

Topic 8: Do These ICSs Perceive That They are Part of a Nature Tourism Community, Either on the Internet or in the “Real World?”

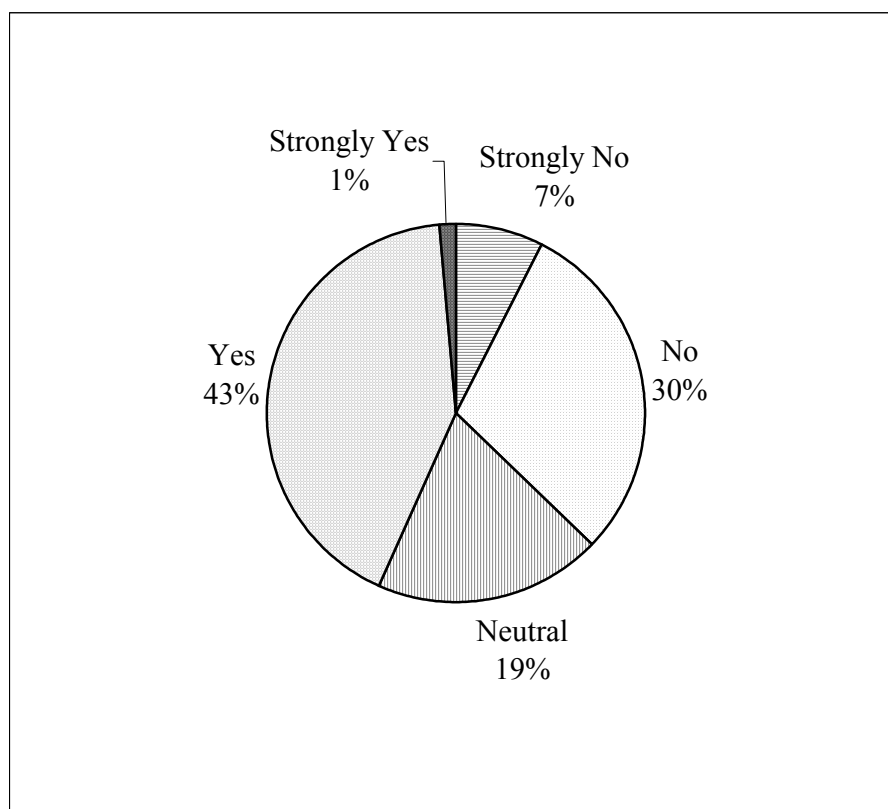
Questions 30 through 36 investigated in-depth these nature tourism business owners/managers’ involvement with a nature tourism community/association, either on the Internet or in the real world. Question 30 asked if the respondents were involved with a Web-based nature tourism community. Questions 31a through 31e were directed to only those respondents who answered “yes” to question 30. These questions examined the mode of their communication, (Internet, telephone, written correspondence, formal meetings, informal meetings) with these communities/associations and the frequency of their interaction and participation.

Question 30. Has the Internet created a community/association that you are part of?

To this item, 43 percent of the survey participants responded that they were involved with a nature tourism community/association (figure 5.47). Appendix H lists the names of associations provided to question 31a.

FIGURE 5.47

Distribution of responses to quantitative survey question 30.

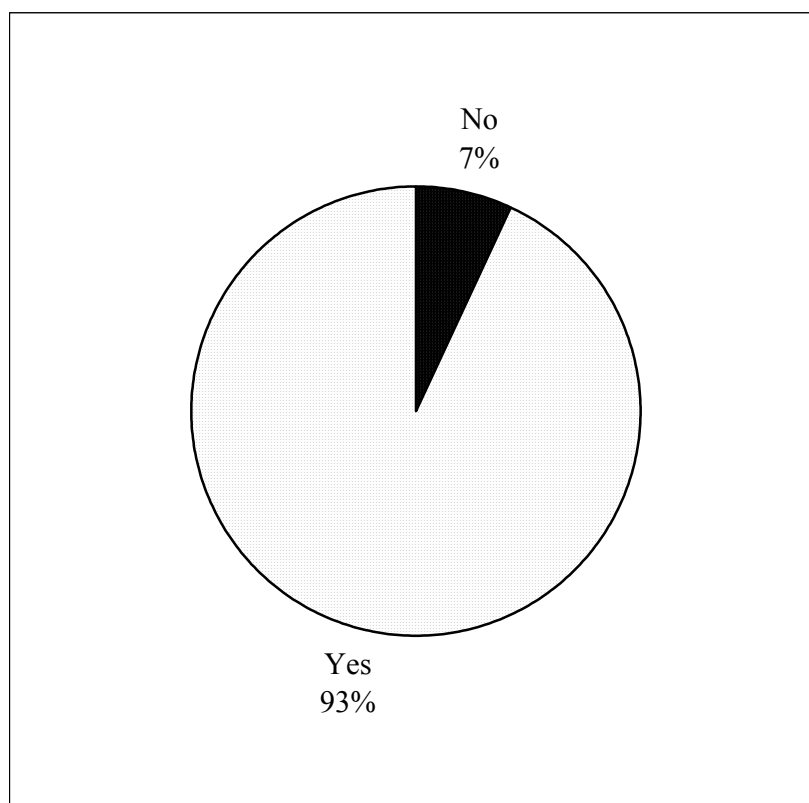


Question 31b. Is this community associated with a specific place?

Of the twenty-nine people who responded “yes” to question 30, 93 percent indicated that their community/association was tied to a specific place (Question 31b, figure 5.48).

FIGURE 5.48

Distribution of responses to quantitative survey question 31b.

