

#### Topic 4: How Well is the Web Site Performing – is it Worth Their Time and Money?

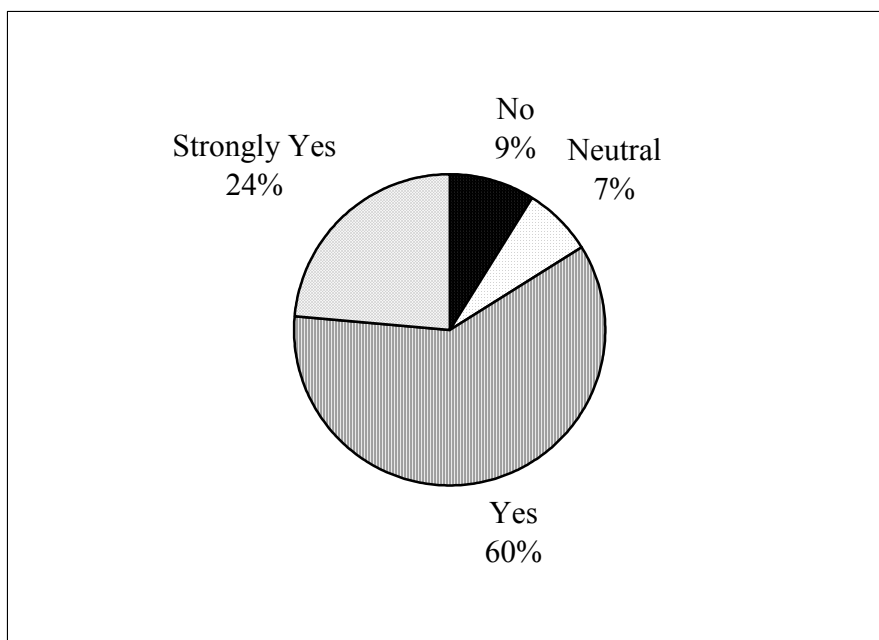
Questions 22 through 27, and 46 were about how well their Web sites were performing and if the business owners were satisfied with them. Based on the results of these questions, it is apparent that the Web, for the most part, has had a positive impact on these nature tourism businesses. Because of the responses to these questions were very positive it was important to discuss this issue in more detail in the case studies.

Question 22. Are you satisfied with the Web site overall?

The responses to question 22 show that, overall, participants in this research are satisfied with their Web sites since 84 percent responded “yes” or “strongly yes” to this question (figure 5.32).

FIGURE 5.32

Distribution of responses to quantitative survey question 22.

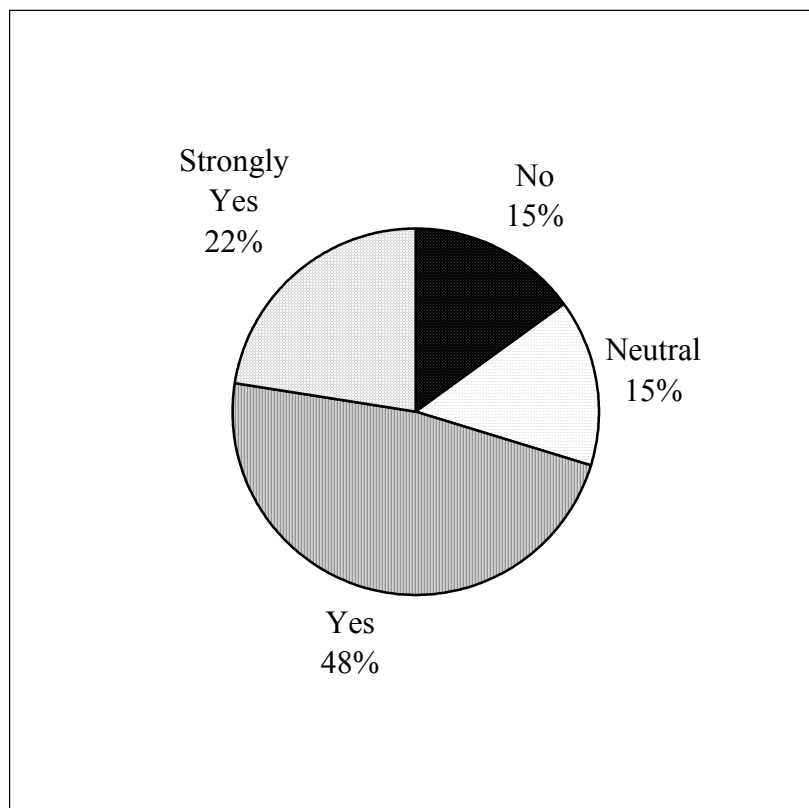


Question 23. Has developing a Web site for your nature tourism business fulfilled your expectations?

