

APPENDIX I

COMPLETE SUMMARY OF CASE STUDY ANALYSIS

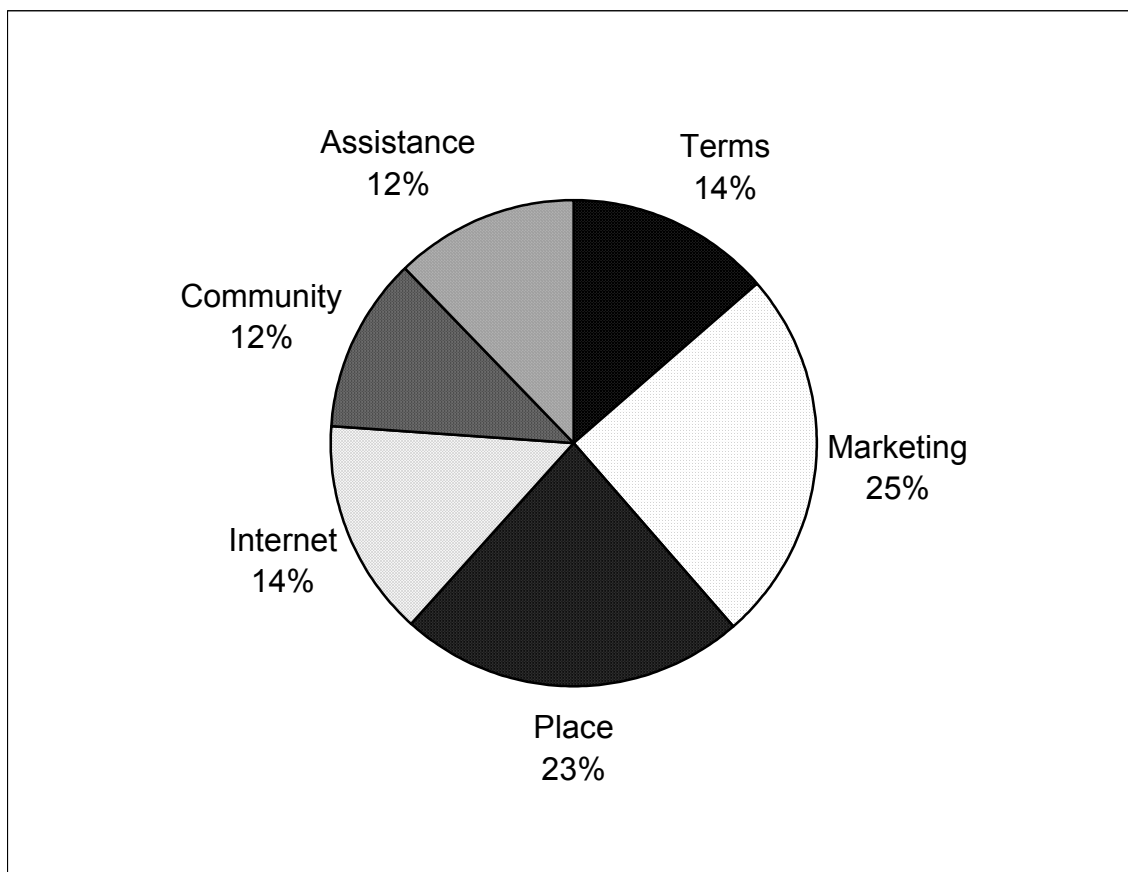
Overview of the comments for the topic areas

Tables 1-7 and Figures 1-7 are a summary of the 571 comments using the constant comparative method. The comments were broken into categories. The percentage of comments in each category was calculated. If a comment did not fit the topic, it was not coded or not included in the pie chart summary. These summaries can provide some insights into the level of interest of the participants about the different interview topics. The results show that the two areas that stimulated more comments were marketing and place. Comments about marketing account for 25 percent of the total comments, while place accounts for 23 percent. It is apparent that there was significantly more interest in the topics about marketing and place than other topics. The percentages of the comments for the rest of the topic areas range from 12 percent to 14 percent, indicating similar level of interest.

Table 1. Summary of comments for the seven topics covered in the case study interviews with 14 ICS.

Topic	Number of responses	Percentage of total
Terms	73	13.52
Marketing	135	25
Place	125	23.15
Internet	78	14.44
Community	63	11.67
Assistance	66	12.22
Total	540	100.0

Figure 1. Summary of all 540 comments for the seven topics covered in the case study interviews.



Tabulation of comments made by case-study respondents for each of the seven questions.

