



# VISITOR PERCEPTIONS OF CULTURAL RESOURCE VULNERABILITY AT CAPE LOOKOUT NATIONAL SEASHORE



*Photo Credit: Malorey Henderson*

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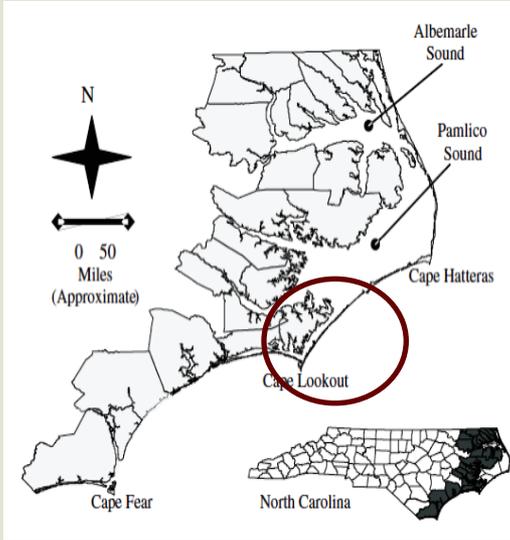
# Coastal Cultural Resources & Climate Change

- Cultural resources increasingly vulnerable to **climate change** (Haugen & Mattsson, 2011).
  - Sea level rise, erosion, extreme weather and storms, flooding, deterioration (NPS, 20\_\_)
- Particularly susceptible in **coastal areas** (Caffrey & Beavers, 2008).
- **\$40 Billion** in cultural resource assets considered threatened by climate impacts (NPS, 20\_\_).

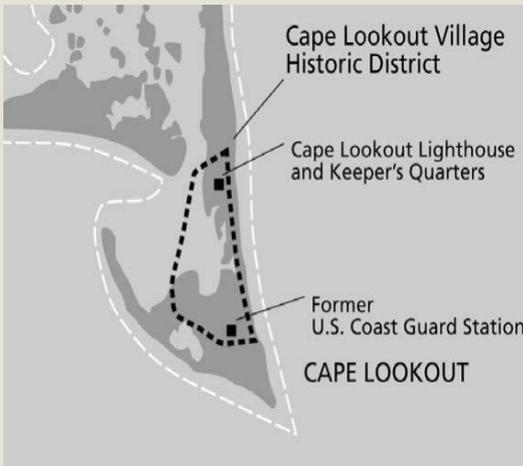


Photo Credit: Malorey Henderson

# Study Site and Context



Norton, 2005



National Park Service



National Park Service

## Portsmouth Island

➤ Designated 1978



Photo Credit: Erin Seekamp

## Lookout Village

➤ Designated 2000



Photo Credit: Erin Seekamp

# Study Purpose

- **Increased threats** → NPS exploring adaptation strategies
  - **Maintain cultural heritage** of historic districts
  - Strategies for **prioritization**
    - *Situations where preservation is no longer feasible*
- How will strategies & changes to the landscape affect **stakeholder experiences & place meanings?**
- Various stakeholder groups
  - **Visitors**



# Cape Lookout Visitor Perceptions



*Photo Credit: Malorey Henderson*

## Question Items

- Brief visitor profile
- Visitor motivations
- Visitor plans and expectations
- Importance of the area's history to visitors
  - motivations & experience
- Perceptions of cultural resource conditions
- Awareness of cultural resource vulnerability
- Management preferences
- Place meanings

# Methods

## Pilot data

- Short window for Fall visitors
- Structured Visitor Intercept Interviews
  - Open-ended questions
    - Finite & multiple answer
  - Yes / No questions
  - Likert Scale questions
- November 2015 (5 sampling days)
- Responses audio recorded
  - Transcribed verbatim
- Coded responses using content analysis

