Hospitality Management   School of Management

2006

A Content Analysis of Costa Rican Ecolodge Websites

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Abstract

The purpose of this study is to analyze the websites of a randomly selected group of Costa Rican ecolodges to determine how they are using their websites to market on the Internet. The study addresses the question of whether or not the ecolodges are using their websites to promote themselves as ecolodges, and if in fact they also promote ecotourism. Ecolodges are an important component of ecotourism and the success of ecotourism may depend on the success of the ecolodge. In the past, however, due to their remote location, it has been difficult for ecolodge owners to promote their ecolodges. The birth of advertising on the Internet has changed that. The results of this study indicate, however, that the ecolodge owners are not effectively using the Internet to market their product.

Key Words: ecolodge; ecotourism; content analysis; internet marketing;

Introduction

Ecotourism is defined as "responsible travel to natural areas that conserves the environment and improves the well-being of local people" (International Ecotourism Society, [IES] 2006, ¶ 1). This is done by educating tourists, as well as residents, about ecotourism and responsible travel. The development of ecotourism is very popular around the world today. Many tourist destinations are striving to develop their own form of it because they feel ecotourism is one way to encourage travel to their country or city and at the same time preserve their local environment. A part of that development is the growth of ecolodges, which are the accommodations found in ecotourism destinations. The intention is for these lodges to have as little an impact on the surrounding environment as possible, while at the same time educating tourists and locals about that environment. They are typically small with less than 15 rooms and with prices ranging anywhere from $15 to $500 per night. The ecolodges also bring employment to areas that otherwise may not have any (due to their remote locations), as well as bring people (tourists) closer to nature.

Ecolodges are an important component of ecotourism. The success of such a lodge will help to promote ecotourism. In the past, however, due to their remote location, it has been difficult for ecolodge owners to promote their ecolodges and reach potential new customers. The birth of advertising on the Internet has changed that. Advertising on the Internet enables small ecotourism operations, or ecolodges, to market their operations worldwide (Dorsey, Steeves, & Porras, 2004). It is relatively inexpensive and very convenient. While access to the Internet is difficult in some ecotourism destinations, due to their remoteness, it is accessible in Costa Rica. In 2005, one million of four million people had Internet access (Central Intelligence Agency, 2006). Costa Rica also has a high concentration of ecolodges, with many of them marketing their ecolodge on the Internet.

The purpose of this study is to analyze the websites of a randomly selected group of these Costa Rican ecolodges to determine how they are using their websites to market on the Internet. The research questions proposed are:
1. Do the ecolodge websites market themselves as ecolodges?
2. Do the ecolodge websites promote ecotourism?
   a. Do they explain how they are involved in the community?
   b. Do they explain how they help their local environment?
   c. Do they explain how they educate tourists and locals about ecotourism?
   d. Do they provide any sort of information about ecotourism in general?
   e. Do they provide their own mission about ecotourism?

If an ecolodge is to market itself as an ecolodge, the above research questions are ones that the ecolodge should address on their website. Ecotourists that visit those ecolodge websites will want to be certain that the place they may stay adheres to ecotourism's principles. If they do not market this aspect of their ecolodge, then they can lose potential customers.

Literature Review

Ecotourism

There are many definitions of ecotourism (e.g. Bjork, 2000; Honey, 2002; Weaver, 2001), which this paper will not attempt to debate. For the purposes of this study, the definition provided by the International Ecotourism Society is used. It is straight forward and to-the-point and encompasses ideas from other definitions of ecotourism. The definition is: "responsible travel to natural areas that conserves the environment and improves the well-being of local people" (IES, 2006, ¶ 1).

