

Participant Information Sheet

Study title: Creating visitor experiences: Developing a sustainable tourism strategy for the Iveragh Peninsula, Kerry.

This document contains all the information about this study and visitor survey, however, should you have any other questions or comments now or after completing the questionnaire, please do not hesitate to contact us. You will find contact details at the bottom of the document.

Invitation and brief project summary

Thank you for considering participating in this survey. This document explains to you what the work is about and what your participation would involve.

The purpose of this study is to identify visitor interests, travel motivations, and preferences. We are inviting anyone who is or who has visited the *Iveragh Peninsula* to take part in this visitor survey. This survey is carried out as part of the [LIVE](#) (Llŷn Iveragh Eco-museums) project, which is a collaboration between Welsh and Irish community organisations, academic departments, and local governments. LIVE aims to enable coastal communities to promote their natural and cultural assets, creating opportunities for sustainable tourism, especially outside the traditional peak tourist seasons.

What would taking part involve?

Should you choose to participate, you will be asked to complete a questionnaire about (1) Your trip characteristics, (2) Cultural interests, (3) Natural interests, (4) Sustainability, and (5) About Your Party (demographic questions). It should take you no longer than 15min to answer all the questions.

Participation in this study is completely voluntary, of course, and you can also refuse to answer specific questions and skip entire sections. All information you provide when you hand over your completed questionnaire will be **confidential** and **your anonymity will be protected throughout the study**.

It goes without saying that you maintain the right to withdraw from the study at any stage up to the point you handover your questionnaire. At that point, your responses will be assigned a participant number and be collated with that of other participants and can no longer be retracted. You can, of course, decide not to handover your questionnaire after completing it.

If you do handover your questionnaire, the **anonymous** data will be stored until the end of the LIVE project (30/06/2021) on the project's password-protected (invite only) *Microsoft Teams* folder. Afterwards, the digital **anonymous** data will be stored on a

password protected drive for a minimum of 10 years, in accordance with University College Cork's Code of Research Conduct.

Where will the results be shared?

The results will be shared at community events and public webinars. Please follow our social media channels ([@ecomuseumsLIVE](#)) for updates. The information you provide may also contribute to research publications and conference presentations. At the end of the study, the data will also be publicly available on an open science platform called *Zenodo*. It will **not** be possible for you to be identified in any reporting of the data. Please feel free to contact us for a written summary of the survey results.

What are the possible benefits and disadvantages of taking part?

Us, from the LIVE project, and University College Cork, will highly appreciate your participation in this survey. You will contribute to a study that informs the sustainable tourism strategy that is currently being developed on the Iveragh Peninsula, as we are trying to find out what visitors appreciate during their holidays on the peninsula. We are hoping to improve the area for visitors, local communities, and the environment.

We do **not** anticipate any negative outcomes from your participation in this study and you will not incur any disadvantages by taking part in this survey. This study has obtained ethical approval from the University College Cork Social Research Ethics Committee.

Who can you contact?

If you have any queries about this study, please feel free to contact me, Leonie Schulz (the researcher), at lschulz@ucc.ie, or the [project](#) directly at: live@ucc.ie.

If you have read and understood this information sheet, have had all your questions answered and you would like to be a participant in the study, please complete the consent form overleaf.

Participant Consent Form

Visitor Survey

Researcher's name: Leonie Schulz

- 1) The purpose of the study has been explained to me in writing.
- 2) I confirm that I am over 18 years of age.
- 3) I am participating voluntarily.
- 4) I understand that I can withdraw from the study, without repercussions, at any time before I hand-over my completed questionnaire.
- 5) I understand that my rights to anonymity and confidentiality will be respected.
- 6) I know who I can contact if I have any questions about the study or my participation.
- 7) I understand that anonymous extracts from my questionnaire may be quoted in subsequent publications if I give permission below.
- 8) I understand that my data will be stored for a minimum of 10 years and may be used for subsequent research studies, and published on Zenodo, an open science platform.

I agree to the statements above and wish to take part in the study.