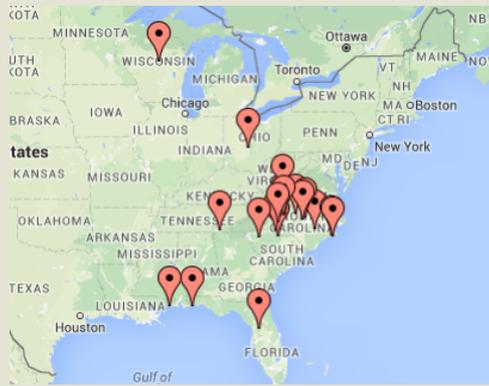


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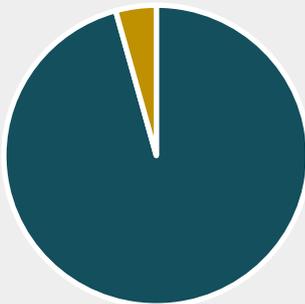
# Results - Visitor Profile and Motivations



Visitor Age	
Mean	<b>51</b>
Min-Max	<b>26-90</b>
SD	<b>17.108</b>

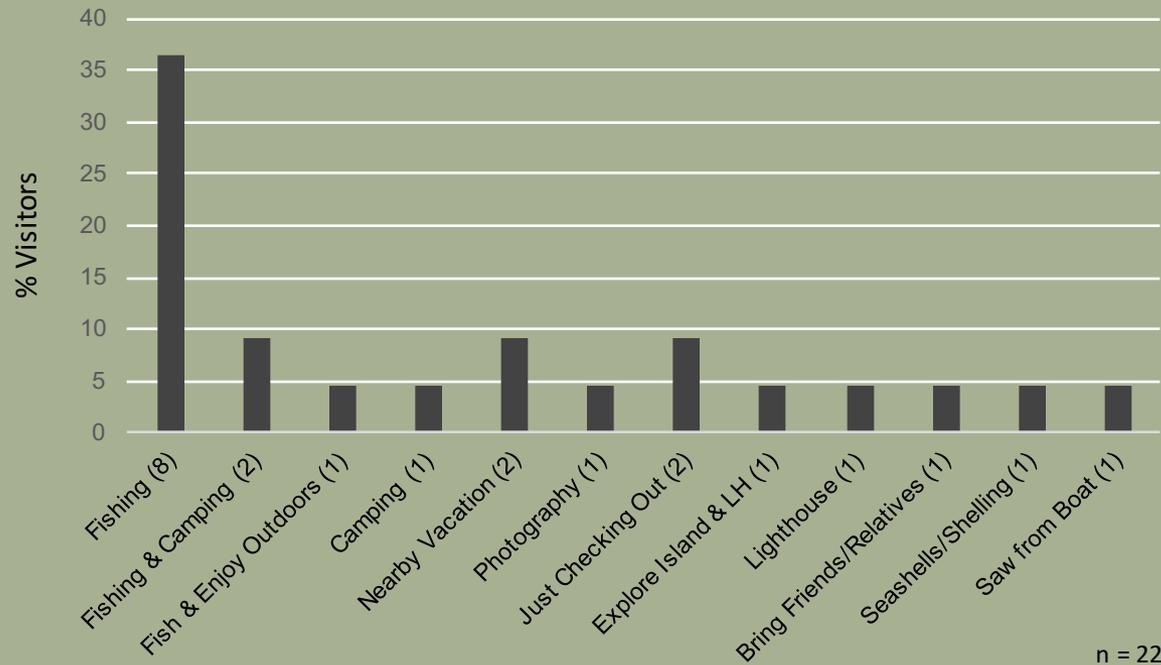
Are visitors aware that the site is a historic district managed by NPS?

- Yes (22)
- No (1)