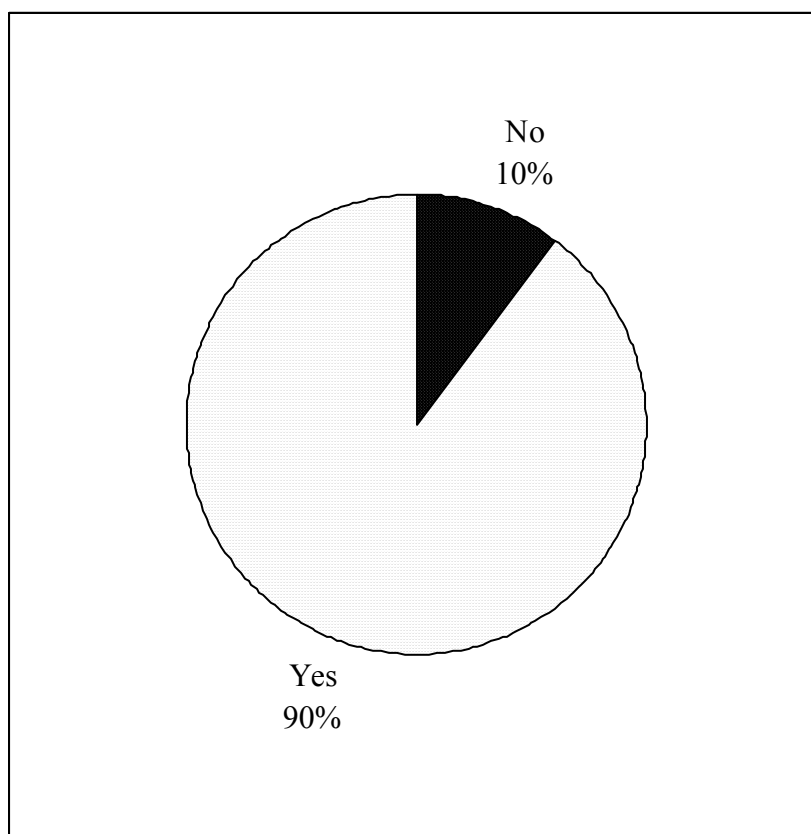


Question 31c. Do you participate in the community/association by using the Internet (email or other methods)?

Of the survey respondents who were involved with a community/association, 90 percent indicated they participate by using the Internet (email or other methods) (figure 5.49).

FIGURE 5.49

Distribution of responses to quantitative survey question 31c.

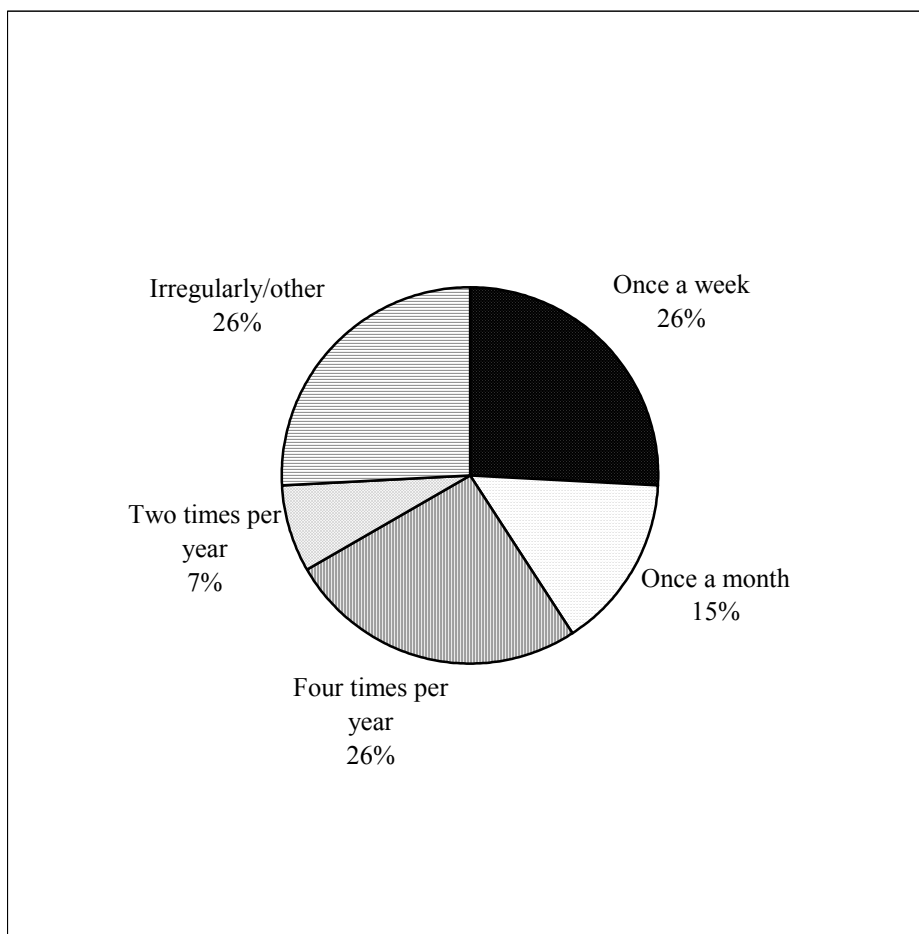


If Yes to question 31c, how often do you participate?

The frequency of the respondents' participation in their community/association varies considerably (figure 5.50).

FIGURE 5.50

Distribution of responses to quantitative survey question 31c—frequency of participation.