Signature of participant

Date

Creating visitor experiences:

Developing a sustainable tourism strategy for the Iveragh Peninsula

Thank you very much for taking the time to complete our visitor survey. We highly appreciate your contribution, and we hope that with the results, we will be able to improve the visitor experience here on the Iveragh Peninsula. The questionnaire is divided into 5 sections: (1) **Your trip**, (2) **Cultural interests**, (3) **Natural interests**, (4) **Sustainability**, (5) **About Your Party** (demographic questions). Please feel free to **skip** any question you do not wish to answer.



(1) Your Trip

1. **Iveragh Peninsula** - which word(s) come(s) to your mind first when you think of a holiday on the Iveragh Peninsula?

2. Where (if anywhere) did you get information to help you **plan** your visit?

Please tick all that apply.

- | | | | |
|--|------------------------------------|--|--|
| Website <input type="checkbox"/> | Leaflet <input type="checkbox"/> | Publication/ Magazine <input type="checkbox"/> | Friends/ relatives <input type="checkbox"/> |
| Word of mouth <input type="checkbox"/> | Guidebook <input type="checkbox"/> | Personal knowledge <input type="checkbox"/> | Tourist Information <input type="checkbox"/> |
| Map/ Road sign/ Navigation tool, e.g., Google maps <input type="checkbox"/> | | | |
| Social Media (e.g., Instagram, Facebook, Twitter, TikTok) <input type="checkbox"/> | | | |
| App (e.g., Strava, Komoot, AllTrails, Wikiloc) <input type="checkbox"/> | | | |

Other:

3. Which sources of information (if any) did you use **during** your visit?

Please tick all that apply.

- | | | | |
|--|------------------------------------|--|--|
| Website <input type="checkbox"/> | Leaflet <input type="checkbox"/> | Publication/ Magazine <input type="checkbox"/> | Friends/ relatives <input type="checkbox"/> |
| Word of mouth <input type="checkbox"/> | Guidebook <input type="checkbox"/> | Personal knowledge <input type="checkbox"/> | Tourist Information <input type="checkbox"/> |
| Map/ Road sign/ Navigation tool, e.g., Google maps <input type="checkbox"/> | | | |
| Social Media (e.g., Instagram, Facebook, Twitter, TikTok) <input type="checkbox"/> | | | |
| App (e.g., Strava, Komoot, AllTrails, Wikiloc) <input type="checkbox"/> | | | |

Other:

4. Could you please specify the name(s) of the website/ publication/ magazine/ navigation tool/ social media channel or public account/ app/ guidebook?

5. Have you come...

alone with a partner with friends with family and friends
as part of a society/ club as part of an organised tour group

with family, including **young** children (*Primary school age and younger*)
with family, including **older** children (*Secondary school age and older*)
with family, including **young** and **older** children
with family **without** children

Other:

6. Including yourself, how many adults, young and older children, and dogs are in your party?

Adults: Young children: Older children: Dogs:

7. a) How did you travel **to** the Iveragh Peninsula?

Private car or van Hired car or van Motorhome/ Campervan Car + Caravan
Motorbike Public transport Private bus or coach Bicycle
Electric bicycle On foot Taxi Other: _____

b) Was the vehicle you used petrol, diesel, electric, or hybrid?

Petrol Diesel Electric Hybrid N/A

8. How long did it take you to get here from your place of residence?

Less than 2 hours (< 2h) > 2h - < 3h > 3h - < 4h > 4h - < 5h
> 5h - < 6h Other: _____

9. a) Where did you travel from?

Republic of Ireland* Northern Ireland* Wales* Scotland*
England* France Germany Netherlands
Belgium Spain Italy Switzerland
USA Canada Australia Other: _____

9b) *If your residence is in Ireland or the United Kingdom, which county are you from?

10. a) How did you travel **around** the Iveragh Peninsula?

- Private car or van Hired car or van Motorhome/ Campervan Car + Caravan
 Motorbike Public transport Private bus or coach Bicycle
 Electric bicycle On foot Taxi Other: _____

b) Was the vehicle you used petrol, diesel, electric, or hybrid?