Seventy percent of the respondents responded “yes” or “strongly yes” to this item (figure 5.33). Overall, developing a Web site for these businesses has fulfilled the owner/managers expectations.

FIGURE 5.33

Distribution of responses to quantitative survey question 23.

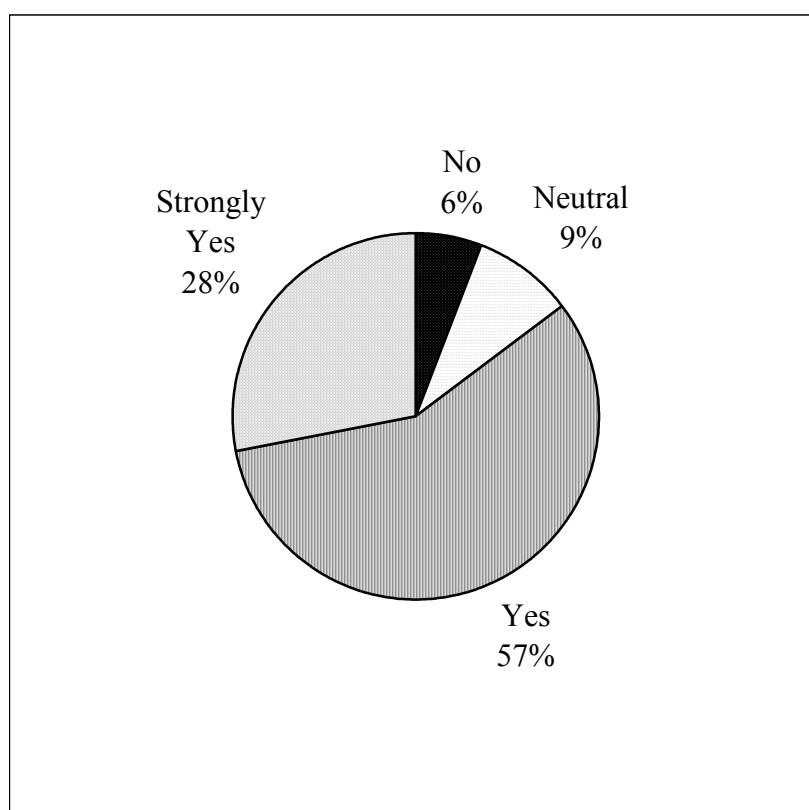


Question 24. Has the Web site helped your business grow?

Eighty-five percent of the respondents replied “yes” or “strongly yes” to this item (figure 5.34). It is apparent that these business owners feel that their Web site has helped their businesses grow.

FIGURE 5.34.

Distribution of responses to quantitative survey question 24.

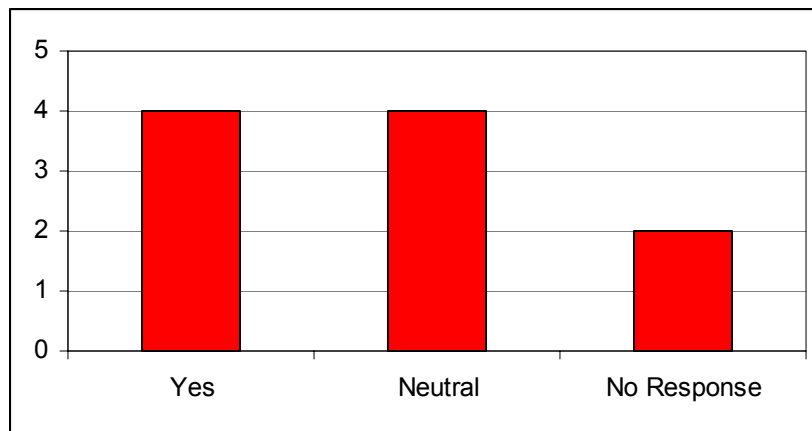


Question 24a. If No to question 24, do you think it will help your business grow in the future?