Ecolodges are an important component of ecotourism. The success of such a lodge will help to promote ecotourism, as well as bring tourists to the area. As Osland and Mackoy explain, "their design and operation influence the natural environment, their employment practices and purchases affect the local community, and the ways they serve their guests have an impact on the education and satisfaction of the ecotourists" (2004, p. 110). In other words, if ecolodges are poorly designed, they can harm the natural environment. If ecolodges do not hire or help local citizens, they will not have the support of the local community. Community involvement is essential to successful ecotourism. Finally, if the ecolodge owners do not educate and satisfy their guests, ecotourists, then the ecotourism message will be lost. If ecolodges do not encompass the principals of ecotourism mentioned above (responsible travel, conservation, and benefits to the local community), they are not ecolodges.

What is an ecolodge?

Ecolodges are typically small lodges with less than 15 rooms and with prices ranging anywhere from $15 to $500 per night. The ecolodges bring employment to areas that otherwise may not have any (due to their remote locations), as well as bring people (tourists) closer to nature. Specifically, ecolodges are difficult to define. As a result, there is no single, official definition of one. Russell, Bottrill, and Meredity (1995) define an ecolodge as "a nature-dependent lodge that meets the philosophy and principles of ecotourism" (p. x). The International Finance Corporation says that ecolodges must incorporate three main components: "conservation of neighboring lands, benefits to local communities, and interpretation to both local populations and guests" (2004, p. 6). In short, the lodge must be located near or in a natural area with the intention to have as little an impact on that natural area as possible. The lodge must also seek to educate both the guests of the lodge and employees about ecotourism and the lodge must benefit the local economy in some way. While there is no official definition of an ecolodge, there are some characteristics that are well known (Hawkins, Wood, & Bittman, 1995). Those characteristics are:

1. Designed in harmony with the local natural and cultural environment, using the principles of sustainable architecture.
2. Minimize the use of non-renewable energy resources and avoid the use of non-renewable materials for construction.
3. Use recycled materials where possible.
4. Work in harmony with communities offering jobs with a wide range of responsibilities and employment via contracts with other vendors.
5. Provide benefits to local conservation and research initiatives both public and private.

6. Offer excellent interpretative programs to educate the visitor about local environment and culture.

It is these characteristics that also differentiate an ecolodge from traditional resorts. In summary, ecolodges differentiate themselves from traditional resorts in the "design (integrated with the natural environment versus developed as an enclave), food (good-and-hearty versus gourmet), and activities (nature education-based versus relaxation and facility-based), and other dimensions" (Osland & Mackoy, 2004, p. 110).

Ecolodge studies

Past research concerning ecolodges focuses on groups of ecolodges. For example, Osland and Mackoy (2004) studied performance goals of ecolodges. They surveyed ecolodge owners to determine how those owners evaluate their own performance based on factors such as sustainable economic development (profit), reactions of local community, and customer satisfaction. Their results showed that no single performance goal was used consistently among lodge owners and thus a complete picture of what performance goals are used to aide the success of an ecolodge cannot be determined. Hawkins, et al. (1995) studied design issues, such as waste management, of ecolodges. The International Finance Corporation studied the sustainability and viability of ecolodges around the world (2004). A book, *The Business of Ecolodges,* written by Sanders and Halpenny (2001), details the financial side of ecolodging such as profit/loss, occupancy rates, return on investment, etc. What is not known and has not been studied, however, is how ecolodges market themselves; more specifically, how they market themselves on the Internet.

Internet sales

As is often stated, the Internet provides 24 hour, 7 days a week shopping for anyone who has access to it. In 2005, approximately 120 million adults used the Internet in the United States alone. Of those 120 million adults, 84% of them define themselves as travelers (Travel Industry Association, 2005). That translates into a potential market of 101.3 million travelers who use the Internet. In 2005, online travel sales are estimated at $65.4 billion for the year, with 64 million Americans making those bookings (Travel Industry Monitor, 2005).

