaska this summer.

195. We have thoroughly enjoyed this trip- we have traveled in excess of 2500 miles to date and will travel approximately that many more.
196. Great Survey Good Luck in Project'
197. I want to spend more time here
198. The questionnaire is very useful
199. Some questions are difficult to decide exactly
200. We had planned to visit Canada on this visit, but the season is not permitting
201. We need to drill for Oil verses relying on OPEC for OIL. We should protect the environment, but we need to use our own energy
202. Good Study Questions
203. You need a neutral choice. Results are very academic.
204. Very interesting survey
205. We enjoy adventure trips and vacations. Horseback riding and boating are our favorite outdoor sports
206. GOD BLESS
207. Also visited T. Roosevelt Nat'l Park and relatives in SD and MN
208. Ecoluxary clients are wealthy and have only recently become aware of their environmental footprint, and desire to follow popular trend and attempt to conserve the environment without sacrificing their luxuries. Simply they are trendy snobs wishing to approximate geotravelers
209. Local people best represent the local culture and food more effort should be placed in honest balance between humans, environment, and wildlife - would prefer to use local accommodations if quality of services were advertized and know
210. Like to visit/eat at local restaurants- However in most places they are hard to find these days
211. Interesting, good luck
212. Glacier is a very special place which needs protection.
213. The staff at GPI makes this visit even better than we anticipated. I know they are a mixture of local, out of state and international. They all work diligently only to receive minimum ?????
214. The Almighty God who created our world and all life in it gave us as the only rational (thinking) members- being the caretakers. It is an awesome responsibility- But never forget God is still in charge- without his constant love all life would cease to exist.
215. You should include a section for families
216. We love Glacier!
217. Thanks for asking
218. Visited Yellowstone in the past

219. Good luck and study hard!
220. Good survey. I'd like to see the results
221. Most of our travel is based on visiting family
222. Good luck with your thesis!
223. Depending on distance and destination, not always possible to select environmentally friendly accommodations or fuel.
224. What a beautiful place! We came here to see the National Parks. It would be helpful to have more guided tours. We have been on a view and they were very interesting and informative. The sawtooth drive CD was really informative.
225. If you know anybody who doesn't believe in God or a higher power, etc. Send them to Montana!!
226. Most beautiful area I've ever seen
227. Museums and art galleries are usually places we visit on urban vacations. We loved west Glacier, but not east glacier. It took 1/2 day to fly here and a non-stop flight would be nice. We eat locally
228. Stunning Visuals here!
229. You should have a neutral (zero value) choice on these questions
230. This is an important set of issues to sensitize us to ask we are traveling
231. This is beautiful country and so different from where we live. It has been an amazing and overwhelming experience.
232. IN MY In my opinion all US citizens should experience their national parks
233. 4 a) animals also modify their environments singularly by living, unfortunately man modifies it in unnatural ways. Great survey! Thanks for including us!
234. The NPS "let it burn policy" is based upon a faulty study, Which they bought but Cornell U. where it was made- Unless we change the policy Glacier NP will be burned up in years
235. Have a great day!
236. Good luck with your research and degree!
237. 4e - Current discussion isn't exaggerated, it's not very well directed and there is much misinformation
238. I love Montana. I've been here several times.
239. Good luck on your survey!
240. Good Luck!
241. Montana must actively recycle cans and bottles. Will this form be recycled?
242. What are you going to do with the paper the survey is printed on... are you going to recycle it?

243. Please implement more recycling in areas around the park (not necessarily in the park). Especially recycling of glass.
244. OH, if only there was website with a complete up to date listing (with links for the all locally owned health food store (organic produce), hotels, restaurants, farmers' markets and cultural events. It would be a huge money maker.
245. Absolutely beautiful country. Observed moose, goats, deer and black bears
246. Good luck
247. This survey is very left of center for folks in the US. Please try to be more honest in the way you ask the questions.
248. Glacier Park is one of the most beautiful places I have ever seen. I love the west.
249. No recycling in MT- widely available. We do not believe in uncontrolled forest fires!!
250. I endorse drilling for oil and natural gas in an environmentally friendly way. (Retired next to income)
251. I like the Park Cafe Pies
252. Please email results thanks
253. Natural resources are very important to me. Entertainment involves nature
254. Great Survey- Good Luck
255. It is good to do exchanges with local people and other places for jobs
256. Good Luck on your thesis
257. Good luck in your career
258. Beautiful
259. Good luck with you work and safe journeys!
260. Owner of Glacier Adventure Guides
261. Thank you, I love National Geographic
262. Awesome. Thanks for hard work. Thank you for road crews for opening Logan Pass!!
263. Go Green! Always reduce, recycle, reuse
264. Global warming is not paused by mankind
265. Great Survey!
266. Man is puny
267. To me the most important aspects of travel are the cultural aspects and interactions of the people/places we visit and us, and expanding our horizons
268. Good luck, leave it better than you found it

