

## APPENDIX C

### SCRIPT FOR CASE STUDY TELEPHONE INTERVIEWS

Script for Case Studies

Hello, my name is Andy Skadberg and I am with Texas A&M University.

Is \_\_\_\_\_ there, or is the business owner or manager there?

Hello \_\_\_\_\_

This a follow up call to a research project we are conducting about nature tourism/ecotourism businesses and the Internet. About a month or two ago I sent you three emails asking you to participate in an on-line survey about your business and your businesses Web site.

Do you remember the survey?      Yes    No

In that survey I asked if you would be willing to participate in a phone interview and you said Yes. -- Well this is that phone call.

Do you have time to talk with me now about this survey?

Yes    No—time and date to call back \_\_\_\_\_

To make it simpler to get notes from our conversation is it OK if I record this conversation? Of course your responses are anonymous and confidential. Yes    No

For my records what is your name? \_\_\_\_\_

What is the name of your business? \_\_\_\_\_

What is your job title with the business? \_\_\_\_\_

What is your businesses Zip code? \_\_\_\_\_

Essentially this is a conversation about the survey you completed and some reactions to areas of the survey that we would like to examine more closely.

There are no right or wrong answers. I have six items, and one short question, to ask you about, but I would like for you to feel free to make additional comments whenever you like.

### 1) Question 1

The first area of interest is from the first question of the survey. The question asked you to identify the term that best described your business from a list of terms. (such as eco tourism business, nature retreat, working guest ranch). There seemed to be some difficulty for a number of the respondents to choose a term. Do you have any idea why it would be difficult to choose a term such as this when describing their business?

### 2) Marketing

Based on several years of work with small nature tourism businesses in Texas the number one issue is information about marketing. Is this an important issue for you and your business and why?

What do you think you would need as far as assistance in this area?

### 3) Place

In the survey I included two questions about “place”. A large majority of respondents said they tried to depict “place” on their Web sites and that this was important to do. Do you believe that “place” is important for promoting your business. If Yes, Why

and what are the ways that you think are effective to do this (e.g. pictures, descriptive words, etc.)

#### 4) Web in general

If you recall, I had several questions in the survey about the Web (or the Internet) in general. Overall, the survey respondents were very positive about the Web and how it helps them with their business. Are there any comments that you would like to make about the Web, your Web site or how it has affected your business.

#### 5) Association/community

I also had several questions about people's involvement in a association/organization or "community". Do you see yourself a part of some kind of organization related to nature tourism? Do you have any thoughts about whether it is useful to be a part of an organization such as this? Can the Internet help an association such as this?

#### 6) Change, or improve Web sites

If you recall there were some questions about whether you would like to redesign, or add new features to your Web site. Several respondents were interested in expanding or adding new features. Related to this idea, what you feel you would need to accomplish your goals and objectives with you business. In other words, if you could develop a Web site to help you with your business, what would you want on it?

#### 7) Low response rate

One final question is about the level of participation on this survey. It seemed rather low. Can you tell me what things you think would prevent people from participating in a survey like this.

Do you have any additional comments you would like to make?

Thanks so much for your time.