There is a large potential market for travel suppliers to target on the Internet. Some of them are already doing so. For example, the airline industry currently books 50% of all of their tickets on the Internet (Nielsen//NetRatings, 2005). Hotel and car rental websites continue to grow bookings on their own sites. Large hotel chains continue to draw customers to their websites. Websites are not just for the large chains though. Small, independent properties, such as ecolodges, can also benefit from developing their own websites (Parets, 2002). The Internet provides a relatively inexpensive way for them to do so. It also allows them to reach a larger market than print advertising.

Analysis of tourism websites

A few studies have focused on analyzing tourism websites. Perdue (2001) developed a conceptual model to evaluate website effectiveness for ski resort settings. Tierney (2000) conducted a similar study on the California Division of Tourism website. Tierney's study used email and online survey (2000) results to determine the effectiveness of the website, while

Perdue used students in a computer laboratory setting. The students, using guidelines provided by Perdue, analyzed the ski resort websites. Beckendorff and Black (2001) took a different approach by analyzing the Internet as a destination marketing tool for Australia's Regional Tourism Authorities (RTA). The RTA's had yet to embrace the effectiveness of Internet marketing (2001).

Analysis of ecotourism websites

In addition to general tourism websites, a handful of ecotourism websites have been analyzed. Dorsey, Steeves, and Porras (2004) examined seven ecotourism websites and how those websites linked themselves to sustainable tourism. The examined sites were all of companies that offered tours to ecotourism destinations. Dorsey, et al. (2004) concluded that the majority of the sites did successfully link ecotourism to sustainable tourism. Burton and Wilson (2001) analyzed ecotourism websites that purposed to educate people about ecotourism. Eight sites were reviewed with results indicating that most sites, while educating people, were also very repetitive in their content. Mader (1999) studied ecotourism projects in Latin America. He determined that ecotourism websites did not effectively educate travelers about ecotourism.

Analysis of hotel websites

An important component of ecotourism, as mentioned in an earlier section, is lodging. While the research on ecolodge websites is nonexistent, there are some studies concerning hotel websites in general. Wan (2002) evaluates websites of international tourist hotels in Taiwan. Wan determined that the hotels and tour operators were only using the Internet as an advertising tool, not a marketing tool. Baloglu and Peklan (2006) found that the websites of luxury hotels in Turkey were not using their websites to their fullest potential for marketing. Sigala (2001) studied e-marketing strategies of Greek Hotels and whether they were using the Internet as an effective marketing tool.

Methodology

A content analysis was used to analyze the websites of 53 ecolodges located in Costa Rica. Leedy and Ormrod (2004) define content analysis as a "detailed and systematic examination of the contents of a particular body of material for the purpose of identifying patterns, themes, or biases" (p. 155). It is a marketing research technique used to provide new insights, information, and a representation of facts. The material for a content analysis may include any form of written communication such as magazines, email messages, websites, newspapers, or novels (Marshall & Rossman, 1999).

In this study, the written communication is ecolodge websites. Content analysis was used to examine how the Costa Rican ecolodges are using their websites as a communication and marketing tool. Content analysis was chosen for this study because it is a straightforward process, easy to replicate for possible future studies, and because it could be conducted without intruding upon the subjects in any way.

Method

Participants

Fifty-three ecolodge websites were chosen for analysis. Each of the ecolodges is located in Costa Rica. Costa Rica was chosen because ecotourism is a very important part of the Costa Rican culture. Tourism and ecotourism continue to grow in Costa Rica. In 2006, Costa Rica's travel and tourism is expected to grow by 4.9%, with growth of 5.1% per year between 2007 and 2016 (World Travel and Tourism Council, 2006). Given these high growth numbers, tourism and ecotourism are very important to the economy in Costa Rica. The large expected growth over the next several years only enforces the fact that Costa Rica will need to monitor tourism and protect their environment. Tourism officials there have already been very proactive in doing this. They have done so through preservation, conservation, monitoring programs, as well as education. The country has been successful in maintaining these standards for both ecotourism and ecolodging; hence the reason for focusing on them for this study.