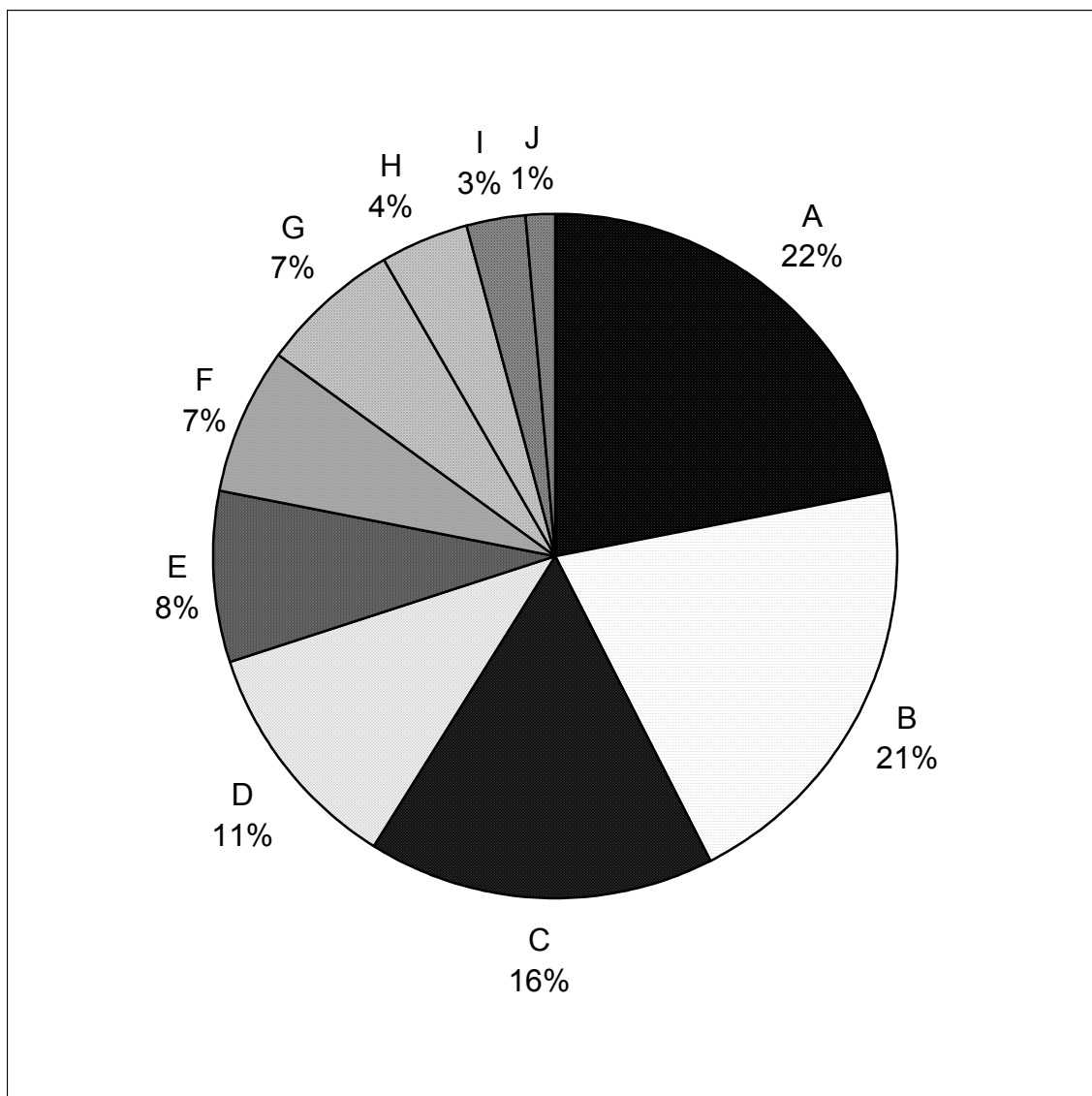
Below are the results of the content analysis of the case-study interviews. Reporting of the results for each question includes the script of the question that was asked during the interview. This script merely provides a summary of the question and how it was approached in the telephone interview. The actual wording of the questions varied because of the flow of each conversation, and the need for clarification of the questions for different interviewees during the interviews.

Question 1 Confusion about question one of the survey: 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?