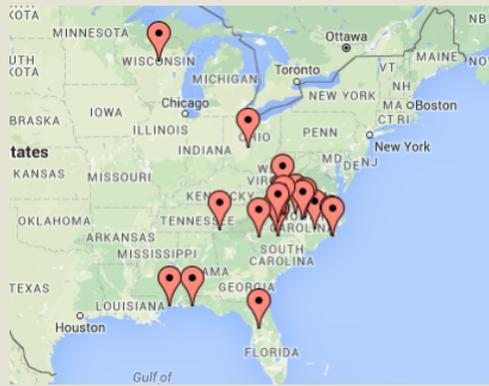
n = 23

## Primary Purpose for Visiting



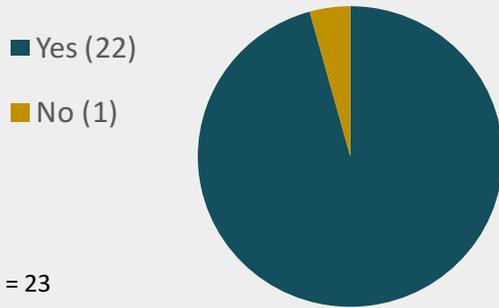
n = 22

# Results - Visitor Profile and Motivations

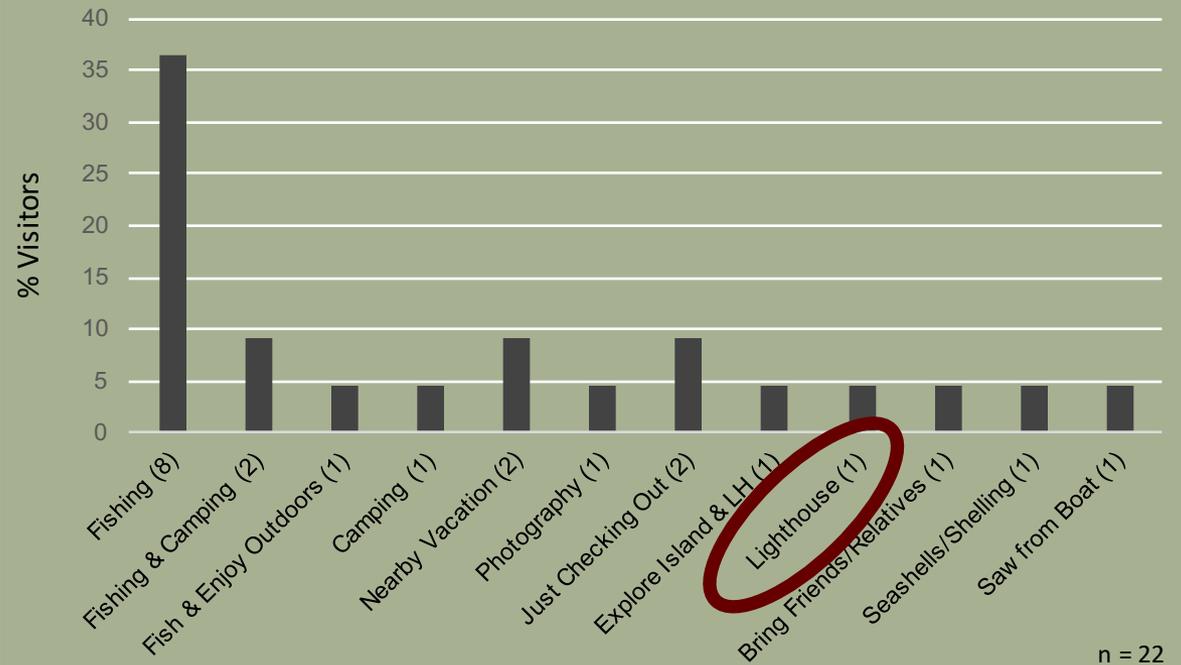


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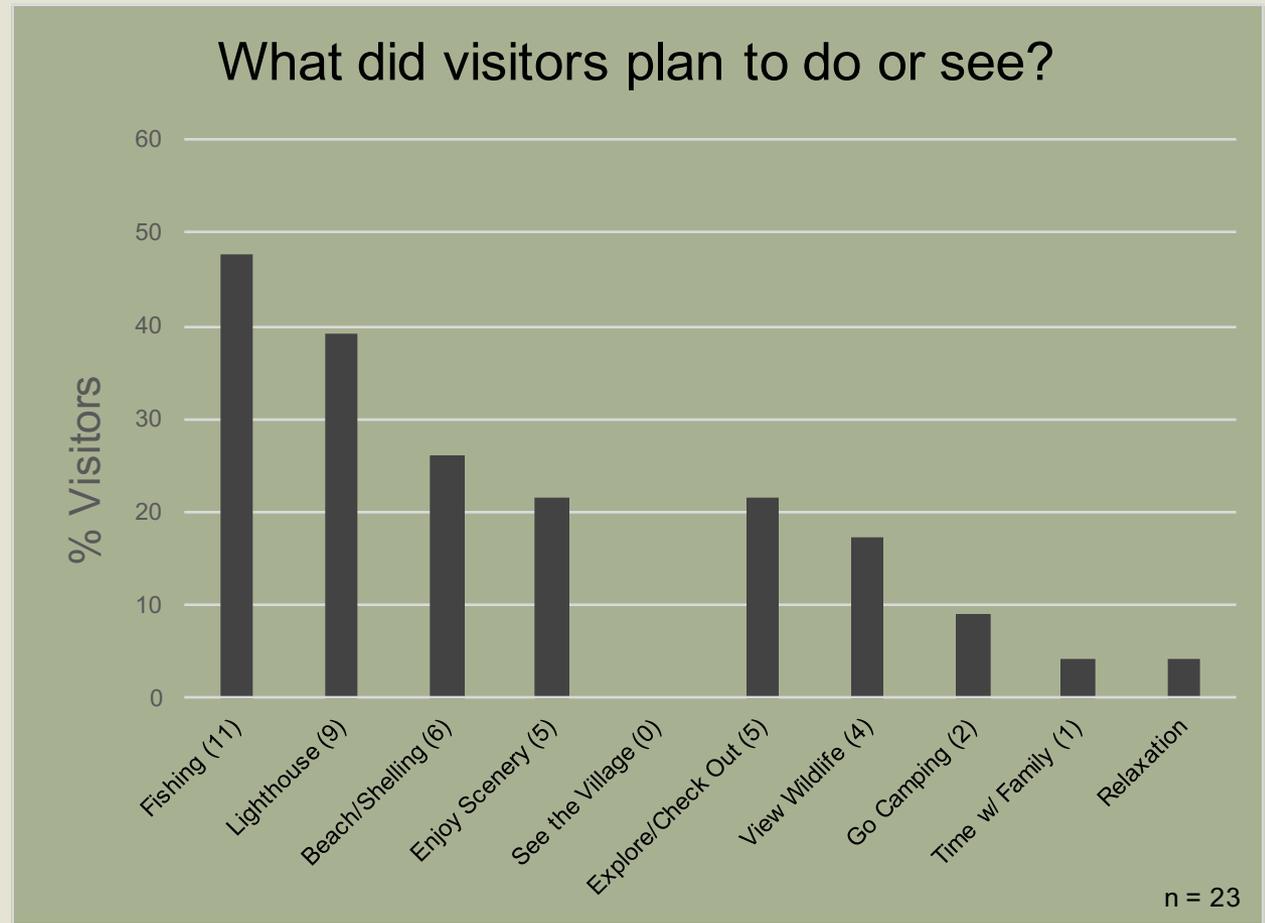