269. Nice meeting you
270. You guys rock
271. Bring back CCC
272. Gratitude to people like you who care!
273. Good luck on your degree
274. Thanks for doing the survey
275. Good luck- sounds like a fascinating major
276. Glacier is an important part of my life and my husband's life. Our kids too. We chose Glacier as our honeymoon destination 17 yrs ago. Preservation of the parks is important to me.
277. Go Griz
278. Thanks for making us more aware
279. GO Cats
280. Beautiful park- our trip of a lifetime! Good luck with your master's degree
281. We need to use our own US natural resources for energy
282. Please help keep our national parks
283. I hope to see this area sometime in the future still in good condition
284. Thanks for your interest
285. I believe God created the earth and he will take care of it!
286. The survey should request data on how extensively the respondent has traveled (where? how often etc.)
287. Bound for Alaska through Yukon/NW Territories (The 100 days are probably not in the Crown)
288. Denali Bound!
289. Appreciate your interest and work!
290. Good luck on your graduate work
291. This trip has been a wonderful experience-
292. Good luck
293. It was amazing
294. I'm traveling through the parks on a cross-country bike trip. This place is one of the most beautiful regions I've ever seen.
295. Good Luck!

296. See comments under 9 "In western countries, more likely to stay and eat at small local establishments.
297. Love the scenery in National Parks also loved Jasper National Park
298. Need to do a non-respondent survey.
299. Also visited Grand Teton Nat'l Park
300. Good luck with the survey!
301. This is definitely God's country here in Glacier Park, and particularly beautiful with all snow.
302. Good Luck with you research!
303. Biking from Boston to Seattle. Glacier was on our originally planned route
304. Great place to vacation
305. I love the outdoors and want to see our Nat'l Parks preserved. I think buses would be better in the Nat'l Parks to limit human impact
306. So sad that the glaciers will be gone by 2030. We nicknamed the goat at Logan Pass "petting zoo goat"
307. This area is absolutely gorgeous, but it is a shame the glaciers will not be here in the future.
308. Need more federal \$\$ support for our national parks and monuments
309. Gorgeous! Let's preserve it!
310. Thanks!
311. The more mass transit/train connections for travel destinations the better
312. Note- I don't really seek out any hotels, environmentally friendly or otherwise, I can't afford them. I tend to camp in free, primitive National Forest sites.
313. A treasure for Montana- more should be done to preserve our pristine areas!
314. Thank you for the opportunity to complete this survey. Also, I'm totally impressed with the park's shuttle system and other transportation opportunities
315. Good survey
316. Glacier rocks it is the best
317. The environment is very important, but all need to be discussed within reason. Have a great day.
318. I love Glacier and MT!
319. -ban campfires, ban loud vehicles (predominately motorcycles) - improve shuttle service, and put showers in the campground
320. Good luck with your master's
321. Hiking on a 6-day hike to Waterton. Hoping for weather other than rain and fog

322. Living in Ronan gives us ample opportunity to enjoy the local beauty
323. Good luck!
324. Beautiful
325. Montana is a beautiful state that we will likely visit again
326. How do you accommodate people being able to see and experience without destroying the very thing they came to see
327. Go Griz!
328. Hard to find dog friendly accommodations, boarding and hiking info
329. Hang in there. Be careful on the interpretation of the results
330. Thank you
331. I love this park. Good luck with you survey
332. Be a traveler not a tourist
333. Fix roads
334. Nice place to tour
335. I am very concerned about environmental issues- I wish it was easier on a daily basis to help. The easier it is the more people will participate
336. Isn't nature grand
337. The USA is a wonderful and beautiful place to live. God bless the USA
338. Hope your project goes well
339. It's beautiful here
340. What an amazing place and experience!!
341. Great childhood memories encouraged a return trip to this area as an adult
342. I just like to ride
343. We need to make better use of areas that are already destroyed by industry and city and preserve open areas
344. Seems to be many same questions but worded differently. Consider reusing some questions are eliminating them
345. The local economy is very important and creative ways to preserve nature are very important to the citizens of the region
346. Nice Gang doing the survey
347. Safe travels and enjoy all the beauty around.. It's a gift