- Petrol Diesel Electric Hybrid N/A

11. How often have you visited the Iveragh Peninsula before?

- Never before Once Twice 3 times
 4 times 5-7 times 8-10 times 10+ times

If you visit the Iveragh Peninsula regularly, please specify (e.g., once a year/ twice a year/ every 2nd year/...):

12. a) At what time of the year have you visited the Iveragh Peninsula before?

Please tick all that apply.

- March and May Mostly between June and August
 Mostly between September and November Mostly between December and February

b) Would you return at other times of the year? yes no

If you selected *no*, could you please specify **why not?**

13. Which year did you visit the Iveragh Peninsula for the first time?

14. How often did you visit the Iveragh Peninsula between March 2020 and March 2022?

- Not at all Once Twice 3 times
 4 times 5 times 5+ times

15. To what extent do you agree or disagree with the following statements?

4 = Strongly agree, 3= Agree, 2= Disagree, 1= Strongly disagree, 0= Don't know

| | 4 | 3 | 2 | 1 | 0 |
|---|----------|----------|----------|----------|----------|
| The Covid-19 pandemic has encouraged me to visit the Iveragh Peninsula more than I would have previously. | | | | | |
| I am more appreciative of the countryside and green spaces since the Covid-19 pandemic. | | | | | |
| I am going on holiday to places closer to home more since the Covid-19 pandemic. | | | | | |

16. How likely are you to visit the Iveragh Peninsula again?

- Definitely will Probably will Probably won't Definitely won't
Don't know/ undecided

17. How many days are you staying on the Iveragh Peninsula this time?

18. How much per day will/ did you spend **as a group** on your holiday on the Iveragh Peninsula this time? *Please include the cost of accommodation, food and drinks, transport (e.g., fuel/ public transport/ car hire), any activities, and any purchases (e.g., equipment, souvenirs, etc.).*

- € 0-25 per day € 26-50 per day € 51-100 per day € 101-150 per day
€ 151-200 per day € 201-250 per day € 251-300 per day € 301-350 per day
€ 351-400 per day € 401-450 per day € 451-500 per day € 500+ per day

19. What will/ did you spend most of your money on? *Please include the following:*

Food and drinks: local supermarkets, restaurants, cafés, markets, pubs, takeaways, etc.

Transport: fuel/ public transport/ car hire, etc.

Activities: surfing, golf, boat trips, fishing, guided walks, etc.

- Accommodation Food and drinks Transport Activities
New/ rental equipment Souvenirs

Other:

20. What type of holiday accommodation are/were you staying in this time?

**Campsite, including: own Motorhome/Campervan/Caravan/Tent*

** Alternative accommodation, including: Yurt, Tee-Pee, Hut, Ecopod, etc.*

- Hotel Bed & Breakfast Guesthouse
Farmhouse Hostel Self-catering accommodation
Serviced apartment Static caravan (own/ rented) Campsite
Alternative accommodation Friend's/ relative's home Own 2nd home/ time share

21. How did you book your holiday accommodation?

**Directly with the provider, i.e., phone/ email/ the provider's website*

- Directly with the provider* Through a travel agent or tour operator
Through a Tourist Information Centre Just turned up
On Booking.com On Cottages.com
On Tripadvisor On AirBnB
On Hometogo On Vrbo

Other:

22. Which village or town is the closest to where you are/ were staying?

- Ballinskellig Cahersiveen Caherdaniel Derrynane
Portmagee Rossbeigh Sneem Valentia Island
Waterville Other: _____

23. Where on the Iveragh Peninsula will/ did you spend most of your time?

24. Which place was your highlight?

25. What is the main reason for your trip to the Iveragh Peninsula this time?

26. Which one of these best describes your visit to the Iveragh Peninsula this time?

- Visit to the Iveragh Peninsula from home – **Main holiday**
Visit to the Iveragh Peninsula from home – **Weekend trip**
Visit to the Iveragh Peninsula from/ **on your way to another holiday destination**
Work

Other: _____

27. Which of the following influenced your decision to visit the Iveragh Peninsula?

Please tick all that apply.