Table 2. Comment categories and number of comments for case study question 1. Figure

Comment Category	Number of Comments
A. Explanation of the respondents' choice of terms for this question as it related to their businesses.	16
B. References to the types of activities that were taking place at the respondents businesses.	15
C. Explanations for the confusion about the terms in a general sense.	12
D. Specific references to marketing.	8
E. How customers perceive the terms that are used to describe these nature tourism businesses.	6
F. Difficulty in either picking a term from the list provided or how to relay that information to their customers.	5
G. Comments whether or not they fit into one of the categories identified in this question.	5
H. Explanations for the confusion about the terms as it relates to nature tourism/ecotourism businesses in general.	3
I. Suggestion about possible solutions to the confusion about these terms.	2
J. Response not having difficulty naming his type of business.	1
Comments that did not fit into any of the above categories and did not really related to the topic of the question.	4
Totals	77

2. Percentage of comments for each category coded for question 1 about how these nature tourism businesses define their business.

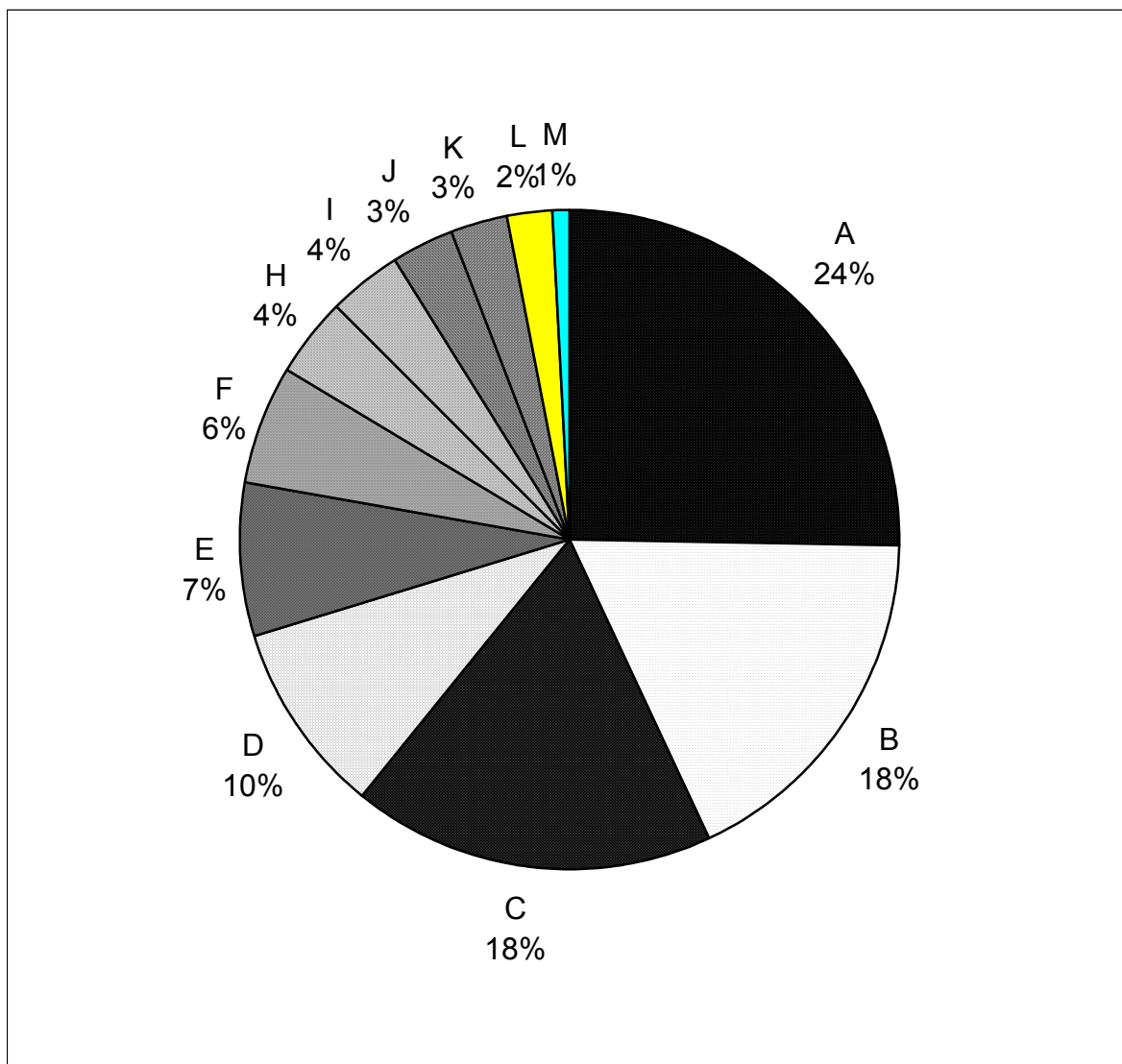


Question 2 Marketing: Part 1. Based on several years of work with small nature tourism businesses in Texas the number one issue is information about marketing. Is this an important issue for you and your business and why? Part 2. What do you think you would need as far as assistance in this area?