348. Good luck
349. Beautiful scenery and beautiful people
350. I live in a wooden house, I drive a metal car that burns fossil fuel and will until they come up with something better. IF we had more refineries, fuel would be cheaper
351. Keep suburbia out of the crown
352. The questions make you think about what you do when you travel! Thanks.
353. Emphasize old stage routes/railroad lands for horse trails. Need hitching rails in horse friendly towns
354. Please send me the results
355. Hope this helps! Preserve Montana!!
356. Great questions
357. Good Luck
358. We love the West
359. Temporary resident of China
360. Want this place to be preserved for its beauty and not damaged by unthoughtful mass tourism
361. What is, is
362. Primary focus of visit- family
363. Good luck
364. We have loved our trip. Over 2000 miles from home
365. Our family of 6 camped at West Glacier, then visited the Dinosaur museum in Bynum spent 1 night at Chateau. Beautiful trip!
366. This area rocks!
367. Good luck on your master's
368. Some responses are realistic, but not preferred (5c, 9d and 6b for example. Good survey and good luck
369. Very impressed with the Indian artifacts
370. Good Luck!
371. We enjoy why breaks too (?), but the scenery and wildlife of a trip like this with the cultural interest is the best (England)
372. Go CATS!!!
373. Thank you
374. Good luck

375. Made a point to attend North American Indian Days
376. Need more signs on hiking trails in glacier
377. The scenic byways look excellent. - Not applicable or No Opinion might be an appropriate response category in this survey.
378. Some questions should have a Non-applicable response
379. Love western states
380. This is a beautiful area. Love it
381. Really hard to determine eco-friendly policies or local ownership from a current source. Choice on rental car is based on size with family 6 can not rent a prius.
382. Good Luck
383. Hope to get back to Glacier- Hope the glacier come back even if it means no people get to go into the park for a few years.
384. Quality controls for lodging and food are important and more likely to be adequate with a reputable concessionaire even if not locally owned.
385. We would like to spend more time in this area, in the future maybe another season ...
386. Interesting master's topic
387. Save the planet!
388. This work is valuable- I hope that the results will be published
389. Good luck
390. Good questionnaire
391. We came to Ovando for a meeting driving from Bozeman
392. It is rare that I know the environmental behavior of lodging-restaurants, nor the origin of many items we might purchase. Could this info be made more readily available?
393. Good Luck
394. Here for birding
395. Montana is beautiful! I wish I had more time to explore all that this state has to offer
396. I am a conservationist and believe in taking care of our planet, BUT not at the expense of human- Being Christian, I believe God is in control and I don't need to panic.
397. This survey sounds like a great idea. Hope results are helpful
398. I have been a conservationist my entire life
399. I have taught many years (now I am retired) but love all cultures, majored in Native American History, have taught and lived on reserves in BC and have loved it

400. We are RV travelers and plan our summer trips around the location of airstream travel club's international Rally in the USA and Canada in the past 10 years
401. Traveling to the national folk festival in Butte (in Richmond last year)
402. We plan to come back next year and explore more of Glacier and also to visit Waterton. We did not see many recycling containers for glass and cardboard-maybe MT can invest in these?
403. Spending summer in area
404. Thank you for the opportunity to experience NAID. We appreciate and respect their culture. We wish they would be able to get some of their lost land back. Should try to get more recycling.
405. Thank you (sissika Indian)
406. Logic/balance/honor/prayer- all are needed now!
407. Ecotourism is the way to preserve natural beauty and support people financially at the same time!
408. We're relieved to see that there us still snow in the higher elevations. We are enjoying the Native American culture which is thriving.
409. Traveling to a natural area is different than traveling to an urban area in the case of scenic beauty
410. I appreciate the splendors of Glacier National Park