- | | |
|---|--|
| Been before and wanted to return <input type="checkbox"/> | Have always wanted to visit <input type="checkbox"/> |
| Recommended by friends / relatives / colleagues <input type="checkbox"/> | It is easy/ quick to get to <input type="checkbox"/> |
| To help you relax and escape from the stresses of life <input type="checkbox"/> | Fresh air / exercise <input type="checkbox"/> |
| To visit a particular attraction / place <input type="checkbox"/> | Traveller review websites/ social media <input type="checkbox"/> |
| Price of accommodation <input type="checkbox"/> | Found a good deal / special offer <input type="checkbox"/> |

Other: _____

28. **YOUR ACTIVITIES:** What type of activities will/ did you engage with **the most** during your visit? *Please only tick one answer option.*

- Active/ Sporting activities Beach activities
 Wildlife-watching/ Enjoying the landscape and scenery Sightseeing/ Visiting attractions and places
 Attending an event/ concert/ performance/ sporting event Eating and drinking

Other:

29. Which of the following activities will/ did you do on the Iveragh Peninsula?
Please tick all that apply.

a) **Active/ Sporting activities:** *Which of the following activities will/ did you do?*

- Short walks (0 – 4 miles) Medium walks (5 – 9 miles) Long walks (> 9 miles)
 Running/ Trail-Running Cycling/ Mountain-Biking Horseback riding/ Pony trekking
 Golf Shore- / freshwater- fishing Boat-fishing
 Non-motorised water activities* Speed boating Sailing

Other: _____

*Non-motorised water activities, e.g., surfing, kayaking, snorkelling, etc.

b) **Beach activities:** *Which of the following activities will/ did you do?*

- Beach walks Relaxing Family beach activities
 Picnic Swimming Rock-pooling

Other: _____

c) **Wildlife-watching/ Enjoying the landscape and scenery:**

Which of the following activities will/ did you do and/or which places did you visit?

- Nature reserves (Country) Parks and Gardens Birdwatching
 Dolphin/ Whale-Watching Viewing flora/ botany/ fungi Viewing geology
 Viewing the landscape/ scenery Attending a guided walk

Other: _____

If you did **dolphin/ whale-watching**, was it: land-based boat-based

d) Sightseeing/ Visiting attractions and places:

Which of the following activities will/ did you do and/or which places did you visit?

- Art gallery/ exhibition/ activities Music exhibitions/ activities Cultural exhibitions/ activities
Museums Historic and heritage sites Archaeological sites*
Religious sites* Attending a guided walk

Other: _____

* **Archaeological sites**, e.g., stone circle, hillfort, etc.

* **Religious sites**, e.g., church, graveyard, etc.

e) Attending an event/ concert/ performance/ sporting event:

Which of the following events did you visit?

- Sporting event/ festival Music concert Cultural festival/ storytelling
Art festival Food & drink festival Theatre/ cinema performance

Other: _____

* **Sporting event/ festival**, e.g., sailing, cycle race, charity run, marathon, triathlon, etc.

f) Eating and drinking:

Which of the following places did you visit?

- Cafés Restaurants Fast Food & Takeaways
Pubs & Bars Farms/ Farmer markets Markets & Delis

Other: _____

What was your favourite food/drink place?

g) Other:

- Visiting friends/relatives Photography Shopping
Health & Spa

Other: _____

30. What would improve your holiday on the Iveragh Peninsula?



(2) Your Interests: culture, history, and language

1. On a scale from **0** (= **no knowledge at all**) to **4** (= **fluent**), how would you rate your knowledge of the Irish language (Gaeilge)? *Please encircle.*