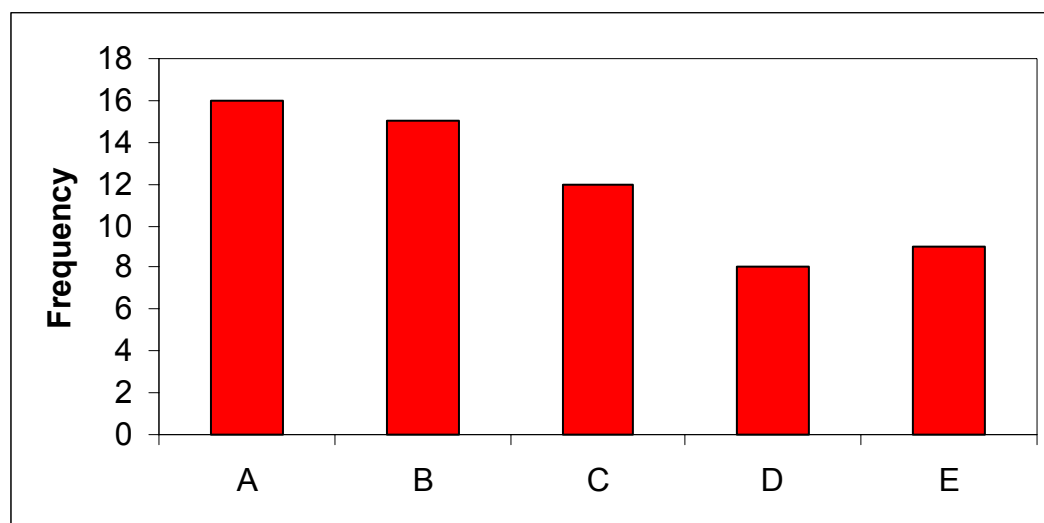


Question 31d. Do you participate in this community/association in any other way than using the computer? (Check all that apply)

Respondents were able to choose multiple answers to Question 31d. Figure 5.51 shows a fairly even distribution of responses across the response categories. The most frequent responses are “formal meetings” and “phone conversations.” Only ten respondents chose multiple response categories. Two respondents chose two response categories; three respondents chose three response categories; and four respondents chose all four response categories.

FIGURE 5.51

Distribution of responses to quantitative survey question 31d.



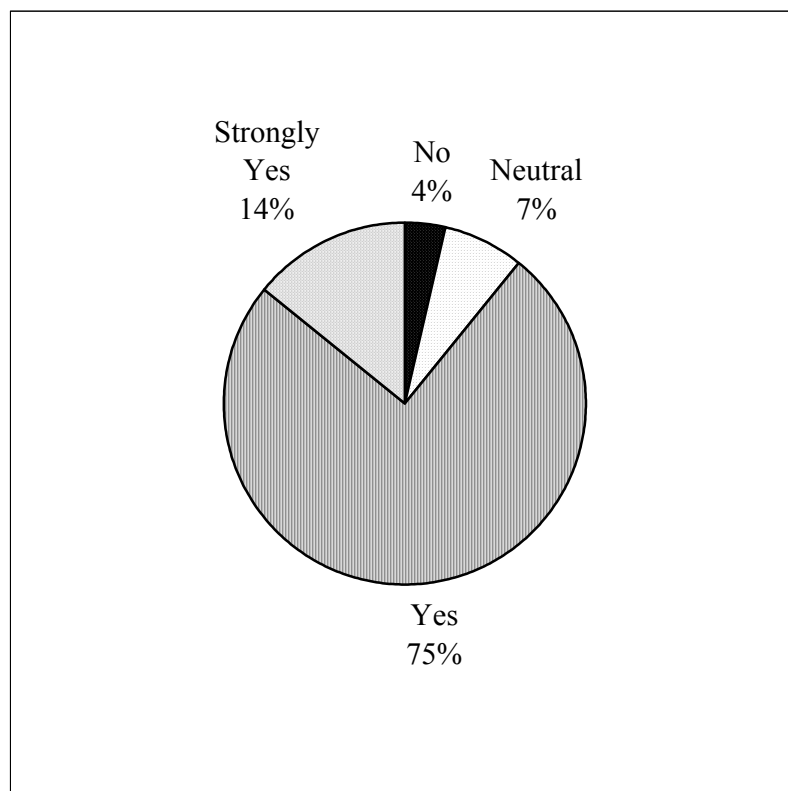
A Yes, the members of the community/association have formal meetings. B Yes, I have phone conversations with other members. C Yes, the community members get together at meetings or gatherings. D Yes, through written correspondence. E No.

Question 31e. Is this community/association important to you?

This last question in this series asked if the survey respondents felt that this community was important to them, over 86 percent responded positively (figure 5.52).

FIGURE 5.52

Distribution of responses to quantitative survey question 31e.

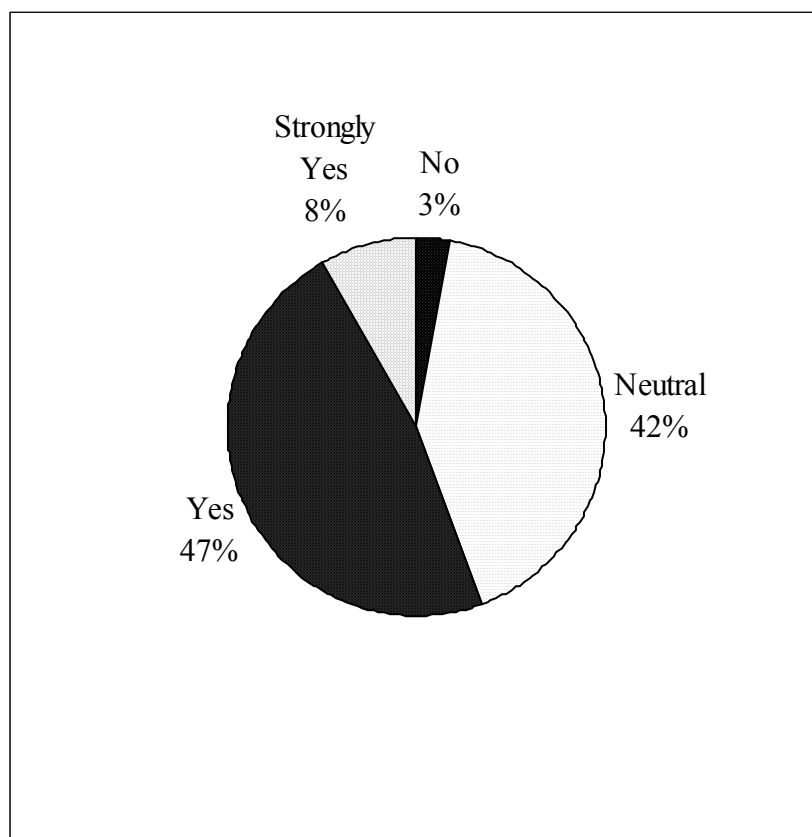


Question 32. If you are not part of a community/association on the Internet, would you like to be?

