

Annex 1: Survey Questions

In order to access the survey, please agree with the following statements.

1. I agree to take part in the above research. I have read the Participant Information Sheet which is attached to this form. I understand what my role will be in this research, and all my questions have been answered to my satisfaction.
2. I understand that I am free to withdraw from the research at any time, for any reason and without prejudice.
3. I have been informed that the confidentiality of the information I provide will be safeguarded.
4. I am free to ask any questions at any time before and during the study.
5. I have been provided with a copy of this form and the Participant Information Sheet.

Data Protection: I agree to Anglia Ruskin University and its partner colleges processing personal data which I have supplied. I agree to the processing of such data for any purposes connected with the Research Project as outlined to me. *

Both the Participant Information Sheet (PIS) and Participant Consent Form (PCF) are available online at <http://ow.ly/CjVK>.

☐ I agree.

☐ I do not agree.

Page 2

Do you, in your everyday life, prefer products that are certified by labels such as 'fairtrade', 'organic' etc.? *

No, never ☐ ☐ ☐ ☐ ☐ ☐ Yes, always

Assuming that a conventional product costs £ 100.00. How much would you be willing to pay for this product if it were certified with a label such as 'fairtrade', 'organic' or the like? *

If you would not accept any price difference, please enter '100.00'.

£

Page 3

Why do you not, or rather seldom, buy products carrying one or more of the before mentioned labels? *

☐ I do not know what the labels stand for.

☐ I do not trust these labels.

☐ I have never seen any of these labels.

☐ The choice of certified products is too small.

☐ The products are too expensive.

☐ Other:

[Please note: The respondents were only shown page 3 if they ticked one of the first three boxes indicating a tendency towards 'No, never' in the first question on page 2.]

Page 4

Regarding your travel behaviour, which is the relation between travel for private and business reasons? *

private business

Page 5

Please consider travel for private reasons as the basis for the following questions.

Which 3 factors do you usually consider the most when choosing a destination to travel to? *

Page 6**Please evaluate the following factors according to the importance they play when choosing a destination to travel to. ***

| | very little | | | | | very high |
|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Accessibility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Availability of package tours | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Climate | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Culture | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Own language skills | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Previous experiences | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Price | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Recommendations of friends/relatives | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Safety | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sustainability of offers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Page 7**Which is/are your preferred holiday type(s)? ***

Please do not choose more than three answers.

| |
|--|
| <input type="checkbox"/> Adventure holiday |
| <input type="checkbox"/> Backpacking |
| <input type="checkbox"/> Beach holiday |
| <input type="checkbox"/> Camping |
| <input type="checkbox"/> City break |
| <input type="checkbox"/> Coach travel |
| <input type="checkbox"/> Cruise |
| <input type="checkbox"/> Educational trip |
| <input type="checkbox"/> Gourmet tour |
| <input type="checkbox"/> Round trip |
| <input type="checkbox"/> Shopping trip |
| <input type="checkbox"/> Sports holiday |
| <input type="checkbox"/> Volunteering |
| <input type="checkbox"/> Wellness holiday |
| <input type="checkbox"/> Other: <input type="text"/> |

Page 8**What type of accommodation do you prefer when travelling? ***

Please do not choose more than 3 answers.

| |
|---|
| <input type="checkbox"/> Camping |
| <input type="checkbox"/> Cruise ship |
| <input type="checkbox"/> Holiday home/apartment |
| <input type="checkbox"/> Hostel |
| <input type="checkbox"/> Hotel |
| <input type="checkbox"/> Luxury hotel |
| <input type="checkbox"/> Staying with friends/relatives |
| <input type="checkbox"/> Staying with locals |
| <input type="checkbox"/> Other: <input type="text"/> |

Page 9

Which Eco-certification schemes* for tourism do you know?

* Eco-certification schemes are those that recognise the efforts towards sustainability of a business. *

Page 10

Have you ever knowingly been staying in an accommodation facility that was certified for its sustainability efforts? *

- ☐ Yes
- ☐ No
- ☐ I am not sure

[Please note: The respondents were either shown page 11 or page 12, based on their answer given on this question.]

Page 11

Did the certification play any role in your choice of this accommodation? *

- ☐ Yes
- ☐ No

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Why have you never knowingly been staying in an eco-certified accommodation facility? *

Please tick as appropriate.

- ☐ I do not know of any labels.
- ☐ I do not know what the labels stand for.
- ☐ I do not trust these labels.
- ☐ It did not play any role during the booking process.
- ☐ There are too many labels.
- ☐ They are too expensive.
- ☐ Other:

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Which of the following factors would you consider as being part of sustainable management? *

Please tick as appropriate.