Question 24a was directed to those respondents who replied “no” or “neutral” to question 24. It appears that this item was confusing to the respondents. Eighteen people responded to this item. Based on the response to question 24 there should have only been a maximum of 10 total responses. Figure 5.35 shows the distribution of these ten responses.

FIGURE 5.35

Distribution of responses to quantitative survey question 24a.

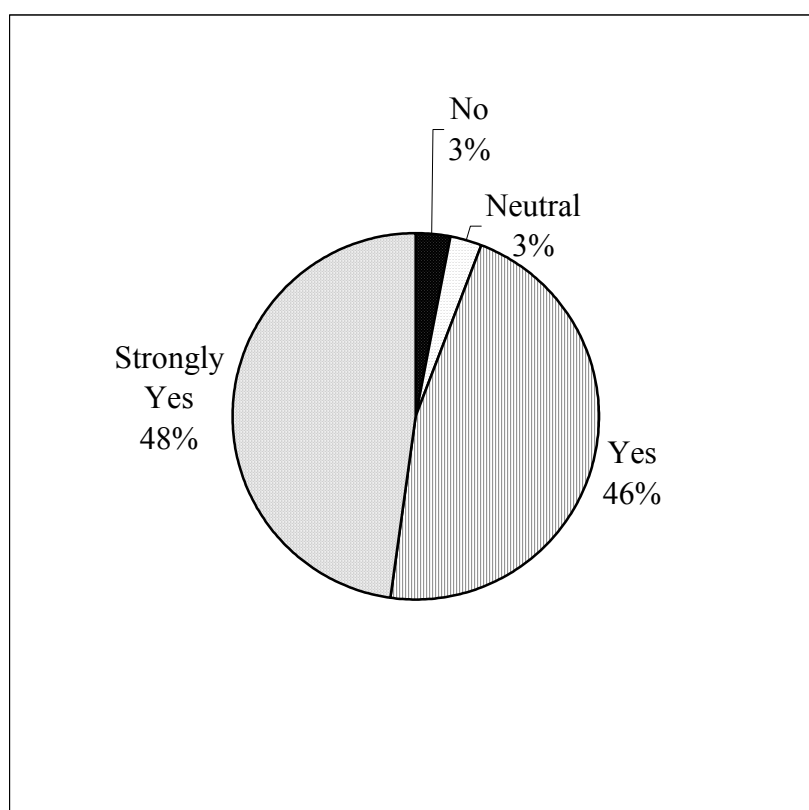


Question 25. Has the Web been a cost effective way to promote your business?

Ninety-four percent of the participants responded “yes” or “strongly yes” to this question (figure 5.36). It is clear that the Web is seen as a cost effective way to promote a nature tourism business.

FIGURE 5.36

Distribution of responses to quantitative survey question 25.

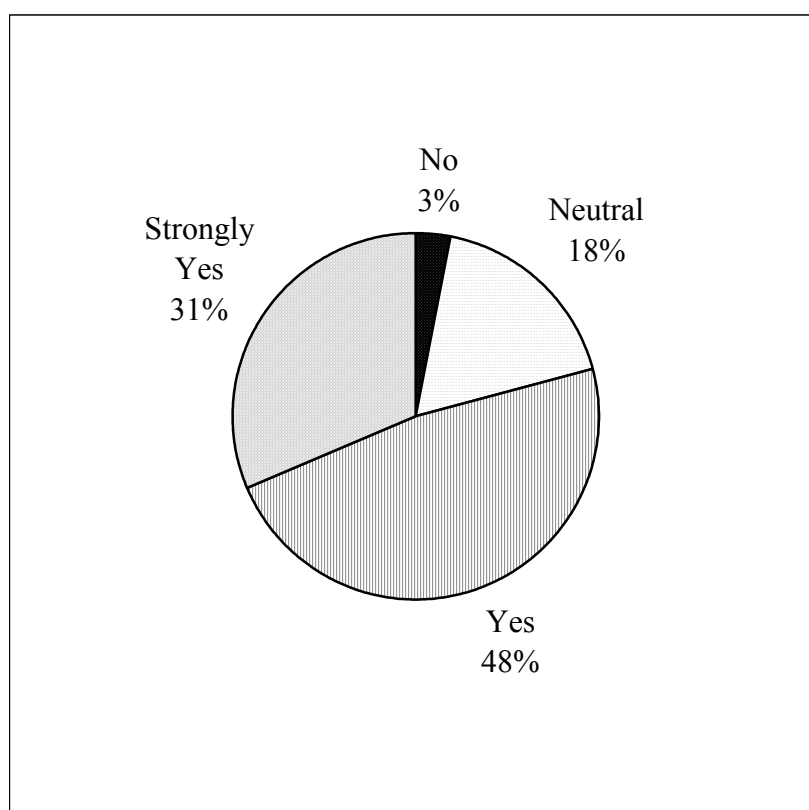


Question 26. Do you have a specific vision (your overall goals for the future) for this Web site?