Figure 5.53 shows that 55 percent responded “yes” or “strongly yes and 42 percent were neutral.

FIGURE 5.53

Distribution of responses to quantitative survey question 32.

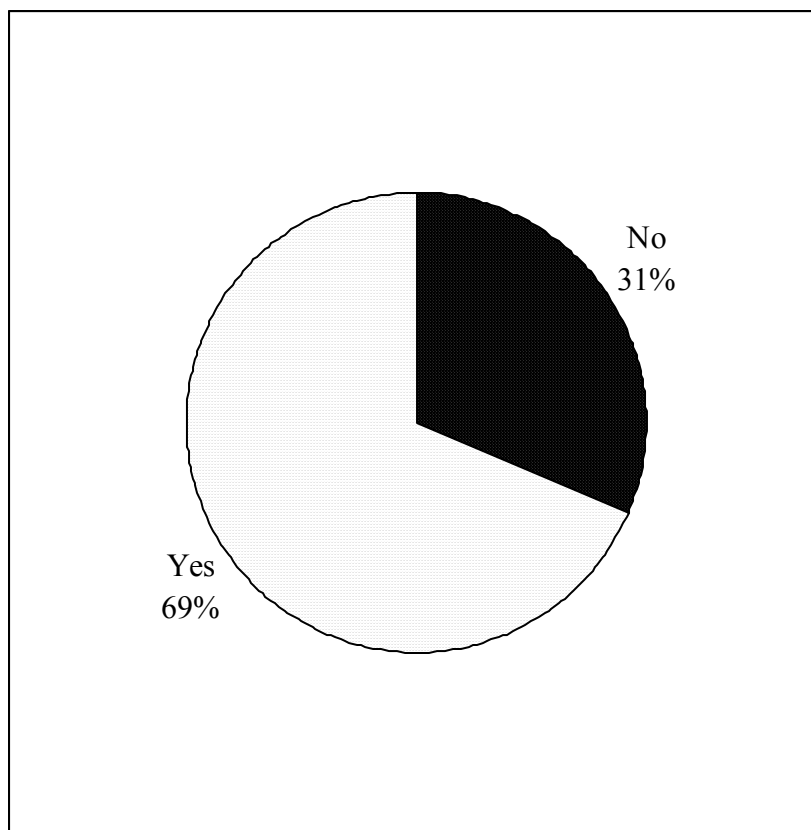


Question 33. Are you a part of a nature tourism community/association outside of the Internet?

Figure 5.54 indicates that 69 percent of the survey respondents were a part of a nature tourism community/association outside the Internet and 31 percent were not.

FIGURE 5.54

Distribution of responses to quantitative survey question 33.

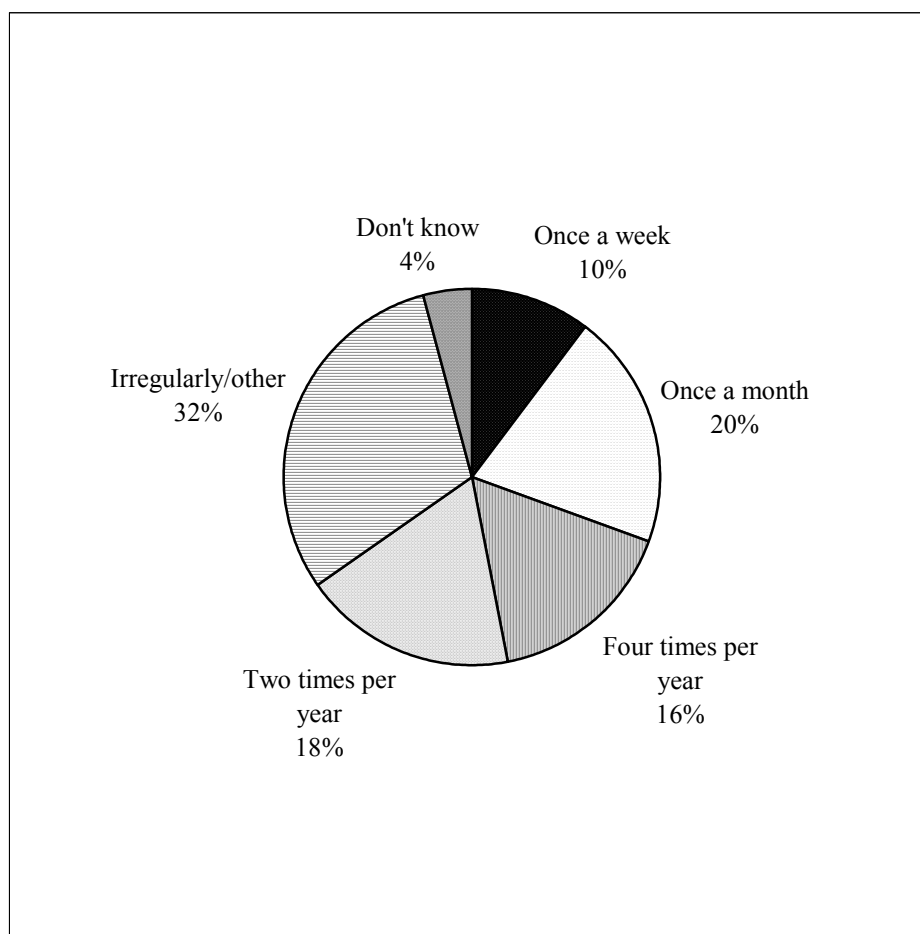


Question 33a. If Yes to question 33, how often do you participate?

The frequency of these respondents' participation with their community/ association varies significantly with the most respondents (31 percent) indicating "Irregularly/other" (figure 5.55).