The study participants were obtained from the website www.keytocostarica.com. The website corresponds to the book "The New Key to Costa Rica" by Beatrice Blake and Anne Becher (2004). Blake and Becher have extensive criteria they use to classify a particular lodge as an ecolodge and they inspect all properties themselves. The criterion they use for their rating system are the "preservation of wild ecosystems through tourism and the benefit that surrounding communities derive from tourism" (Blake & Becher, 2004, ¶1). None of the ecolodges they recommend are located in large cities or towns, nor are there any resorts on the list. Blake and Becher (2004) listed 72 ecolodges in total that they believe have the best practices in ecotourism. Of those 72, 53 were chosen for a content analysis. Nineteen ecolodges were eliminated because either they did not have their own website or the site was not operating.

Data Collection

Each website was analyzed based on website and marketing characteristics developed by Baloglu and Pekcan (2006). Website design characteristics include interactivity, navigation, and functionality. Marketing site characteristics include whether or not the sites provide a description of products and services offered, pictures of rooms, links to tourist information, or price information. Initially, a survey of 47 checkpoints was used. After a pilot study of three ecolodges was conducted in order to test the survey instrument, four more characteristics relating specifically to ecotourism were added. They included links to ecotourism websites, information about ecotourism, a statement or description of an ecotourism mission, and a description of how the ecolodge is involved in the local community. Once these four items were added to the survey, analysis of the Costa Rican websites began. See Appendix A for an example of the complete survey instrument.

In total, 53 websites were analyzed. Each website was accessed directly via its website address by using the same laptop computer and by the same person each time. This was done in order to ensure consistency in the collection process. The data was collected on March 12th, 13th, and 14th, 2006. The survey instrument used was completely filled out for each ecolodge before moving on to the next ecolodge website.

Results

Interactivity

All data was analyzed by running descriptive statistics in SPSS 14.0. The ecolodge sites overall did not perform well in interactivity. None of the sites provided online surveys or exchange rate information. An online comment form and calendar of events were virtually non existent with 94.3% of the sites not offering either one. An online information request form and an online guestbook also were not available for most sites (77.4% and 88.7%, respectively). The sites did perform very well in other aspects of interactivity. Email addresses were prominent on 96.2% of the websites, with 94.3% of them offering email hyperlinks. An ecolodge phone number appeared on 90.6% on the websites, with the ecolodge address appearing on 56.6% of the websites.

Table 1. Worst performers for Interactivity

Characteristic	Frequency		Total
	Yes	No	
Exchange Rate	0	53	53
Online Survey	0	53	53
Calendar of Events	3	50	53
Online Comment Form	3	50	53
Online Guest Book	6	47	53

Navigation

Seven characteristics were analyzed for navigation performance. The sites performed well in consistent navigation (90.6%), ease of navigation (77.4%), and in providing Internet links to other sources of ecolodge revenue (restaurant, tours, or bars) (79.2%). Virtually none (98.1) of the sites offered search capabilities within their site, and 94.3% did not provide an index page. Many sites also performed poorly in offering Internet links to information about ecotourism. Eighty-one percent of the sites did not provide any links. The sites were evenly split when offering Internet links to other informational websites.

Table 2. Statistics for Links to Various Websites

Characteristic	Frequency		Total
	Yes	No	
Links to other tourist sites	27	26	53
Links to other revenue sites	42	11	53
Links to ecotourism sites	10	43	53

Functionality

Overall, the websites did not perform well in functionality. The majority of the sites did not have a background image (79.2%), video (77.4%), audio (90.6%), "last updated" (92.5%), banner advertising (98.1), download capabilities (86.8%), information on "what's new" (81.1%), and multi-lingual capabilities (58.5%). Seventy-nine percent of the sites also had long home pages that forced users to scroll down. The physical access to each site was good (94.3%), and most sites provided a corporate identity, or logo (92.5%). Many of the sites also had background

color (73.6%), provided a lot of variety (69.8%) and detailed information (69.8%) in their content and flash animation (52.8%).