Appendix D: Canada Comments: Verbatim responses

1. It is all mankind's responsibility to care for the earth for future generation. We all fail if we do not do this
2. Interesting survey, makes one think
3. I enjoy the less tourist sites like Waterton Park where I can relax, enjoy hikes, and get guided information
4. Thank you for undertaking this. I hope the results produce some environmentally friendly and ecologically beneficial directions
5. Saving our planet is my utmost concern. How do you get the word out?
6. I am a retired senior, but I love to travel as long as my health holds out
7. We have traveled the crown of the continent region man many times since 1957 before children, with children and after children.
8. Good survey
9. Canada is a great place to live
10. We will visit Norbury Lake
11. We own condos here
12. I camp and travel by motorbike. I love scenic trips. I feel comfortable eating at chain restaurants- familiar in any country. I don't do USA on my bike as they might arrest me for marijuana residue in my saddle bags. Ease up on these laws. It's beautiful down there and I would love to go. Good luck on you masters.
13. Any event that offers music (old time). That's where we want to be. Dancing is the best exercise.
14. Love visiting Montana 3 times this year
15. 17-20 too personal
16. Lovely area
17. We are visiting my daughter who lives in Kimberly (England)
18. I think two people filled this out together based upon the age and sex questions
19. Good luck on you masters...eh!
20. BC Trades Carpenter
21. No comment on 19 (income)
22. I hope this all helps with what you are doing. Would love to hear the results:

23. Very nice town
24. Everyone here is very nice. This country is very green and beautiful
25. Good luck your research. Hope you enjoy Canada!
26. Well written questions- good survey
27. Good Luck
28. Quite a few building were not open. I was here 20 years ago and not much has changed
29. From a questionnaire perspective the order of the questions will skew results
30. I love to travel as much as I can
31. This visit to BC Canada was a lifelong ambition to see the wonderful scenery of the Rockies
32. This trip is partly a fact finding mission to decide whether or not to relocate to Canada from Scotland
33. Enjoyed the accordion music and beauty of the country side
34. Purpose of my trip is business
35. Overnight in area for business
36. We do very little traveling and only on tours now
37. We are on a business trip, not a lot of time for tourism on this trip
38. This is a work trip otherwise would be visiting parks
39. We are traveling Canada this year 2008 and USA next year 2009
40. Best to preserve the natural habitats of all the wildlife exp. the endangered species while creating access to this wonderful national park by continual wildlife education
41. Can't wait to see the Rockies
42. Thank you for the survey
43. Good luck with Thesis
44. Good luck with your research
45. I think geotourism is very interesting and would like to see/hear more
46. Love Fernie
47. Beautiful national camp sites
48. Originally, I am from Holland
49. Sorry the Frank Centre was closed. Enjoyed talking to the very knowledgeable young woman who gave us the survey

50. Excellent country and sights to visit. Will come back for a 3rd visit (Scotland)
51. Previously lived in trail/Kossland
52. Glad to see the movement towards renewable energy
53. Best Scenery in the world here!
54. Very Scenic Western AB and BC
55. Can not wait for Frank Slide to be open!
56. Great way to let people know about an area
57. More videos
58. Make the Castle Wilderness a National Park
59. Questions are dependent on whether you are traveling in your providence/state or in a foreign setting
60. Enjoyable scenic area
61. Beautiful wow!
62. Informative friendly staff
63. Waterton Lakes NP has super wildlife and walks (England)
64. 4f no alternative
65. We are traveling in a 5th wheel
66. This is my first trip ever and I am sure enjoying it. Never had left Vancouver before this.
67. We are ranchers. Income what do you think?
68. I am here for photography primarily
69. Photography of the area and culture is important to me
70. Good luck on your thesis. Do not let the over indulging naturalist sway your opinion.
71. Good luck with your research. It is interesting that you choose "a gathering" Hope you enjoy the weekend
72. Travel to the CoC region 10-12 times annually
73. I'll take MT before AB or BC
74. Good luck, keep up the great work
75. Can only do so much as a person
76. For senior travelers info on grade and difficulty of hiking trails is important
77. We will be visiting Yoho Nat'l Park