Table 3. Comment categories and number of comments for case study question 2.

Comment Category	Number of Comments
A. Explanations and were also related to the topic of marketing.	34
B. Kinds of marketing assistance that they could use to help build their businesses.	24
C. References to some aspect of how marketing efforts are conducted.	24
D. References to associations, organizations, or cooperative aspects of their businesses.	13
E. Suggestions that marketing is an important issue for their business.	10
F. References to the Internet and related to the topic marketing.	8
H. Impacts of some aspect of marketing efforts with or without the Web.	5
I. Comments related to linking to other businesses on the Internet.	5
J. Marketing is a difficult task.	4
K. Comments that provide an explanation related to associations, organizations, or cooperative aspects of their business	4
L. Marketing is an expensive endeavor for their business.	3
M. How this respondent conducts his marketing effort but also that it is difficult.	1
Comments made that do not fit any other category and do not necessarily relate to the topic of the question.	26
Totals	161

Figure 3. Percentage of comments for each category coded for question 2 about Marketing and what kind of assistance they might need in this area.

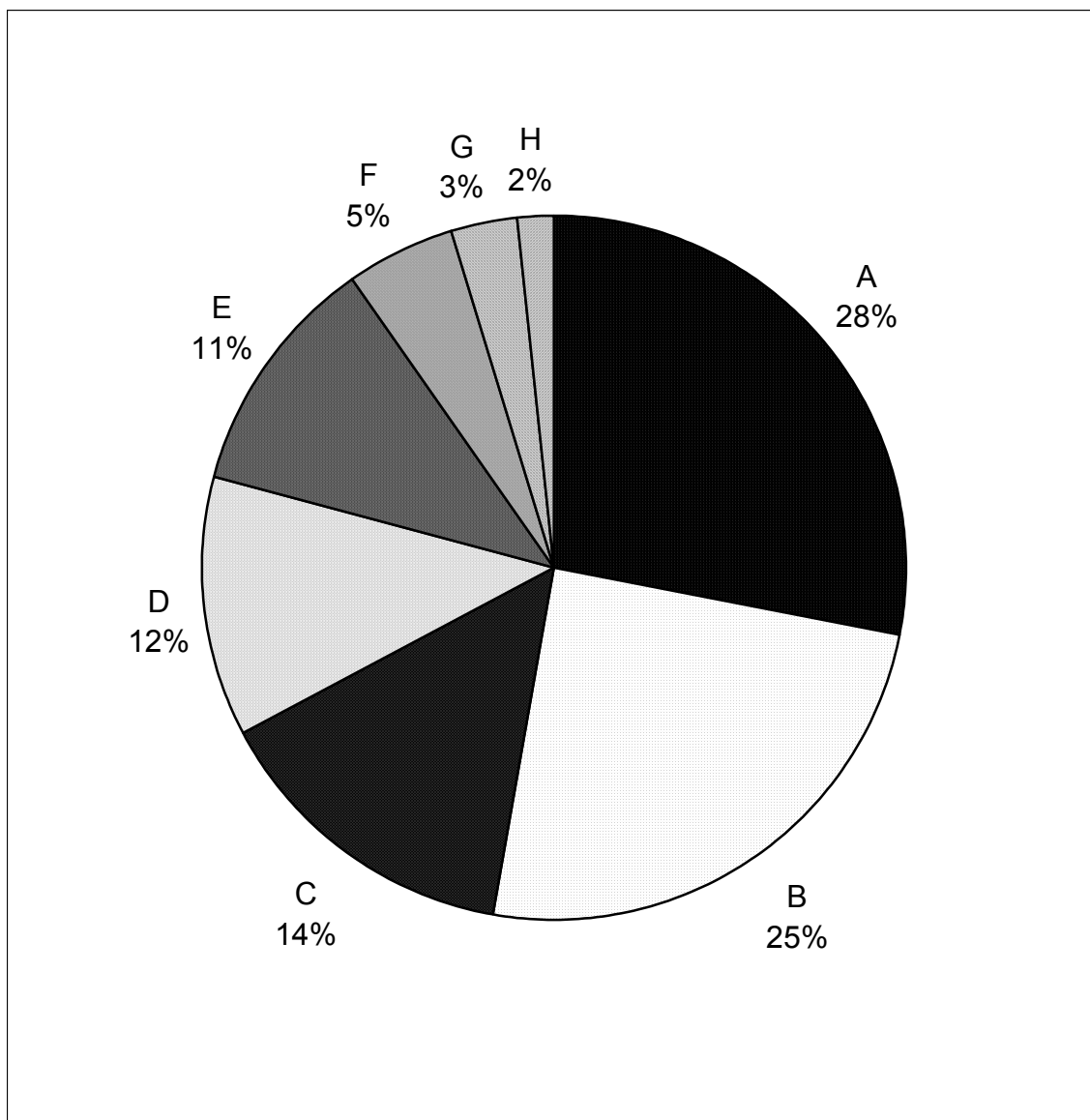


Question 3 Place: Part 1. In the survey I included two questions about “place”. A large majority of respondents said they tried to depict “place” on their Web sites and that this was important to do. Do you believe that “place” is important for promoting your business. If Yes, Why Part 2. What are the ways that you think are effective to do this (e.g. pictures, descriptive words, multimedia, etc.)

Table 4. Comment categories and number of comments for case study question 3.

Comment Category	Number of Comments
A. How they try to depict place on their Web sites.	35
B. Comments that suggested there was a particular draw for customers to come to their area.	31
C. Types of experiences that are offered by these nature tourism businesses.	18
D. Character of the places that the respondents mentioned related to where their business is located.	15
E. Importance of “place” to their businesses and portraying “place” on their Web sites.	14
F. Explanations about their business, their Web site, or the use of the Internet.	6
G. Suggestions about what to, and what not to, include on a Web site.	4
H. References to assistance that the business owner could use to portray place on their Web site.	2
Other comments that did not necessarily fit into the above categories and not specifically refer to the topic of the question.	18
Totals	143

Figure 4. Percentage of comments for each category coded for question 3 about “place”.