Table 3. Worst Performers in Navigation

Characteristic	Frequency		Total
	Yes	No	
Banner Advertising	1	52	53
Last Updated	4	49	53
Audio	5	48	53
Downloads	7	46	53
Ease of downloads	5	48	53

Site Marketing

Site marketing characteristics were the strongest characteristics of the analysis. Only five of the 18 characteristics analyzed did not perform well. Offering promotions was not common for the ecolodges. Almost 87% of the sites did not offer them. Most of the sites also did not provide any sort of ecotourism mission (66%), or explain how they were involved with the local community (69.8%). Eighty-nine percent did not have online reservation capabilities, nor did they accept online payment for reservations (92.5%). While online reservations were not accepted, email reservations were. Approximately 87% of the sites accepted reservations via email. Ninety-four percent provided price information with 84.9% of the sites explaining what was included in the price. Ninety-four percent of the sites provided "quality text" and 66% provided "quality" pictures of the ecolodge (92.5%), and rooms (79.2%). The products and services provided by each ecolodge were also described well (83%), as were the amenities (84.9%). The majority of the sites did give a map showing where their ecolodge was located (71.7%) and gave specific directions on how to get to the ecolodge (84.9%). Seventy-six percent had links to other tourist information. The websites performed similarly in terms of a testimonials section. Fifty-one percent of the sites provided one, while 49% of the sites did not.

Table 4. Strongest Performers in Site Marketing

Characteristic	Frequency		Total
	Yes	No	
Price information	50	3	53
Quality Text	50	3	53
Hotel Picture	49	4	53
Email Reservations	46	7	53
Included with Price	45	8	53
Product/Service Description	44	9	53

Further analysis

Further analysis was done to analyze the relationship between several specific characteristics. A cross-tabulation analysis was run between "ecotourism mission" and "links to ecotourism websites", and between "ecotourism mission" and "community involvement". In the first analysis, the results showed that only seven of the 18 websites providing an ecotourism mission also provided links to other ecotourism websites. The results of the second analysis proved

much better. Fourteen out of 18 websites provided both an ecotourism mission and an explanation of how they are involved in the community.

Discussion

This study analyzed the contents of Costa Rican ecolodge websites. Attributes relating to interactivity, navigation, functionality, and marketing characteristics were analyzed on each site to determine if the ecolodges were effectively using the Internet as a marketing tool. Specifically, the purpose of the study was to determine if the ecolodges are utilizing the Internet to market themselves as ecolodges, and whether they promote ecotourism philosophies on their sites. Essentially, most of them are not. The majority of the sites did not describe their ecolodge as an ecolodge, nor did they explain any aspects of ecotourism. Explanations about how the ecolodge might be involved in the community, how it helps or protects the local environment, and how it educates tourists and locals about ecotourism, were lacking. The bottom line is that most of the websites provided no information regarding an ecotourism mission, nor did they offer any reasoning behind their classification as an ecolodge.

For the websites that did provide an ecotourism mission or philosophy, there is inconsistency in regards to the other ecotourism information that is provided. Part of the ecotourism philosophy is involvement in the local community – giving jobs to locals or providing education about conserving the environment. Of the 18 websites that provided that mission, four made no mention of their involvement in the community. Further, 11 of the sites with a mission had no links to other sources of ecotourism information, such as the International Ecotourism Society.

If an ecolodge is to have a website, that site must have information about how to contact the ecolodge for reservations. Essentially, all sites provided a "contact us" section on their website, in one form or another. Of interest is that only 57% of the websites provided a physical address. Instead of a physical address, most of the sites chose to either offer a map showing the location of the ecolodge, or at least information on how to get to the ecolodge. The choice to use a map or directions instead of an address is an important one because potential guests will not know where in Costa Rica a place is located simply by looking at an address. A location map, however, shows exactly where in the country the ecolodge is situated. This proves very helpful to guests when determining where they want to stay.

