

APPENDIX B

EXAMPLES OF EMAIL MESSAGES

Example of first Email message

From: Andrew N. Skadberg <askadberg@rpts.tamu.edu>
To:
Subject: Texas A&M Univ. Nature Tourism Research
Date sent: Thu, 8 Nov 2001 12:20:09 -0600

“Name of business”

Web address: <http://www.naturetourism.com>

Dear “Name of business” Owner/Manager,

Are you interested in how other nature tourism businesses use the Internet to grow their business? You are one of a limited national sample of nature tourism businesses being requested to participate in a survey that will help us all make better use of the Internet.

This research is a joint project between the Dept. of Recreation, Park and Tourism Sciences at Texas A&M University and the Center for Nature and Heritage Tourism at Southwest Texas State University. Your email address was identified through a variety of Internet searches using the terms “nature tourism,” “ecotourism,” “agritourism,” etc.

The purpose of this project is to learn how nature tourism businesses use the Internet and how effective it is in growing their business. This survey takes about 10 - 15 minutes to complete. It is an on-line survey.

Be assured that your responses are strictly confidential. Data will be aggregated into a report. You can request a copy of the report when you complete the survey.

You will find the survey at the Internet address below:

{ HYPERLINK "<http://rptsweb.tamu.edu/tce/ntwebresearch/ntwebsurvey.asp>"
}<http://rptsweb.tamu.edu/tce/ntwebresearch/ntwebsurvey.asp>

Thank you in advance for your time and participation. If you have any questions please don't hesitate to contact me.

Best Regards,

Andy Skadberg

Example of first follow-up Email message

From: Andrew N. Skadberg <askadberg@rpts.tamu.edu>
 To:
 Subject: **THANK YOU and Reminder: Nature Tourism Web site research**
 Date sent: Tue, 13 Nov 2001 13:11:14 -0600

“Name of business”

Web address: <http://www.naturetourism.com>

Dear “Name of business” Tours Owner/Manager,

If you have completed the Nature Tourism Web site research survey, this message is sent to THANK YOU for your participation. If you have not participated, please consider this a reminder invitation. Your feedback is very important to the success of this research.

<<Original Message>>

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Best Regards,

Andy Skadberg

Example of second follow-up Email message

From: (Texas A&M Univ.) Andrew Skadberg
<askadberg@rpts.tamu.edu>
To:
Subject: Win a Book! Simple Tourism Web Survey
Date sent: Wed, 12 Dec 2001 12:34:22 -0600

“Name of business”

Web address: <http://www.naturetourism.com>

Dear “Name of business” Owner/Manager,

This email will be your only chance to enter our Book Drawing. For those people who complete, or have completed, our Web survey we will be having a drawing for a book entitled Internet Marketing for Your Tourism Business (\$39.95, 562 pages) by Susan Sweeney. Susan is considered the best resource for tourism Internet marketing. (People pay \$1,000 to attend Susan’s 2-day seminars)

The chances of winning at this point are about 1/65. This book is chocked full of great information about how to better grow your business with your Web site. One of the hundreds of suggestions is to use customer testimonials on your Web site. Include pictures of your customers and the testimonials should be positive and prominent on the Web site.

This survey is anonymous, so in order to be included in the Book Drawing we need to have your email address. After you complete the survey, type your email address in the space provided for the last question of the survey.

If you have already completed the survey we still need your email address. But please don’t complete the survey again, just include your email address in the space provided in the last question of the survey and submit.

You will find the survey at the Internet address below:

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}<http://rptsweb.tamu.edu/tce/ntwebresearch/ntwebsurvey.asp>

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Best Regards,

Andy Skadberg