Question 26 examined whether or not these respondents had a “vision” for their Web site. Seventy-nine percent of the respondents indicated that they do (figure 5.37).

FIGURE 5.37

Distribution of responses to quantitative survey question 26.

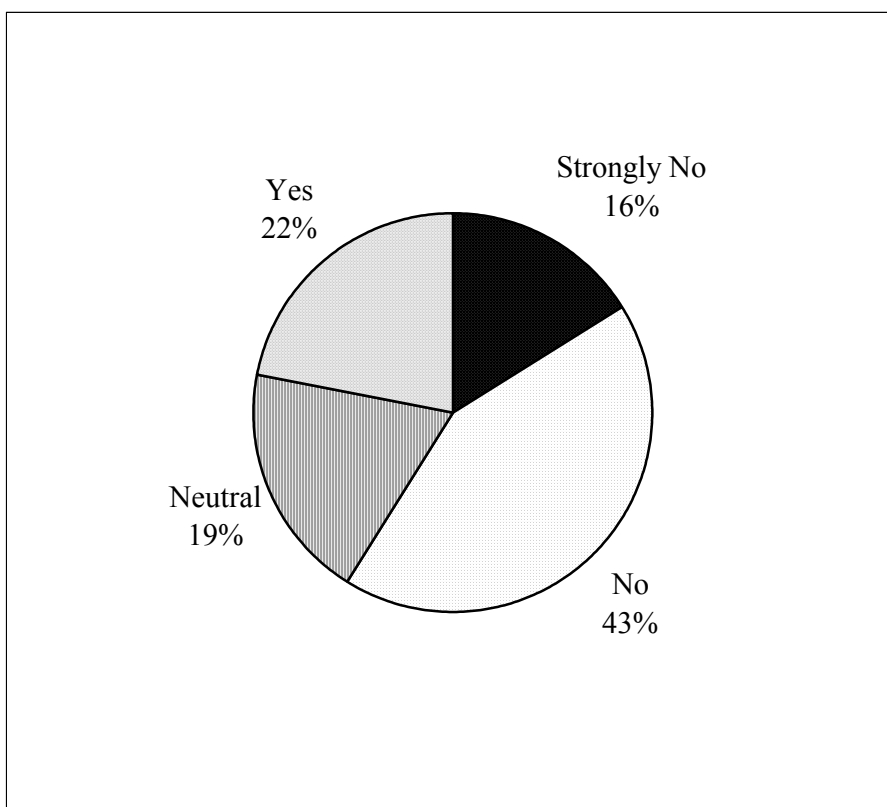


Question 27. Have you had problems revising and updating this Web site?

Most of the respondents (59 percent) said they have not had any problems (figure 5.38).

FIGURE 5.38

Distribution of responses to quantitative survey question 27.