In addition to using maps, the websites also marketed their ecolodges well with the use of pictures. Websites included pictures of the ecolodge itself, the rooms, common areas, beaches, flora and fauna, and Costa Rican wildlife. Descriptions of what services the ecolodges offered were also done well. As with using the maps, this is helpful to potential guests. It is important for the guest to know exactly what they are getting when they stay at the ecolodge. Ecolodges are typically located in remote areas. If a guest arrives and is not happy with the lodge or what it has to offer, it will be difficult for that guest go elsewhere. Potential customers also have to understand everything that is involved with staying at an ecolodge. The remote location is only part of the experience. There is wildlife. Most places have limited electricity and limited hot water, and no air conditioning. Traveling to the ecolodge may be uncomfortable and can take several hours. All of these aspects are ones that the ecolodge websites described well.

The study also revealed that none of the websites provided any sort of exchange rate information. The official currency of Costa Rica is the colón.   All of the websites listed their pricing in United States dollars, with no mention of the colón and how it relates to the dollar. For a new visitor to Costa Rica, the question remains whether they can use dollars or they must use colónes when purchasing anything in the country. The U. S. Dollar is widely accepted in Costa Rica, but there is no mention of that in any of the websites.

Recommendations

The ecolodge owners are not using the Internet to its fullest potential. They have the opportunity to reach a large audience via their websites; but simply having the website is not enough. To strengthen their position in the ecotourism world, and to gain respect of ecotourists, content relating to ecotourism must be added to the ecolodge websites. If one ecotourist were to read the website of one of the Costa Rican ecolodges, and that site provided no explanation of the ecolodge's involvement in ecotourism, the ecotourist will most likely go elsewhere. As Mader suggests: "those promoting ecotourism, adventure travel, rural tourism, community-based travel and who do NOT use the web are at serious disadvantage" (2005, ¶ 1). The ecolodges, while they are using the web, are not using it to promote their philosophies about ecotourism, helping the environment or the community.

Further research needs to be done in order to determine if the ecolodges analyzed in this study actually regard themselves as ecolodges. The chosen ecolodges were selected because they are defined as ecolodges by Blake and Becher (2004). It is unclear whether the owners of these lodges agree with Blake and Becher (2004).

Studying the ecolodge websites of ecolodges located in other parts of the world is also important. How do the ecolodges in Bali market themselves on the Internet? Perhaps they also do not promote ecotourism. Costa Rica is a popular destination for ecotourists, but is the country losing potential visitors because the ecolodge websites are not effectively promoting themselves to these ecotourists?

In addition to comparisons to other ecolodge websites, comparisons to Costa Rican hotel and resort websites can be done. Do hotel and resort websites try to attract ecotourists, even though they are not ecolodges? What sort of information and content do the websites provide? Is that content better than, similar to, or worse than that on the ecolodge websites? Finally, do the hotel and resort websites promote ecotourism?

Limitations

This study has several limitations. The first is that there was only one rater. One rater was used to ensure the consistency of the analysis but that analysis may differ from others who view the same websites. Interpretation of the website content and the usefulness of that content are subjective. Each individual who visits the ecolodge websites may have different interpretations.

This content analysis focused only on a select group of ecolodges in Costa Rica. Ecolodges are located throughout the world in such places as Africa, Bali, South America, Central America,

and Mexico. Analysis of Nicaraguan ecolodge websites may provide different results than this analysis did.

Although the basis for the survey instrument used in this study has been used before (Baloglu & Peklan, 2006), additions made to the survey have not. "Ecotourism mission", "community involvement", and "links to ecotourism information" were added to the survey instrument because none of the other survey items addressed the issue of ecotourism. It is assumed that these attributes are ones that ecotourists would look for when choosing which ecolodge they want to stay at.