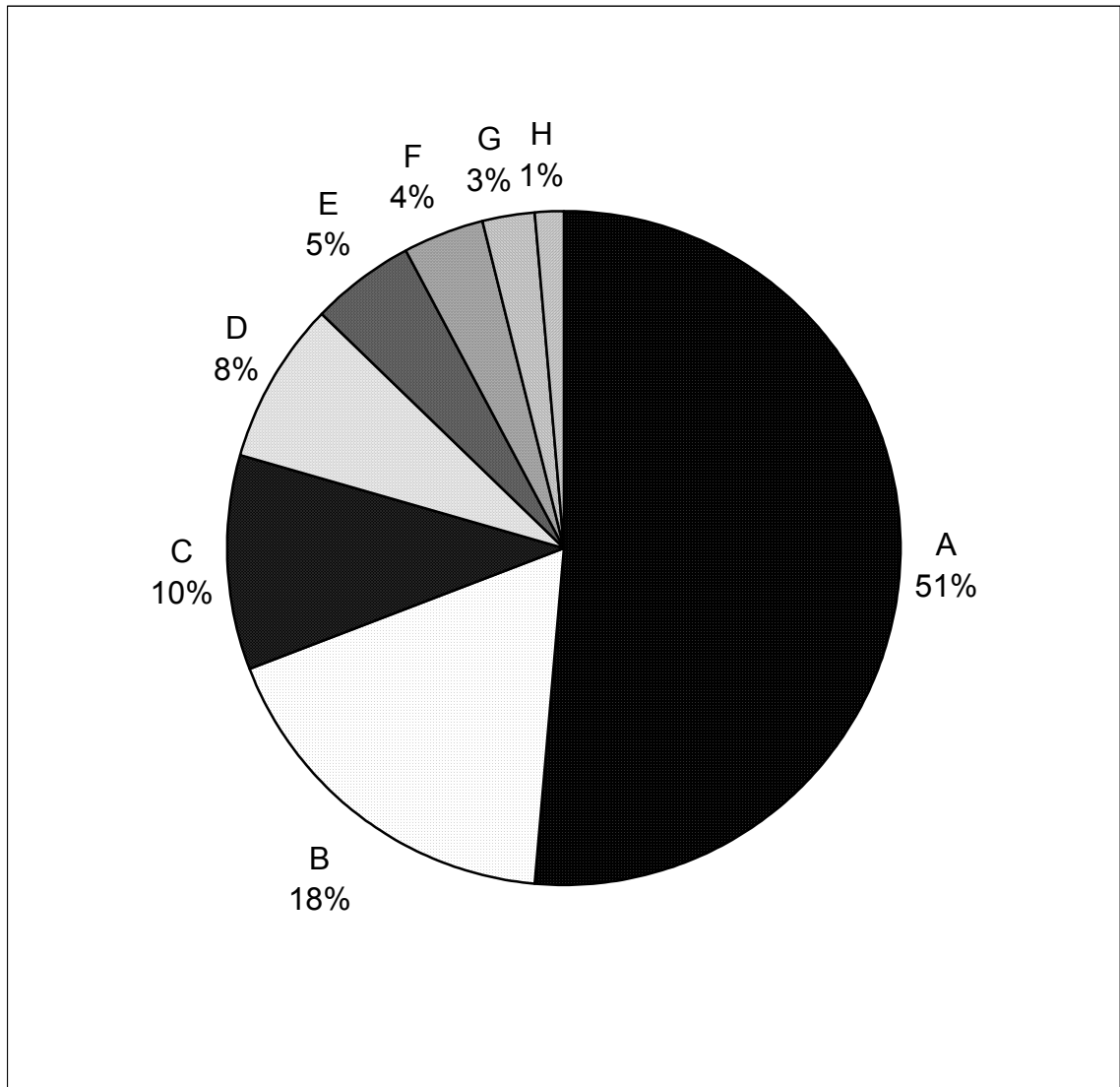


Question 4 Internet in general: If you recall, I had several questions in the survey about the Web (or the Internet) in general. Overall, the survey respondents were very positive about the Web and how it helps them with their business. Are there any comments that you would like to make about the Web, your Web site or how it has affected your business.

Table 5. Comment categories and number of comments for case study question 4.

Comment Category	Number of Comments
A. Positive comments about the Internet and/or how it affects these respondents businesses.	40
B. Suggestions or comments about important considerations about their business and their use of the Internet.	14
C. The Internet and its ability to, or need to, provide information.	8
D. Comments that discussed a historical attribute referring to the evolution of some aspect of the Internet to their business.	6
E. Comments that were negative about some aspect of the Internet or how it relates to their business.	4
F. Needs for the business owner to do some task.	3
G. Comments that were explanatory in nature.	2
H. A comment that fell in the middle of positive and negative comments about the Internet in general.	1
Comments that were ancillary to the topic about the Internet in general.	13
Comments that were a description of some aspect of their business but not specifically related to the topic discussed in this section.	7
Totals	98

Figure 5. Percentage of comments for each category coded for question 4 about the Internet in general and what kind of impacts it has had on their business.