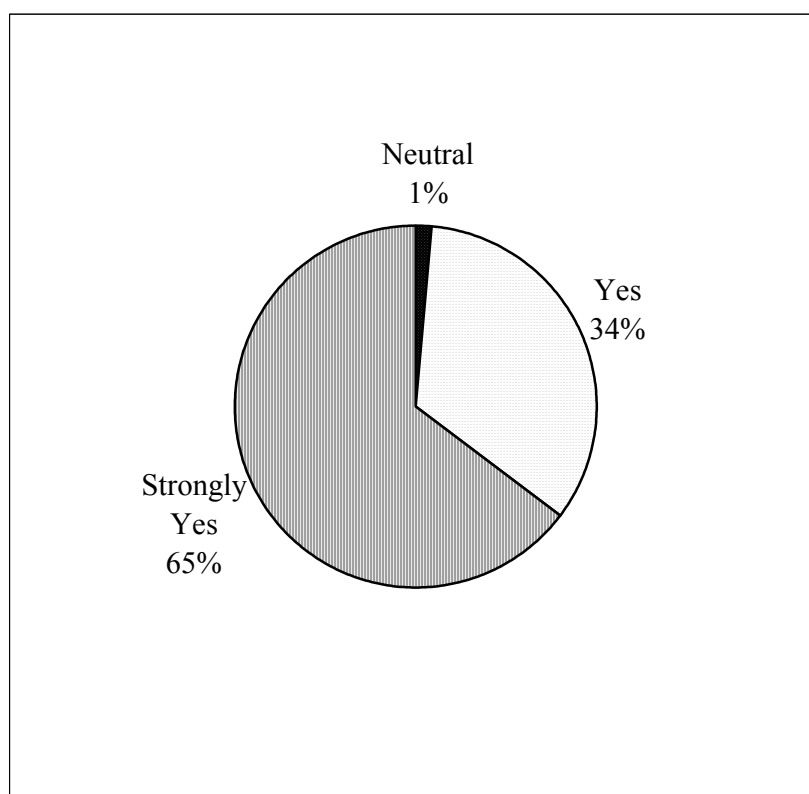


Question 46. Do you intend to keep this Web site on-line?

The responses to this question show clearly that these business owners/managers would like to keep their Web sites online (figure 5.39).

FIGURE 5.39

Distribution of responses to quantitative survey question 46.





### Topic 5: What Do They Wish the Site Would Do that it Doesn't Do Now?

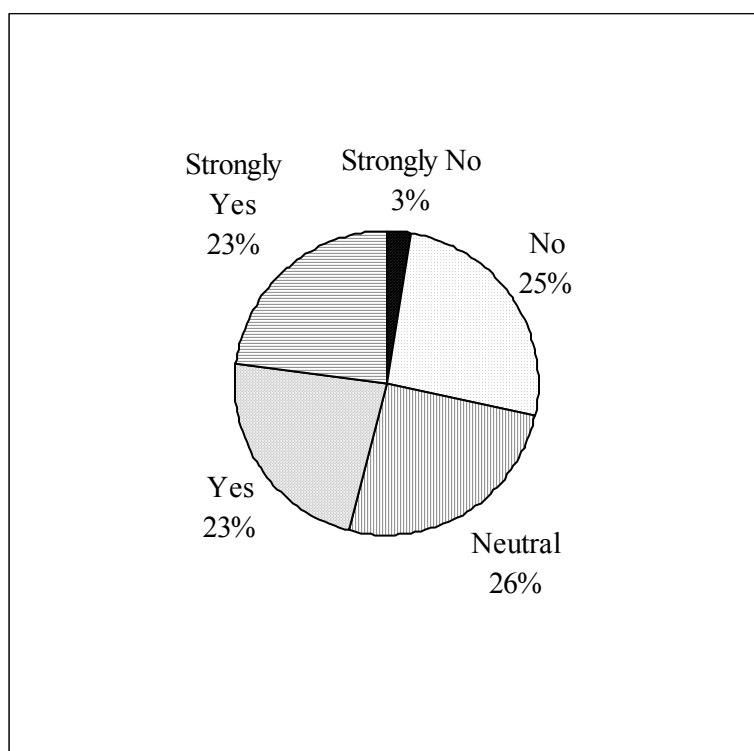
Questions 43 through 45 of the quantitative survey were about how the ICSs wanted their Web sites to be changed. The responses to these questions suggested that these business owners were interested in modifying their Web sites. These and other questions in the survey indicate a variation in these business owners' attitudes towards their Web sites. These items also raised questions about the respondents' different levels of need for information and assistance. This topic was investigated in more detail in the case study portion of this research. Those findings are presented in the next section of this chapter.

Question 43. Would you like to redesign your nature tourism Web site?

The responses to this question were mixed; however, there is still notable interest (46 percent) in redesigning Web sites (figure 5.40).

FIGURE 5.40

Distribution of responses to quantitative survey question 43.