FIGURE 5.55

Distribution of responses to quantitative survey question 33a.



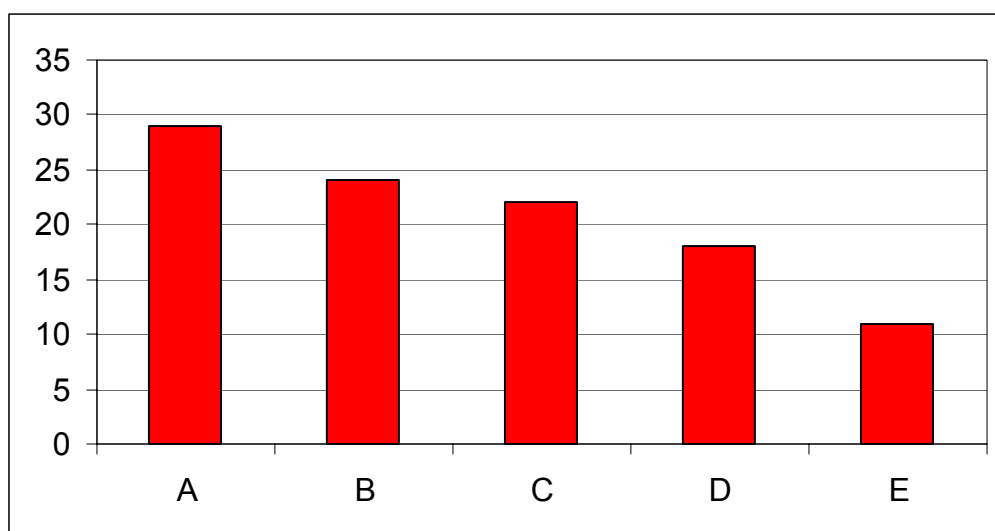
Question 33b. How do you communicate with members of this community/association?

(Check all that apply)

For this item respondents could select more than one category. Forty-nine individuals responded to this question. There was a total of 102 responses. Figure 5.56 shows that the most common methods of communication with other members of the community/association were “phone conversations,” “formal meetings” and “other meetings or gatherings.”

FIGURE 5.56

Distribution of responses to quantitative survey question 33b.



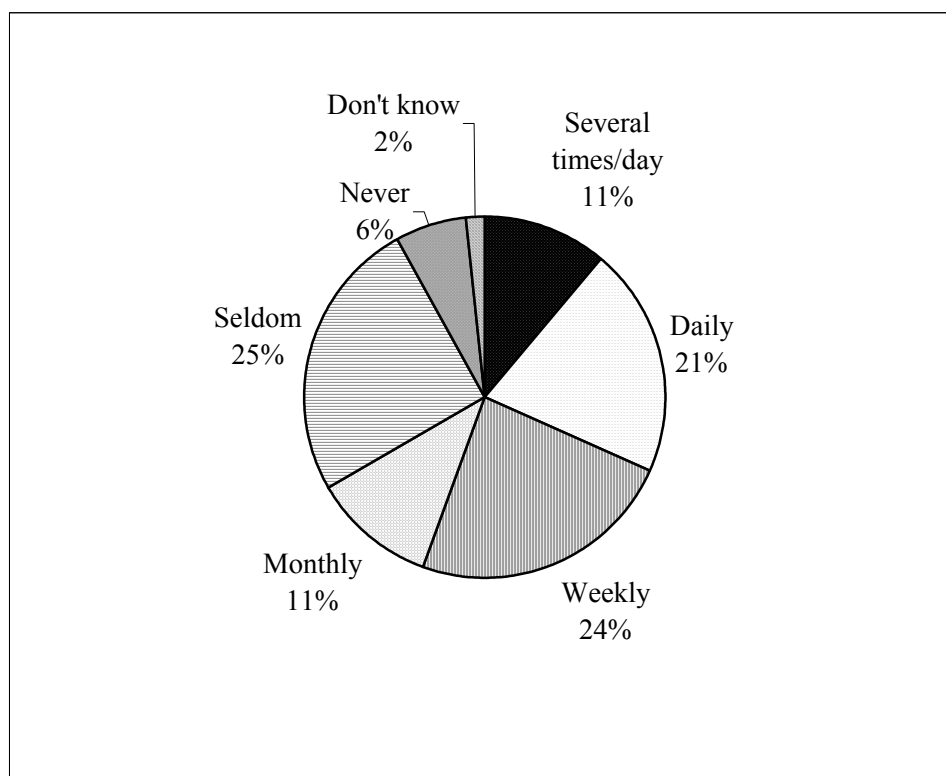
A Yes, I have phone conversations with other members. B Yes, the members of the community/association have formal meetings. C Yes, the community members get together at meetings or gatherings. D Yes, through written correspondence. E No.

Question 34. How often do you use (email) to communicate with people in the nature tourism industry?

Figure 5.57 indicates that there is a broad range of responses to this question with most indicating “seldom” 25 percent, “weekly” 24 percent and “daily” 21 percent.

FIGURE 5.57

Distribution of responses to quantitative survey question 34.