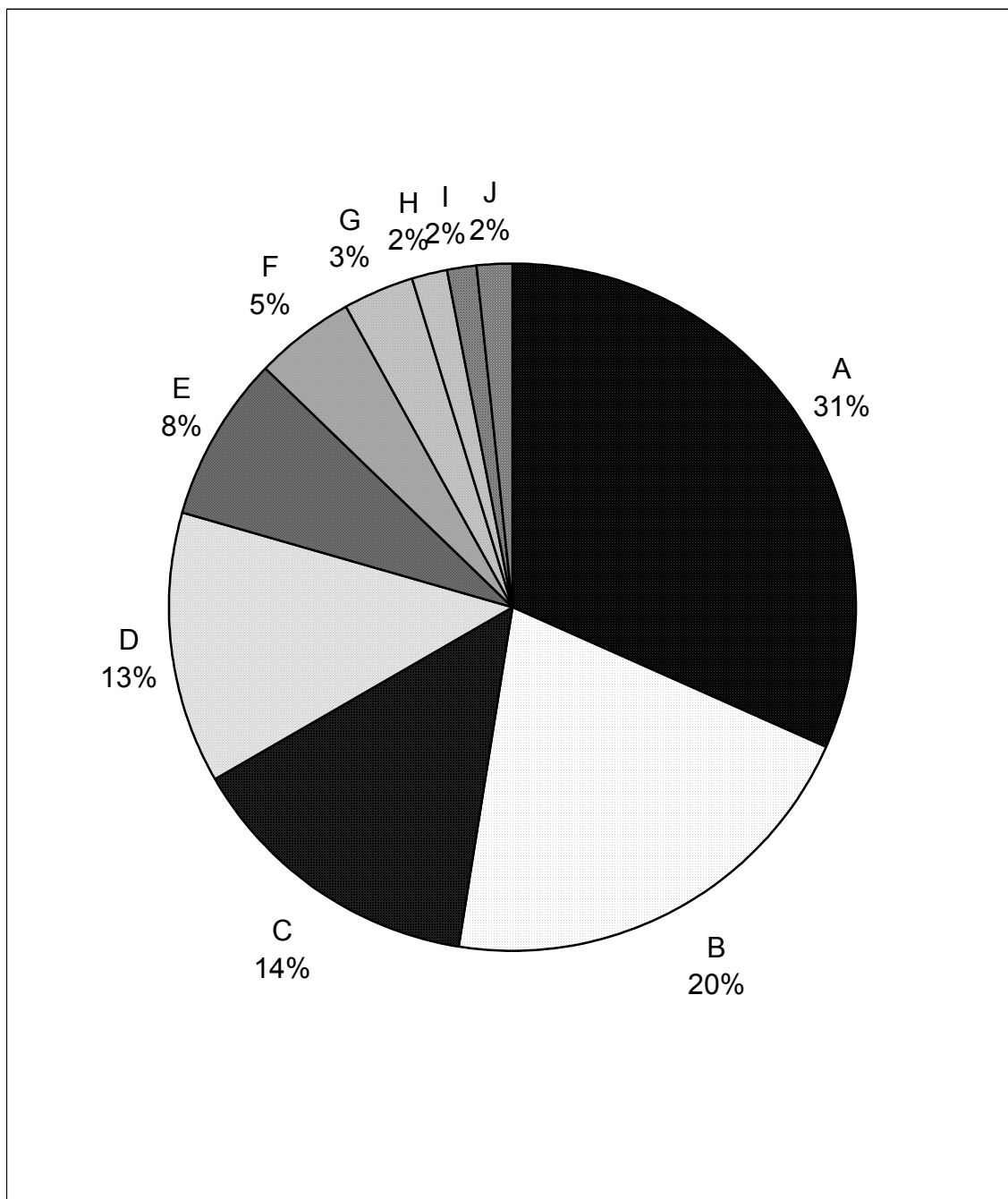


Question 5 Association/community: I also had several questions about people's involvement in an association/organization or "community". Do you see yourself as a part of some kind of organization related to nature tourism? Do you have any thoughts about whether it is useful to be a part of an organization such as this? Can the Internet help an association such as this?

Table 6. Comment categories and number of comments for case study question 5.

Comment Category	Number of Comments
A. Descriptive information about the respondents' involvement with communities/ associations.	20
B. Importance of a community/association.	13
C. Interested in being a part of a group out of this research or other suggestions related to this new association.	9
D. Positive comments about being part of a community/ association.	8
E. Usefulness of being a part of a community/ association.	5
F. Importance of linking on the Web.	3
G. How they use a community or association	2
H. Details about the a meeting of a community/association	1
I. Not being a part of a community/association	1
J. Comment about cooperative efforts.	1
Comments that do not relate to the topic of communities/ associations	34
Totals	97

Figure 6. Percentage of comments for each category coded for question 5 about being a part of a community/association on the Internet.