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## Primary Purpose for Visiting



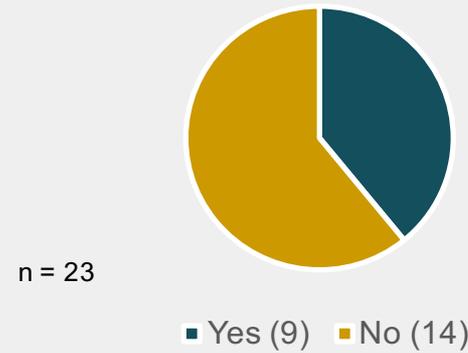
# Results - Visitor Plans & Expectations



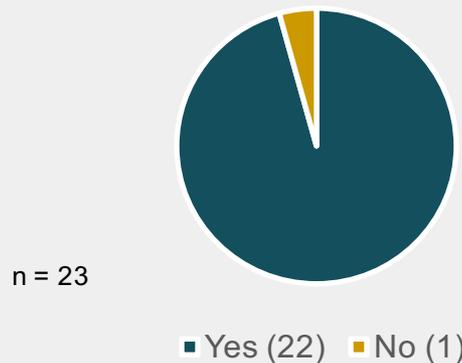
# Results - Importance of History, Perceptions of Conditions, & Awareness of Vulnerability