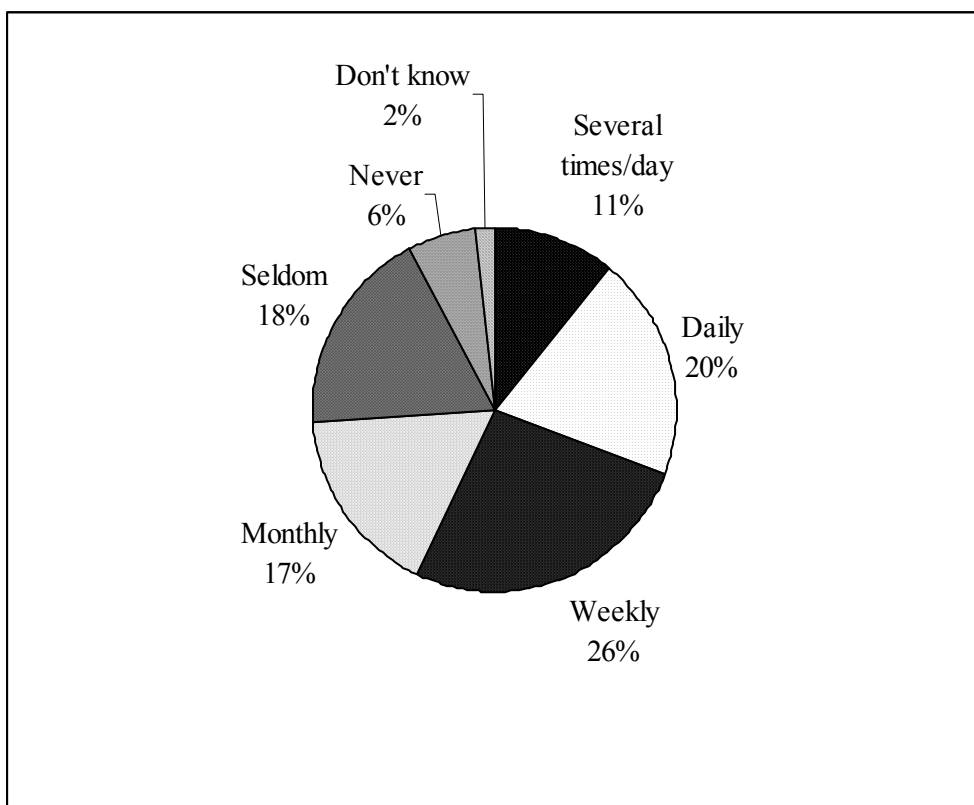


Question 35. How often do you use information that is available on the Internet for your work with this nature tourism business?

Figure 5.58 shows that there is a broad range of responses with most indicating “weekly” 26 percent, “daily” 20 percent, and “seldom” 18 percent.

FIGURE 5.58

Distribution of responses to quantitative survey question 35.

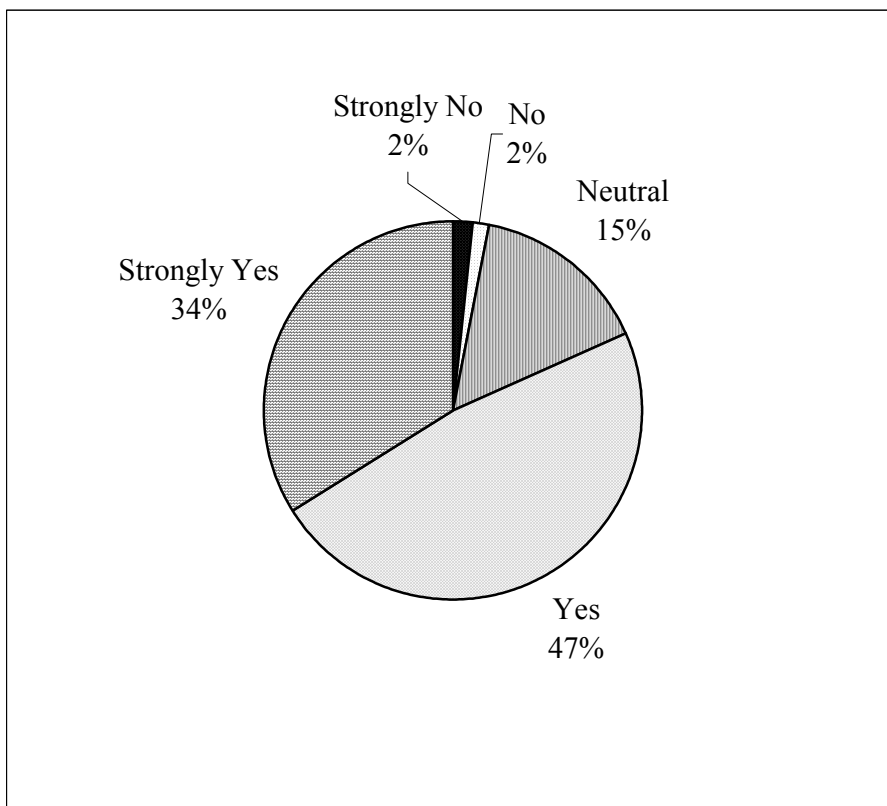


Question 36. Would you be interested in a Web site designed to assist or inform nature tourism organizations and businesses?

This item was included to determine whether or not these nature tourism business people would be interested in Web-based nature tourism resources. There is significant interest with 81 percent of the respondents indicating “yes” or “strongly yes” (figure 5.59).

FIGURE 5.59

Distribution of responses to quantitative survey question 36.



Topic 9: What Are the ICSs Perceptions and Experience
With the World Wide Web?

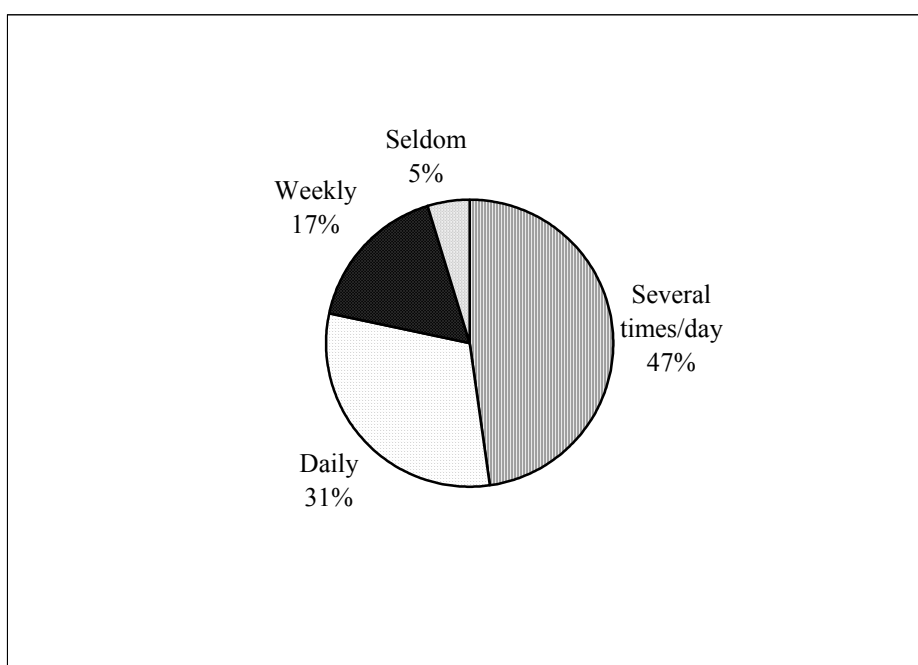
Questions 37 through 42 were about these nature tourism business owners/managers personal experience with, and perceptions of, the Internet. Because of the overwhelming positive response to several of these questions it was useful to discuss them in more detail in the case study interviews.