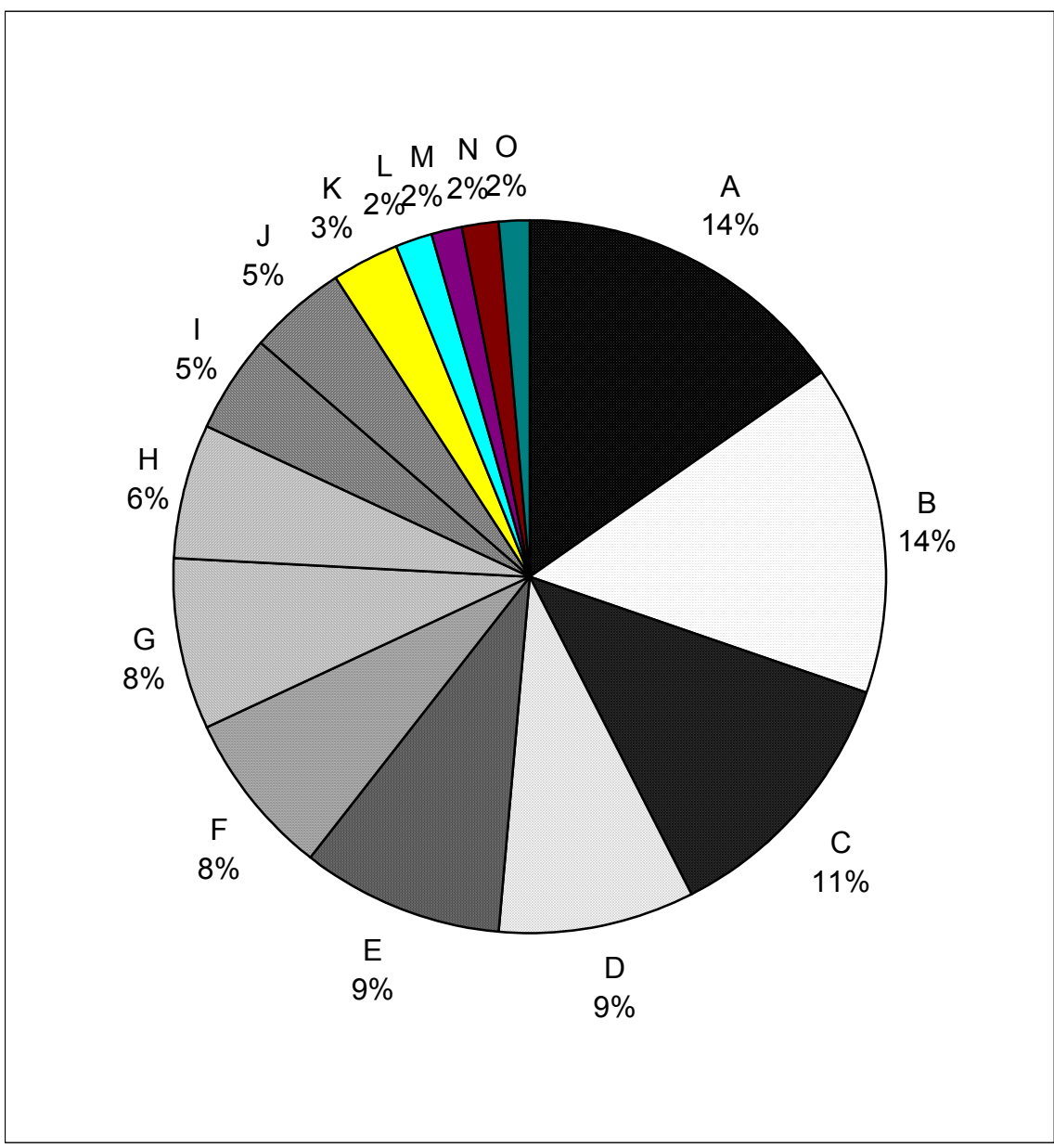


Question 6 Assistance: If you recall there were some questions about whether you would like to redesign, or add new features to your Web site. Several respondents were interested in expanding or adding new features. What do you feel you would need to accomplish your goals and objectives with your business. In other words, if you could help to develop a Web site to help with your business, what would you want?

Table 7. Comment categories and number of comments for case study question 6.

Comment Category	Number of Comments
A. Resources and information that would be useful about linking on the Web.	10
B. Interest in resources or assistance related to provide ways to handle customer's questions, or suggestions, or for developing on-line surveys or reservation capabilities.	10
C. Needs for assistance related to getting search engines to find their Web sites.	8
D. Needs for assistance that made reference to money.	6
E. Type of information that would be useful to them on a Web site.	6
F. Assistance related to graphics issues.	5
G. Need for assistance with Web site design and development.	5
H. Information about marketing.	4
I. Need for or importance of maintaining a Web site by the business owner/manager.	3
J. Need for technical assistance related to Web site development.	3
K. Interest in having resources that include examples of other nature tourism businesses.	2
L. Comment about interest in information about research.	1
M. What the focus of a national Web site should be.	1
N. Desire to provide assistance to other people	1
O. Interest in resources to support an association.	1
Comments that provided some descriptive information not necessarily related to assistance.	6
Assorted comments that do not fit into previously defined categories. These comments are not really associated with specific requests for information or assistance.	25
Totals	97

Figure 7. Percentage of comments for each category coded for question 6 about getting assistance with their business or with their Web site.