**100%** of respondents were aware that the cultural resources at CALO are at risk from future climate-related impacts

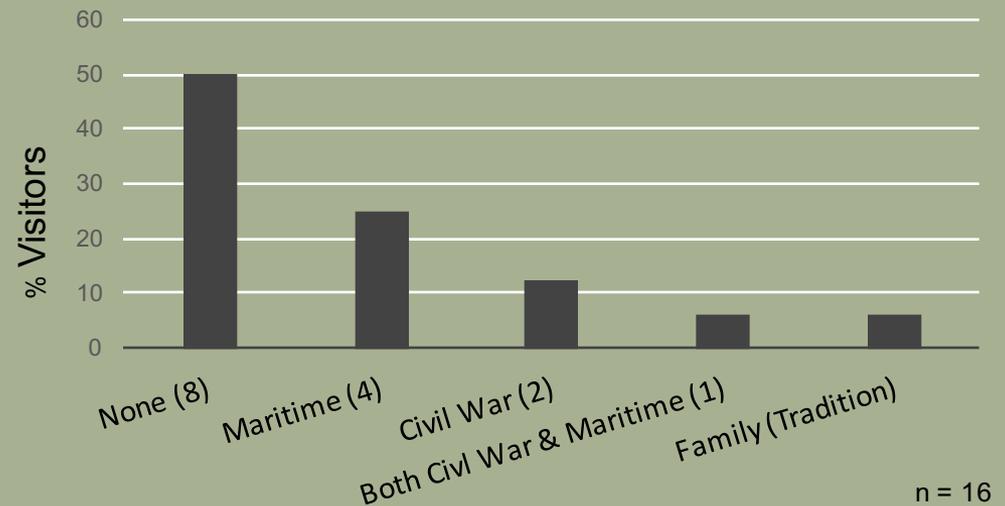
Was CALO's history important for visitors' trips?



Do visitors believe the site is well-maintained?



Which aspects of CALO's history are important to visitors?



# Results - Management Preferences & Place Meanings

Place Meanings	Mean (SD)
a. I feel that CALO is an important part of our <b>nation's history</b> .	<b>4.48</b> (0.73)
b. I have a <b>personal attachment</b> to the history and culture here at CALO.	<b>3.48</b> (1.62)
c. There are important <b>family memories</b> tied to the history and culture associated with CALO.	<b>2.96</b> (1.82)
d. It is important that the resources at CALO are <b>preserved and protected for future generations</b> .	<b>4.74</b> (0.54)
e. I believe the history and culture associated with CALO is <b>unique</b> and unlike others in the region.	<b>4.48</b> (0.73)
f. I get more satisfaction from visiting CALO than from other outer banks historic/cultural sites.	<b>3.70</b> (0.93)

Management Preferences	Mean (SD)
a. If vulnerable buildings were elevated, that would change my experience of the historic district.	<b>2.86</b> (1.39)
b. I feel the condition of the buildings at this site positively affected my visit	<b>4.13</b> (0.76)
c. If the buildings were better maintained I would enjoy my visit more.	<b>2.77</b> (1.23)
d. If the buildings were more poorly maintained it would disappoint me	<b>3.87</b> (1.25)