Question 37. How often do you use the Internet for personal reasons?

The respondents to this survey are frequent users of the Internet for personal reasons. Figure 5.60 indicates that 78 percent use the Internet at least daily.

FIGURE 5.60

Distribution of responses to quantitative survey question 37.

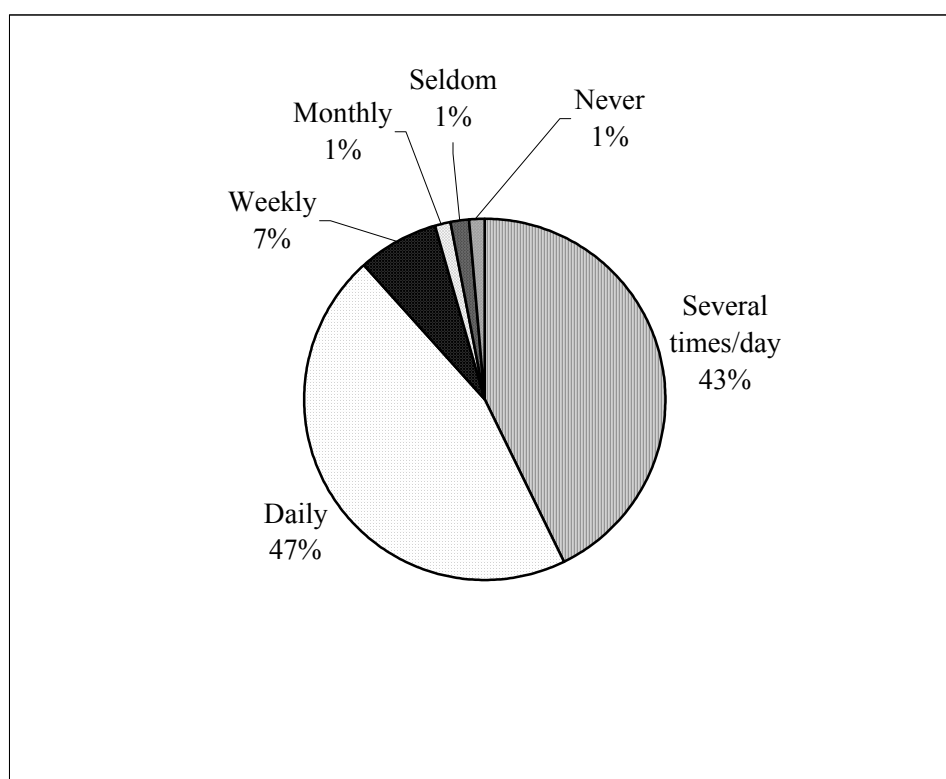


Question 38. How often do you use the Internet for business reasons?

For business reasons, 90 percent of these respondents use the Internet on a daily basis (figure 5.61).

FIGURE 5.61

Distribution of responses to quantitative survey question 38.

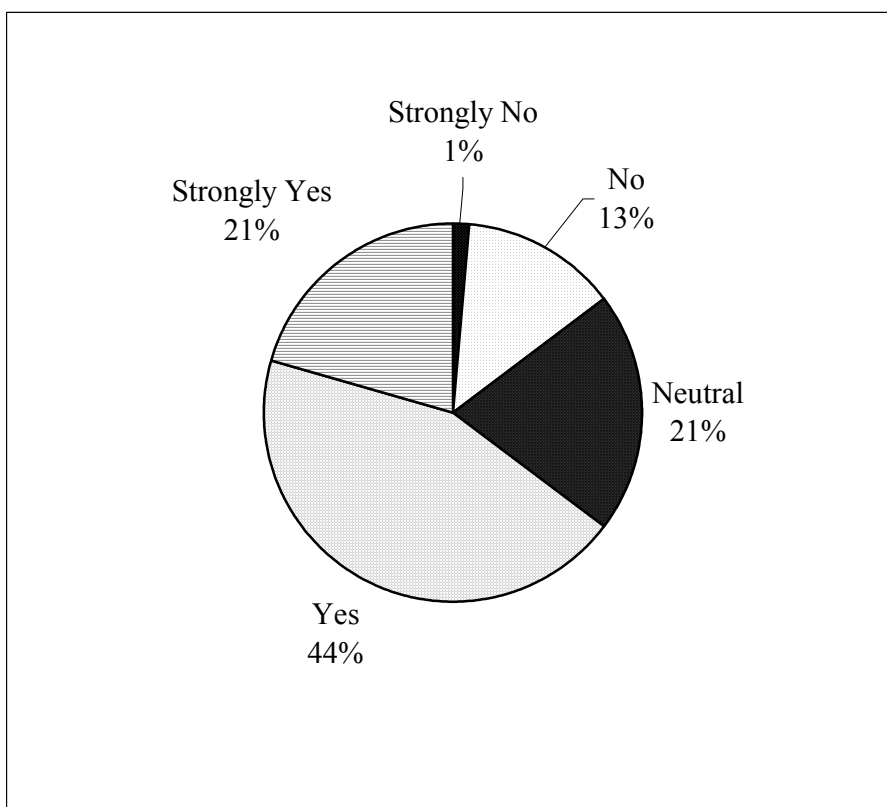


Question 39. Would information about Web site development be useful to you?