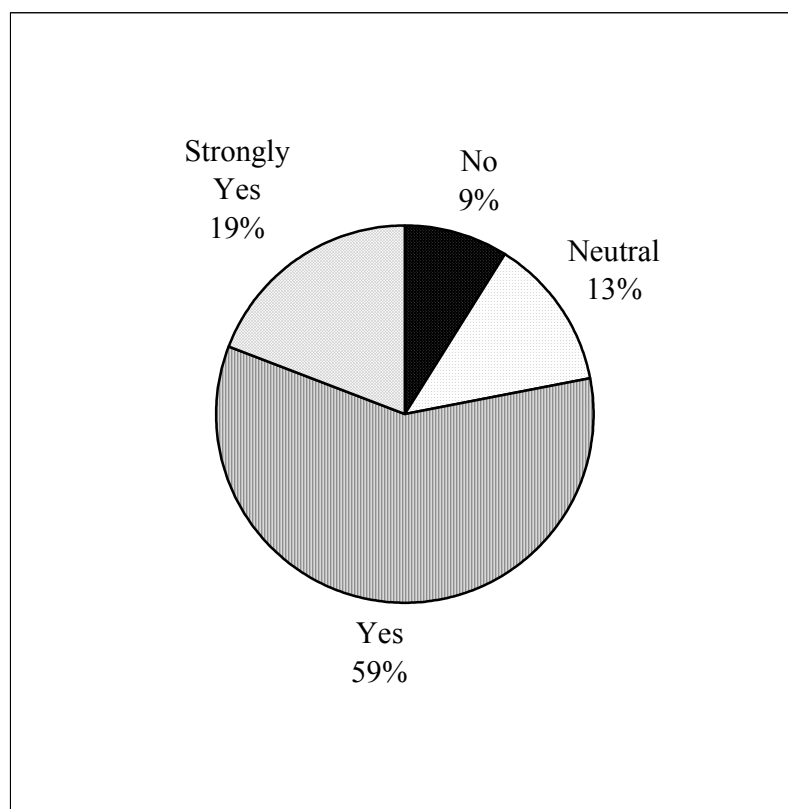


Question 44. Would you like to add new features to your Web site?

Reponses to this question suggest that the survey respondents were interested in adding new features to their Web sites. There is a notably high (78 percent) level of interest for adding new features (figure 5.41).

FIGURE 5.41

Distribution of responses to quantitative survey question 44.

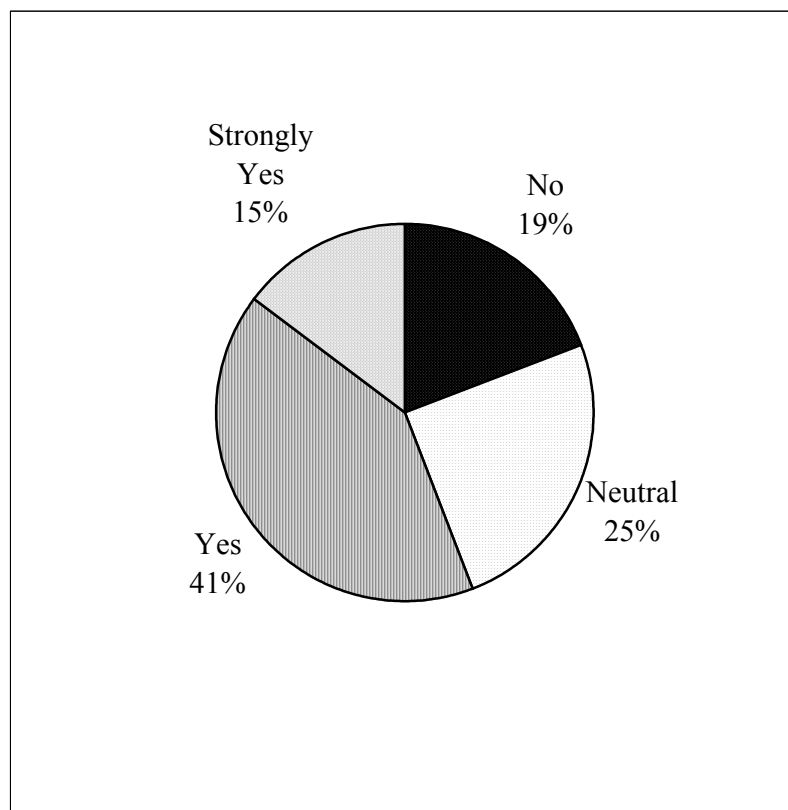


Question 45. Do you want to expand the use of the Web site for other purposes?