- ☐ Compliance with safety regulations
- ☐ Contracts for employees
- ☐ Employing local people
- ☐ Paying fair wages
- ☐ Reducing waste
- ☐ Saving energy
- ☐ Saving water
- ☐ Support of local social service providers
- ☐ Training/educating staff
- ☐ Using biodegradable materials
- ☐ Using local and seasonal products
- ☐ Waste management

Page 14**When did you spend your last holiday of 3 nights or more? ***☐ This month☐ This year☐ Last year☐ Other:**What country did you spend that holiday in? *****For how many days did you stay? *****Whom did you travel with? ***☐ Tour party☐ Partner☐ Parents☐ Other relatives☐ Friends☐ Children under 18☐ Other:**Page 15**

Please answer the following questions for statistical reasons.

Are you male or female? ***What is your age? *** years**What country do you currently reside in? *****What is the highest level of education you have completed? ***☐ Secondary Education (GCSE/O-Levels)☐ Post-Secondary Education (College, A-Levels, NVQ3 or below, or similar)☐ Vocational Qualification (Diploma, Certificate, BTEC, NVQ 4 and above, or similar)☐ Undergraduate Degree (BA, BSc etc.)☐ Post-graduate Degree (MA, MSc etc.)☐ Doctorate (PhD) or higher☐ Other:**Which of the following statements about occupational status applies to you? *****What is your current annual household income? ***

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You did not agree to the statements listed and can therefore not take part in the survey.

Please do not hesitate to contact me for any queries: stephan.reichelt@student.anglia.ac.uk

Thank you for your effort.

Stephan Reichelt

[Please note: Page 16 was only shown to respondents that did not agree to the statements on page 1, in which case this was the only page they were shown.]

Page 17

Thank you for your contribution to the study "Sustainable Tourism Destination Certification: The Current State and Development Potential". If you would like to receive a summary of the findings, please enter your email address below. It will not be used for assigning your answers to you.

PLEASE NOTE:

This survey is based on a snowball sampling method. I would appreciate if you could share the link to this survey (www.umfrageonline.com/s/4f53cfd) with friends, family, colleagues etc. so the sample can grow and the study can become more representative. Thank you very much!

Please do not hesitate to contact me for any queries: stephan.reichelt@student.anglia.ac.uk

Stephan Reichelt

Annex 2: Main Guiding Questions for the Semi-structured Key Informant Interviews

NB: Interviewer requested permission to record all interviews prior to asking these and further probing questions. These general questions were asked to the key informants, adapted according to their specific contexts as the interviews progressed and the questions were not asked in a systematic way, but rather depending on the responses received which would dictate which question to ask next.

- (1) What were your motivations for participating in the development or implementation of the relevant destination assessment or certification scheme and what were your experiences of participating in the process?
- (2) Why did you or your DMO/agency/institution choose to implement the scheme?
- (3) Who were the main stakeholders involved in the development or implementation process?
- (4) How do you manage to accommodate everyone's opinions?
- (5) How did you choose which criteria would be relevant for your DMO/agency/institution and which would not. Was it mainly your organization which was involved in this process or did you cooperate with the National Tourism Authority [or any other agency] to discuss which criteria to take into the scheme, and which to leave out?
- (6) I was wondering whether you think that it is realistic to certify a whole tourism destination considering all the stakeholders, which are involved in a tourism destination?
- (7) What do you think were the main challenges of developing, implementing, and operating the scheme??
- (8) How does the funding of the scheme work? There's obviously an application fee, as I found online, but is there any other funding, like is there governmental funding or NGOs giving money to the scheme?
- (9) Do you think that implementing the destination certification scheme aimed at attracting a different kind of tourists to the destination? And do you think that anything will change, or has already changed in the kind of tourists which come to the destination or which are interested in coming to the destination as a result of certification?

- (10) Have you had any (documented) experiences on whether tourists visiting your destination are actually aware of the sustainability efforts which have been taken or whether they chose this destination based on sustainability considerations?
- (11). Do you consider your commitment towards sustainability as an advantage over other destinations, which might lead tourists preference for it rather than any other destination with similar characteristics?
- (12) Do you see, or have you seen any differences in the certification processes in terms of, if it is easier to certify smaller regions, or smaller destinations, or does it depend on how many stakeholders there are, like accommodation providers, and so on?
- (13) At the moment, the ETIS is only designed for self assessment. Are you planning to give destinations some kind of a badge or an award to all destinations, apart from awarding only the best practices?
- (14) I have looked at the schemes and found a very large part of the indicators, both core indicators and the optional ones focus on the environmental impact. Do you know how this, imbalance between the four objectives can be explained. Is it your personal view that sustainability should be mostly focused on environmental issues?
- (15) How do destination management organisations react on the data sets they have to submit without having any set targets? Was this intentional so destination management organisations can monitor their progress rather than comparing their status to others?
- (16). What are your experiences in terms of what went well, and where did you see the main challenges of implementing these criteria?
- (17) Did the implementation of the criteria require a lot of changes to the tourism system or was it rather easy to meet the requirements in general?