Question 7 Response to research request: 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.

Table 8. Comment categories and number of comments for case study question 7.

Comment Category	Number of Comments
A. Suggestions that people receiving too much junk mail as being a cause for lack of participation.	8
B. People's limited time was an important possibility for their lack of participation.	5
C. It seemed like a pretty good response to an unsolicited email request to participate in this research project.	4
D. Respondent's curiosity about the research was the reason they participated in the survey	3
E. Form of suggestions about how to elicit a better response to a on-line survey in the future.	2
F. Comments that mentioned the term "Web" in the response. One person said that he spends a lot of time on the Web, the other mentioned that research about the Web is interesting to them.	2
G. The name Texas A&M University in the subject line of the invitation email had an impact on their responding to the survey.	2
H. Response to the email would be affected by people's concern about getting a virus from an unsolicited email.	1
I. The email request might not have gotten routed to the proper person in the business.	1
J. The email might have been misunderstood as a request from a company trying to drum up Web business.	1
K. What typically happens to an unsolicited email.	1
L. This respondent was attracted to the research because I said I would provide the results of the research to the participants.	1
Comments about an interest in being informed about what is learned from this research. These statements were not specifically related to the question but were made because it was near the end of the interview.	2
Comments that did not fit in other categories that were ancillary to the gist of the question.	13
Totals	46

Figure 8. Percentage of comments for each category coded for question 7 about reasons why people may not have responded to the email and then participated in this research.