A notable majority (56 percent) of the survey respondents indicated that they would like to expand the use of their Web sites for other purposes (figure 5.42).

FIGURE 5.42

Distribution of responses to quantitative survey question 45.



### Topic 6: How Much Does the Web Site Cost in Terms of Monthly Maintenance?

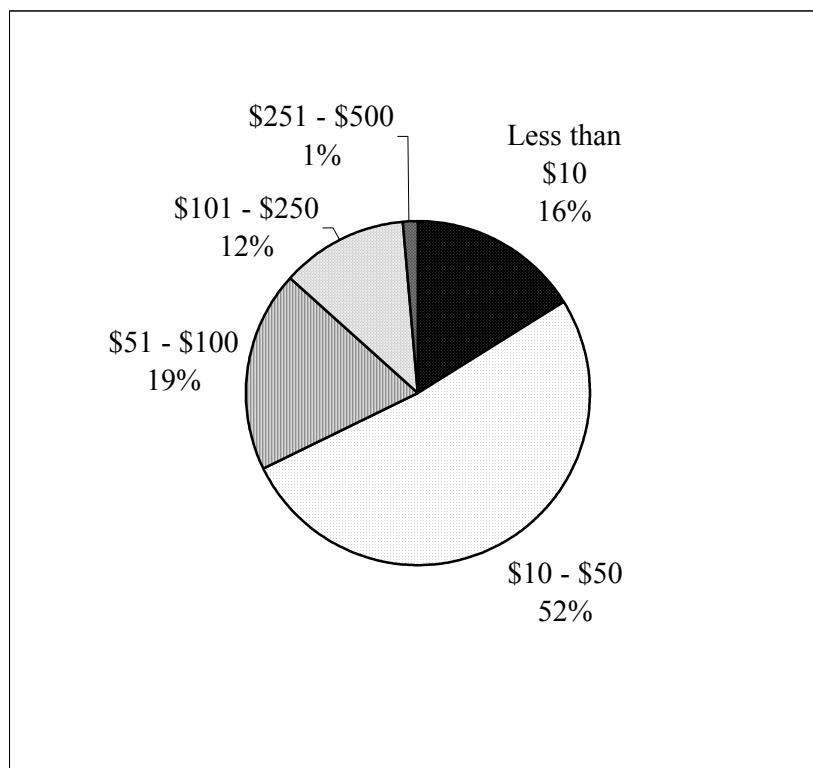
Questions 47 and 48 asked the survey respondents about the cost of maintaining their Web site and who maintains it. The responses to these questions indicate that these businesses generally keep their cost low for maintaining the Web sites.

Question 47. How much does it cost to maintain this Web site on a monthly basis?

Figure 5.43 shows a significant majority of the research participants keep the monthly maintenance costs for their Web site below one hundred dollars per month.

FIGURE 5.43

Distribution of responses to quantitative survey question 47.

