

Appendix (A)

**Sudan University of Science and
Technology**

College of Graduate Studies

Principal Supervisor: Professor Izzeldin Mohammed Othman

Research Associate: Bashir A. Mahmood AL-ALAK

Dear sir, medam;

You are kindly invited to participate in the current field study entitled **“Incorporating Internet-based marketing information systems to improve marketing intelligence”**. The study investigates the nature of marketing information systems within tourism and hospitality small-and medium-sized enterprises in Jordan and focuses on the importance of external information and marketing intelligence. Professor Izzeldin Mohammed Othman from the Sudan University of Science and Technology is supervising this research project. The ultimate aim of this project is to investigate marketing information systems, marketing intelligence and Internet use within tourism and hospitality SMEs in Jordan. The findings of this study will be utilised to improve marketing intelligence in the tourism sector in Jordan.

All answers in this questionnaire are used for academic purpose only and will be treated in the strictest confidence. So your reply will be completely anonymous.

Please answer the questions carefully by putting a tick in the appropriate box(s). When completed, **kindly post it in the enclosed stamped envelope** as soon as possible. Thanks for your cooperation in this matter.

Yours faithfully

Professor Izzeldin Mohammed Othman

Bashir A. Mahmood AL-ALAK

Q1: What is your company size?

Less than 5 employees

5 to 25 employees

Q2: How long have you been in the business?

Less than 2 years

2 to 10 years

More than 10 years

Q3: To which tourism subsector do you belong?

Attraction

Accommodation

Q4: What is your position in the company?

Owner

Managing Director

General Manager

Sales & Marketing

Other (please specify).....

Q5: Do You have an access to the Internet?

Yes

No

Q6: If " Yes" for how long have you been using the Internet?

years This year 1 year ago 2 years ago 3 or more

Q7: State number of terminals with access?

One Two Three Four or more

Q8: State number of employees with access?

more None One Two Three or

Q9: State for what purposes do you use the Internet?

- Information gathering
- Collaborating with other organisations
- Marketing research, survey etc.
- Communication
- Customer service
- Information publishing
- Selling products and services
- Promotion
- Purchasing
- Other (please specify).....

Q10: If you are NOT using the Internet, do you plan to access it in the future?

- Yes
- No

Q10A: Please be free to mention the reason for not planning to access the Internet in the future .

.....
.....
.....
.....

Q11: If “ Yes” When are you planning to have access?

This year Next year In 2-year time More than 2
years

-
-
-
-

Q11 A: Please specify the reasons for your desire to have access in the future and not now.

.....
.....
.....
.....

Q12: How often do you gather external information in the following areas? (To be answered by all respondents)

Information area	Daily	Ad hoc (When necessary)	Never
Local competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Existing customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Potential customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 A: Please be free to express your opinions on the reasons that lead you to gather external information.

.....

Q12 B: Please be free to specify the reasons behind your unwillingness to gather external information.

.....

For Internet users only

Q13: Kindly specify the sources of information that you use for each of the following areas of interest:

Area of Interest	Sources of information used
Local & National Competitors	Trade associations <input type="checkbox"/> Direct from competitors <input type="checkbox"/> Internet <input type="checkbox"/> Personal contacts <input type="checkbox"/> Other (please specify).....
International Competitors	Newspapers <input type="checkbox"/> Trade press <input type="checkbox"/> Trade associations <input type="checkbox"/> Internet <input type="checkbox"/> Other (please specify).....
Existing Customers	Direct From existing customers <input type="checkbox"/> Survey <input type="checkbox"/> Booking records <input type="checkbox"/> Sales reports <input type="checkbox"/> Other (please specify).....
Potential Customers	Trade associations <input type="checkbox"/> Direct from potential customers <input type="checkbox"/> Research reports <input type="checkbox"/> Local/National media <input type="checkbox"/> Other (please specify).....
National Economy	National media <input type="checkbox"/> Local contacts <input type="checkbox"/> Trade press <input type="checkbox"/> Internet <input type="checkbox"/> Other (please specify).....
International Economy	Internet <input type="checkbox"/> National media <input type="checkbox"/> Government reports <input type="checkbox"/> Other (please specify).....

For Non -internet users only

Q14: Kindly specify the sources of information that you use for each of the following areas of interest:

Area of interest	Sources of information used
Local & National Competitors	Trade associations <input type="checkbox"/> Direct from competitors <input type="checkbox"/> Local papers <input type="checkbox"/> Personal contacts <input type="checkbox"/> Other (please specify).....
International Competitors	Newspapers/TV <input type="checkbox"/> Sales representatives <input type="checkbox"/> Trade press <input type="checkbox"/> Direct from competitors <input type="checkbox"/>

	Other (please specify).....	
Existing Customers	Direct From existing customers	<input type="checkbox"/>
	Survey	<input type="checkbox"/>
	Internal records	<input type="checkbox"/>
	Other (please specify).....	
Potential Customers	Research reports	<input type="checkbox"/>
	Personal contacts	<input type="checkbox"/>
	Enquiries	<input type="checkbox"/>
	Other (please specify).....	
National Economy	National media	<input type="checkbox"/>
	Gov. reports	<input type="checkbox"/>
	Trade press	<input type="checkbox"/>
	Personal contacts	<input type="checkbox"/>
	Other (please specify).....	
International Economy	National media	<input type="checkbox"/>
	Trade press	<input type="checkbox"/>
	Gov. reports	<input type="checkbox"/>
	Sales representatives	<input type="checkbox"/>
	Other (please specify).....	

For Internet users Only

Q15: How would you see the benefits of the Internet as an information source?

- Ease & speed of access
- Value for money
- Up-to-date
- Useful
- Cost effective
- Valuable supplementary source of information
- Other (please specify)

.....

Q16: How would you see the problems associated with Internet use for marketing information gathering?

- Cost of access
- Time down-loading
- Information sorting and analysis

Lack of trained employees

Technical expertise

OnLine subscription costs

Other (please specify)

.....

.....

.....

.....

.....

For Non Internet users Only

Q17: How would you see the benefits of the Internet as an information source?

- Ease & speed of access
- Value for money
- Up-to-date
- Useful
- Cost effective
- Valuable supplementary source of information
- Other (please specify)

.....
.....
.....
.....
.....

Q18: How would you see the problems associated with Internet use?

- Cost of access
- Time down-loading
- Information sorting and analysis
- Lack of trained employees
- Technical expertise
- On Line subscription costs
- Lack of understanding
- Other (please specify)

.....
.....
.....
.....
.....

Q19- How would you describe the environment dynamism of your business? (To be answered by all respondents)

- Low
- Medium

High

Q20: How would you describe the growth of your industry?

(To be answered by all respondents)

Growing
Static
Declining

Q21: How would you describe the environment stability of your business?

(To be answered by all respondents)

Stable
Zero
Unstable

Thank you in advance for your valuable cooperation