# Discussion

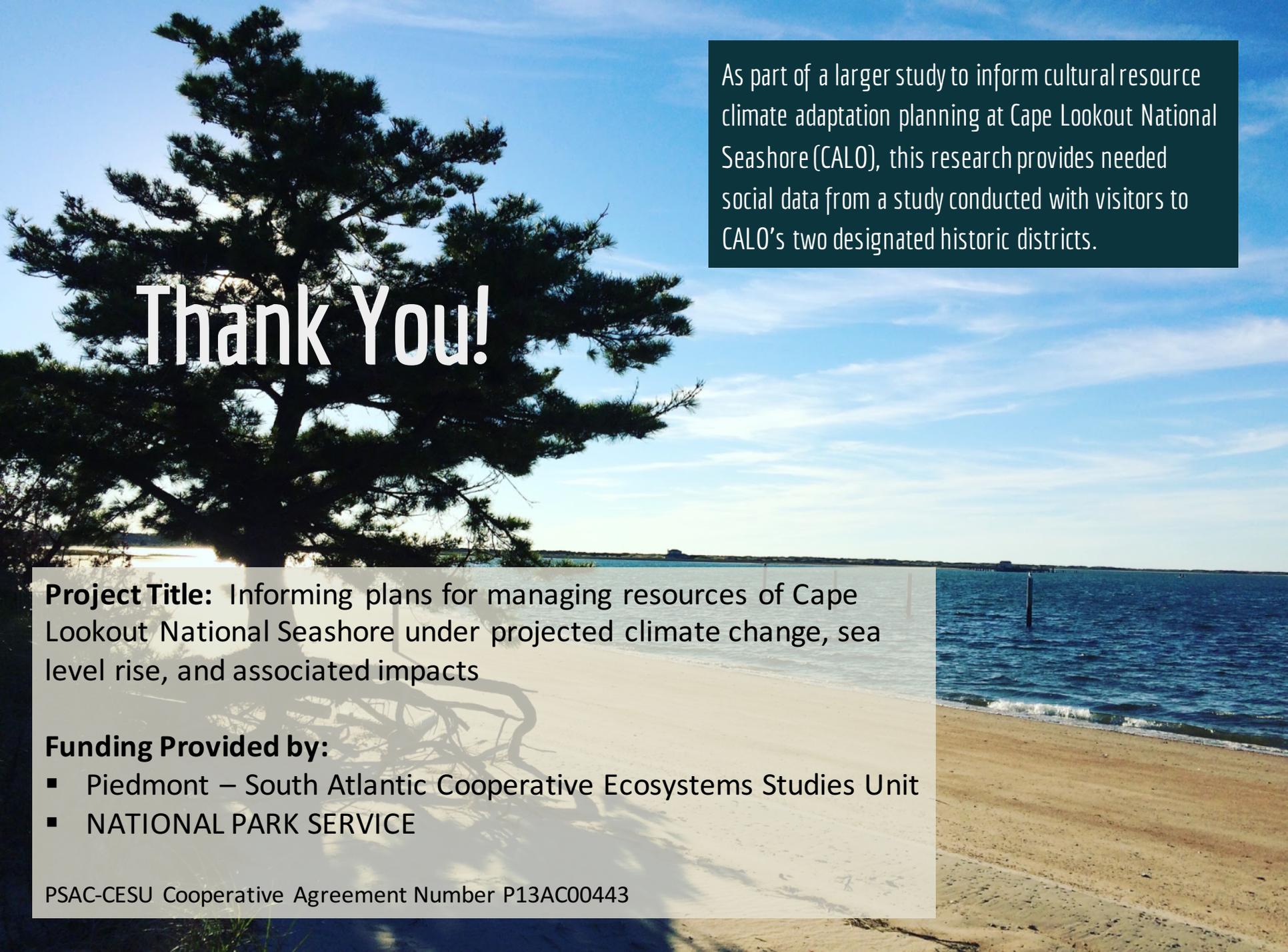
- Fishing & Lighthouse
- Lacking awareness of village
- Explore preference change with visitors interested in village → place attachment
- Visitors do think preservation for future generations is important
- Emphasis on unique history and culture & CALO's importance in US history
- → continuing trend with larger sample?
- Difficult decisions about resources



# Future Research

- Comparison of visitors who have & have not seen the village
- Seasonal comparisons
- “site well-maintained” → be more specific: includes all buildings
- If place meanings are strong, why are management preferences so neutral?





# Thank You!

As part of a larger study to inform cultural resource climate adaptation planning at Cape Lookout National Seashore (CALO), this research provides needed social data from a study conducted with visitors to CALO's two designated historic districts.

**Project Title:** Informing plans for managing resources of Cape Lookout National Seashore under projected climate change, sea level rise, and associated impacts

**Funding Provided by:**

- Piedmont – South Atlantic Cooperative Ecosystems Studies Unit
- NATIONAL PARK SERVICE

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# References

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- Haugen, A. & Mattson, J. (2011). Preparations for climate change's influences on cultural heritage. *International Journal of Climate Change Strategies and Management*, 3(4), 386-401.
- King, T. (2013). *Cultural Resource Laws & Practice*. Lanham, MD: AltaMira Press.

Introduction

Methods

Results

Discussion

Conclusions