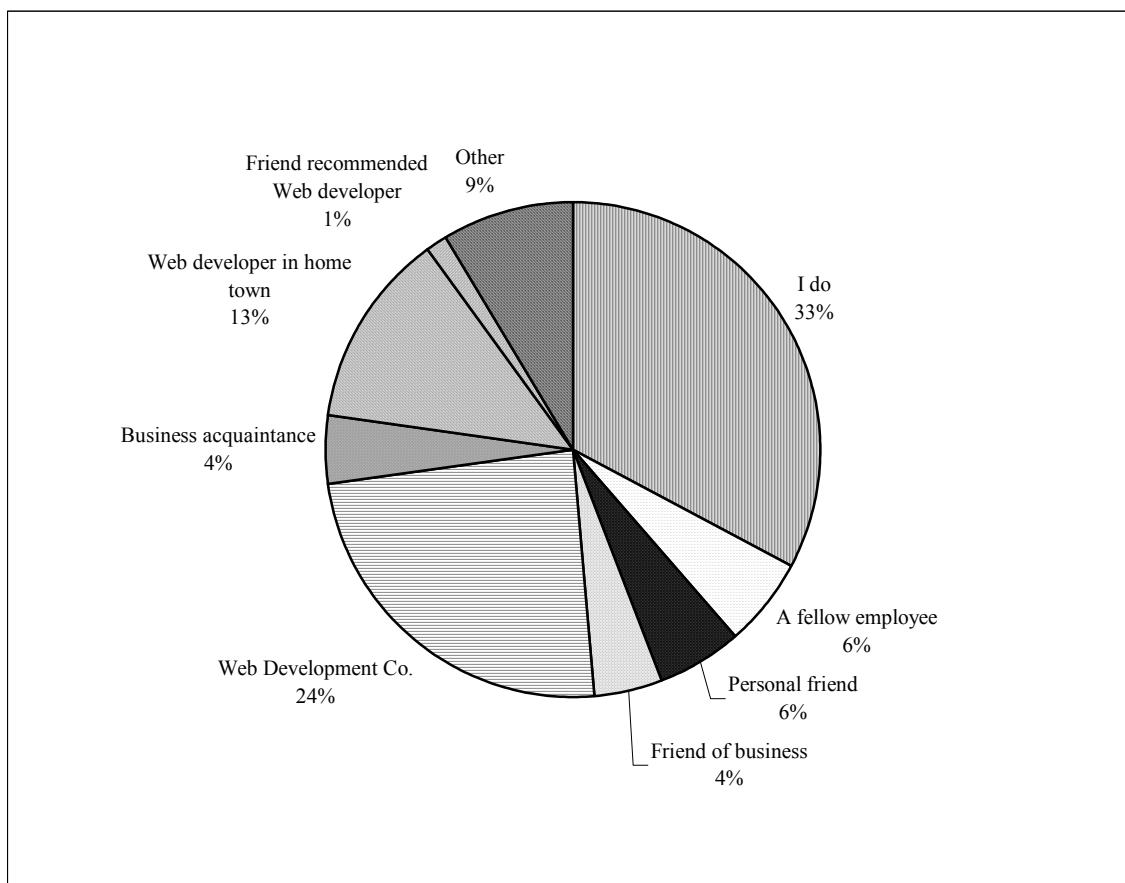


Question 48. Who maintains your Web site?

Figure 5.44 indicates that there are a number of ways that these Web sites are managed. The highest number (33 percent) of responses was in the “I do” category.

FIGURE 5.44

Distribution of responses to quantitative survey question 48.



Topic 7: Are These Nature Tourism ICSs Attempting to  
Depict Place on Their Web Site, and if so How?

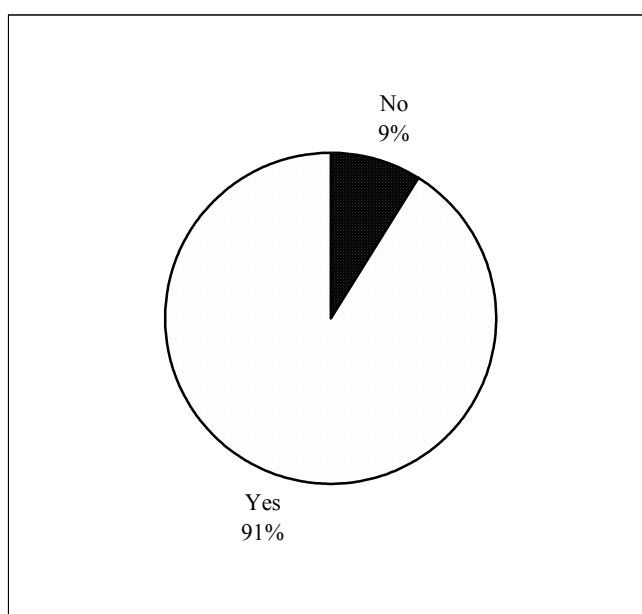
Questions 28 and 29 in the quantitative survey were about whether depicting a particular place was important for the developers of these nature tourism Web sites. It is apparent that there was a clear consensus that “place” is being depicted. Presenting a “place” enhances the effectiveness of a Web site. Because of the strongly positive response to these items they were further examined in the case studies.

Question 28. When this Web site was developed was a specific “place” depicted, (e.g. such as where the nature tourism activity is located)?

It is clear from figure 5.45 that “place” is depicted on a significant majority of these nature tourism Web sites.

FIGURE 5.45

Distribution of responses to quantitative survey question 28.





Question 29. Do you think including “place-related” information enhances the effectiveness of this Web site?

Ninety-one percent of the respondents said “yes” to this question (figure 5.46). It is apparent that the respondents believed that including “place-related” information makes a Web site more effective.

FIGURE 5.46

Distribution of responses to quantitative survey question 29.