Sixty-five percent of these respondents said “yes” or “strongly yes.” Twenty percent were neutral about this item and 15 percent were not interested (figure 5.62).

FIGURE 5.62

Distribution of responses to quantitative survey question 39.

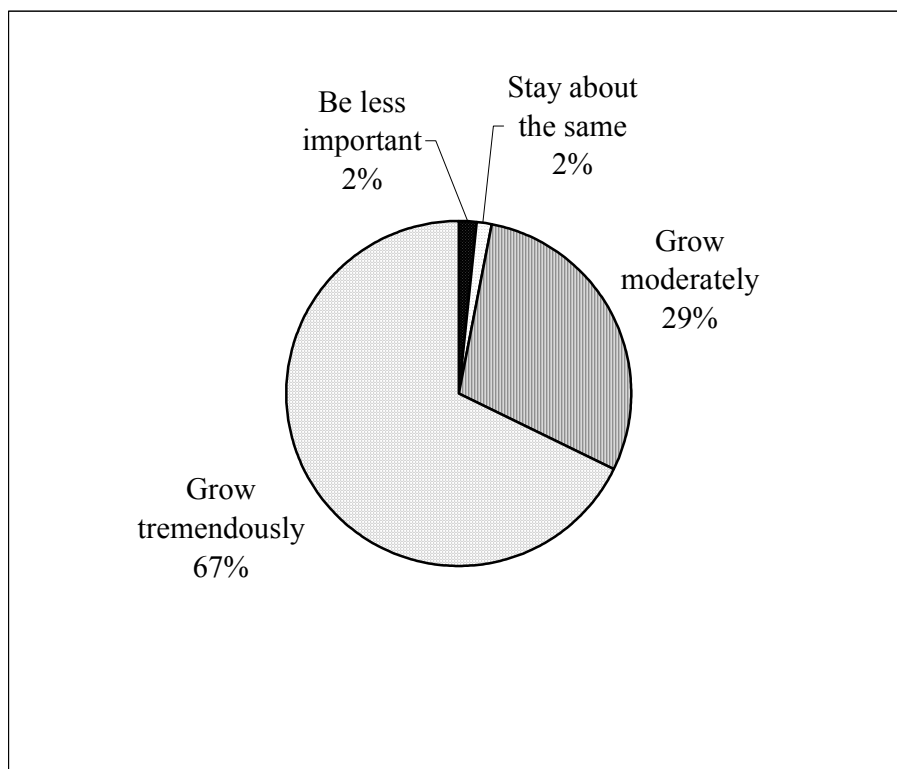


Question 40. What do you expect to happen to the Internet?

Figure 5.63 shows that these nature tourism business owners/managers believe the Internet will grow (97 percent), and most (67 percent) believe it will grow tremendously.

FIGURE 5.63

Distribution of responses to quantitative survey question 40.

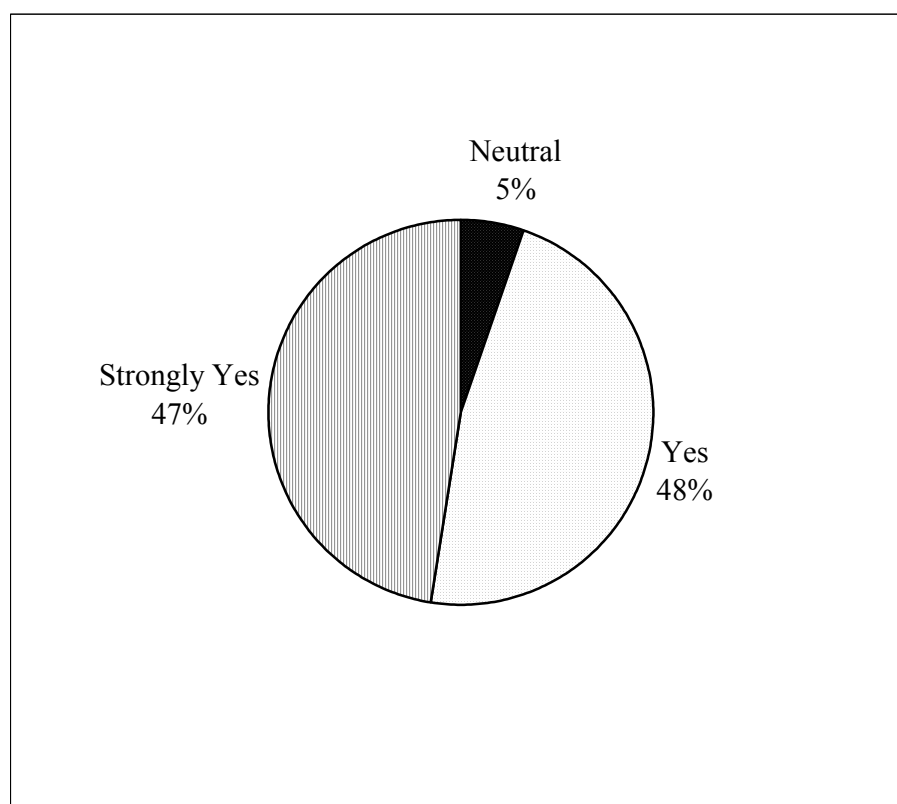


Question 41. Do you think the Internet is a good thing?

It is clear from figure 5.64 that the participants in this research believe the Internet is a “good thing.”

FIGURE 5.64

Distribution of responses to quantitative survey question 41.



Question 42. Are you concerned about security on the Internet?

Concern about security on the Internet is fairly high as is indicated in figure 5.65.

FIGURE 5.65

Distribution of responses to quantitative survey question 42.