Another important limitation to this study is that there is no clear, universal definition of an ecolodge. While many believe there are certain characteristics that ecolodges share, each owner of an ecolodge may have a different viewpoint. This study was based on ecolodges as defined by Blake and Becher (2004). Blake and Becher (2004) have extensive knowledge in the ecotourism field but their definition of an ecolodge may not hold true for other ecolodge facilities. Conversely, some places that define themselves as ecolodges may not adhere to Blake and Becher's (2004) definition of one. Ecotourism as a whole is difficult to define, which makes defining particular aspects of ecotourism, such as ecolodging, equally as challenging to define.

Conclusion

The results of this study indicate that the ecolodge industry in Costa Rica is not performing well when marketing its product on the Internet. Besides the lack of consistency in interactivity, functionality, and navigation, there are also inconsistencies in marketing site characteristics. It seems that the most important characteristic the websites focused on were pictures. Pictures are great but visitors to a foreign country such as Costa Rica need more information than that, especially from an ecolodge. Ecolodges are not a typical hotel and guests need to be educated about them. If the websites do not effectively do this, the ecolodge may end up with visitors that do not appreciate an ecolodge experience.

Conversely, there are many people that do want that ecolodge experience (ecotourists). By completely explaining their ecotourism philosophy and marketing themselves as an ecolodge via their websites, ecolodge owners can attract the appropriate guests. The websites that promote themselves well will have a competitive advantage over other ecolodges that simply have a website for the pure sake of having a website.

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Appendix

Internet Site Evaluation Form

Site URL:_____

Ecolodge Name:_____

Site Design Characteristics

(1=Yes, 0=No)

Interactivity

Phone Number Listed	1☐	0☐	Calendar (for special programs)	1☐	0☐
Address Listed	1☐	0☐	Updated Exchange Rate	1☐	0☐
E-mail Hyperlink	1☐	0☐	Online Survey	1☐	0☐
Online Information Request Form	1☐	0☐	Online Comment Form	1☐	0☐
E-mail Listed	1☐	0☐	Online Guest Book	1☐	0☐

Navigation

Links to Other Sites	1☐	0☐	www links (hyperlinks) to ecotourism info.	1☐	0☐
Links to other Revenue Centers	1☐	0☐	Index Page	1☐	0☐
(restaurant, bar, tours, etc.)			Search Capabilities within site	1☐	0☐
Consistent Navigation	1☐	0☐			
Ease of Navigation	1☐	0☐			

Functionality

Corporate Identity	1☐	0☐	Download Facilities	1☐	0☐
Background Color	1☐	0☐	Ease of Download	1☐	0☐
Background Image	1☐	0☐	What's New?	1☐	0☐
Video	1☐	0☐	Variety of Information	1☐	0☐
Audio	1☐	0☐	Detailed Information	1☐	0☐
Date Last Updated	1☐	0☐	Multilingual Capabilities	1☐	0☐
Banner Advertisement	1☐	0☐	Flash Animation	1☐	0☐

Do you have to scroll down on first page?   1☐   0☐   Ease of Physical Access to WebSite   1☐   0☐

Site Marketing Characteristics

(1=Yes, 0=No)

Hotel Picture	1☐	0☐	Location Map of the Hotel	1☐	0☐
Room Picture	1☐	0☐	Online Payment	1☐	0☐
Quality of Pictures	1☐	0☐	Online Reservation	1☐	0☐
Quality of Text	1☐	0☐	Reservation by E-mail	1☐	0☐
Any Promotion Mentioned	1☐	0☐	Links to Tourist Information	1☐	0☐
Description of Product and Services	1☐	0☐	Availability of Price Info	1☐	0☐
Ecotourism mission	1☐	0☐	Community involvement	1☐	0☐
How to get to the ecolodge	1☐	0☐	Testimonials	1☐	0☐
Amenities	1☐	0☐	What's included in price?	1☐	0☐

Comments:_____

_____

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