78. Traveled here for the Cowboy Gathering. Like the area, but here for the event
79. Alberta in the summer NFA rest of time. It does not get any better.
80. This tour of head smashed in Buffalo jump was well done and very informative
81. Sec. 4 assumes that humans can exist without interacting with the environment. Not possible
82. This visit gave a fascinating insight into a culture which I previously only knew from books/films on TV
83. I would like to see the results
84. Good luck with your research. I hope the results will be most enlightening for you
85. I am very interested in learning more about local history and its natural beauty. Things have to be affordable to be sustainable for the average person.
86. From Ireland
87. Great fort here in McLeod, AB. Need to protect nature and history
88. It is frustrating when historic sites such as Roger's Pass are overgrown with bees making photographing a train coming through impossible
89. The last survey like this was on PEI and they asked very different questions. No questions on seeing wildlife. This is important to us
90. This is a beautiful country
91. Development in National Parks must be kept to a minimum
92. Remington museum is beautiful
93. For the last 4 years we spend approx. 1 month per year with family in calgary- touring the area but not the USA yet
94. We have visited this area 7 times as our daughter lives in Calgary & we often take trips into the area defined, but not the US
95. A very enjoyable visit
96. Great Survey
97. Canada seems to protect its environment better than the US
98. Hopes this helps to get a better understanding of human's effects on nature/culture in sensitive areas.
99. We are visiting the Columbia George area (not sure if that is a national park).
100. Canadian Money Exchange is unfair to US tourist.
101. This place is a magnificent wonder to behold... it would be best to keep it that way (preserved) for future generations
102. Beautiful Places

103. Good luck in your research and remember we need to protect our environment
104. Waterton has preserved its old world charm
105. Hope the student receives his degree!!
106. Need a neutral and split the types of travel. Going to NY is different to Waterton
107. Scenic trips different from museum/gallery city trips; should be 2 different surveys for different kinds of travel
108. At many sites in Europe the scenery is enhanced by the historic buildings
109. Good Luck!
110. Answers would be different on a trip to a city or rural environment. Good Luck w/ your survey
111. I oppose the federal government controlling all of the above. State government should have more control over environmental decisions.
112. It's the wonder of God's creation and his magnitude that inspires a sense of awe in me.
113. I think it is incredibly valuable to maintain a balance of human habitation and preservation of nature
114. Beautiful area
115. Love ecotourism, have done quite a bit with Backroads, Country Workers, and National geographic. Have spent a lot time visiting parks in AB and BC
116. Park visitor center was a disappointment and looked run down. More exhibits would be nice.
117. Worked at Prince of Wales 38 years ago
118. I am a nature/wildlife tour leader by profession .. My answers therefore may be somewhat biased.
119. Walked from West Glacier to Waterton and walking back
120. Good survey!
121. I have been an advocate of recycling, reusing, and reducing long before it became the current trend. There is a hysterical component to the present focus. There are lots of factors that go into today's ecological decisions. We need balance.
122. Some areas do not have the option of alternative transportation or places to stay that are environmentally friendly. When I am older, I will go to more museums.
123. Keep the corporations out of our National Parks, make it more financially viable for all people
124. We love the beauty of the great outdoors we will be back.
125. I need a ride to the USA
126. Good luck
127. Local and Nat'l interests must be balanced in tourism issues. Q4f The Bible says that man was given power to manage resources- Big difference between ruling over and managing successfully!
128. We are camping and enjoying the scenery!

129. Commercialism should be limited. Preserve natural beauty and history
130. Ohio is an awesome place to visit- will keep coming back
131. Difficult questions, but good (Lots of comments on actually survey)
132. Great Survey
133. Great survey
134. No Oil drilling offshore!! To destroy our environment!!
135. Some of our traveling is based on different goals, i.e. a visit to New York does imply answers very different from a "nature" trip.
136. Beautiful hotel
137. Go to drumheller, Alberta and see the Tyrell museum!
138. I would suggest minimizing the advertisement that may bring excessive crowds and negatively impact the area. Go cats!
139. Good luck
140. Please preserve the National Parks for our grandchildren
141. You guys have the most beautiful hiking trails in Canada. Thanks.
142. I worked at the Prince of Wales hotel in 2005 and 2006! This is a magical place to stay and I been in Montana many times
143. I like to walk and go outdoors. I enjoy different culture. I am not worried about environment.
144. This is my 7th Glacier visit. My wife just died, has been replaced by my daughter and her large family,
145. The tradition for hiking seems to have been preserved. Should make the question about""beauty" articulate.
146. Glad to hear the wildflower festival was included on national Geographic's list of spots/festivals to see
147. The Crown of the Continent Waterton in particular is one of the most beautiful places I have ever visited
148. Resident of Hillspring
149. This is a beautiful area and would like to stay longer
150. I live in Pincher Creek
151. Having a great time locally
152. We love the National Parks and enjoy the scenic beauty of the mountains!!
153. I believe it is vital to keep environmental issues and wildlife always in consideration when developing local communities

- 154. Very helpful reps. very beautiful area
- 155. This place is very lovely, happy my friend knew of it
- 156. Lovely Area
- 157. I could not find the reason why rock is red
- 158. Artist