0 1 2 3 4

2. On a scale from **0** (= **no interest at all**) to **5** (= **very interested**), how interested are you in the following? *Please tick the appropriate boxes.*

| | 0 | 1 | 2 | 3 | 4 | 5 |
|---|----------|----------|----------|----------|----------|----------|
| Learning/ Improving your Irish language skills (Gaeilge) | | | | | | |
| Learning more about customs, traditional skills and practices , and cultural festivals and rituals local to the Iveragh Peninsula | | | | | | |
| Participating in hands-on workshops learning traditional skills , e.g., basketry, weaving, wood carving, cooking | | | | | | |
| Skill-sharing (learning new skills and teaching skills in demand to local communities) | | | | | | |
| Homestays giving you the opportunity to learn/ practice your Irish language skills (Gaeilge) and learn about local customs | | | | | | |
| Visiting cultural and/ or historic sites/ attractions/ museums | | | | | | |
| Attending cultural and/ or historic festivals/ events/ performances/ storytelling | | | | | | |
| Reading on-site interpretation panels with information about customs, traditions, and rituals local to the Iveragh Peninsula | | | | | | |
| Virtual reality (VR) apps experiencing cultural traditions and historic environments | | | | | | |
| Joining a cultural guided tour/ talk | | | | | | |
| Doing a self-guided cultural tour around the peninsula with an audio-guide/ guidebook/ story-map | | | | | | |
| Socialising with members of the local community | | | | | | |
| Trying local produce (food and drink) | | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| Supporting cultural sites/ workshops/ events through a monetary donation | | | | | | |
| Volunteering at cultural sites/ workshops/ events during your holiday | | | | | | |

3. a) Would you like to contribute to the **cultural preservation and regeneration** of the Iveragh Peninsula on a future visit?

Yes

No

Maybe

Don't know

b) If so, how?



(3) Your Interests: landscape & wildlife

4. On a scale from **0** (= **no knowledge at all**) to **4** (= **expert**), how would you rate your knowledge of Irish flora and fauna? *Please encircle.*

0

1

2

3

4

5. On a scale from **0** (= **no interest at all**) to **5** (= **very interested**), how interested are you in the following? *Please tick the appropriate boxes.*

| | 0 | 1 | 2 | 3 | 4 | 5 |
|---|----------|----------|----------|----------|----------|----------|
| Learning more about wildlife on the Iveragh Peninsula and its coast, e.g., dolphins, whales, seals, choughs, otter | | | | | | |
| Learning more about plants and fungi on the Iveragh Peninsula | | | | | | |
| Learning more about the geology on the Iveragh Peninsula | | | | | | |
| Visiting natural history exhibitions/ museums/ attractions | | | | | | |
| Reading on-site interpretation panels with information about wildlife/ plants/ fungi/ geology on the Iveragh Peninsula | | | | | | |

| | | | | | | |
|--|--|--|--|--|--|--|
| Virtual reality (VR) apps experiencing natural events | | | | | | |
| Joining a general guided tour about wildlife, plants, botany, and geology | | | | | | |
| Joining a specialist guided tour about wildlife/ plants/ botany/ and/or geology | | | | | | |
| Doing a self-guided tour with an audio-guide/ guidebook/ story-map around the natural sights of the Iveragh Peninsula | | | | | | |
| Attending presentation/s about wildlife/ plants/ botany/ geology on the Iveragh Peninsula | | | | | | |
| Participating in a beach clean / litter pick on the Iveragh Peninsula | | | | | | |
| Learning more about nature conservation work on the Iveragh Peninsula | | | | | | |
| Supporting the nature conservation work on the Iveragh Peninsula through a monetary donation | | | | | | |
| Participating in citizen science (e.g., recording animal/plant species during your visit) | | | | | | |
| Volunteering with a nature conservation organisation on the Iveragh Peninsula during your holiday | | | | | | |
| Supporting community-owned land used to improve biodiversity and create more resilient habitats | | | | | | |

6. a) Would you like to contribute to **nature conservation and recovery work** on the Iveragh Peninsula on a future visit?

Yes

No

Maybe

Don't know

b) If so, how?

(4) Sustainability

1. What does sustainability mean to you?

2. On a scale from **0** (= **not at all**) to **5** (= **very much**), how much did these influence your decision to travel to the Iveragh Peninsula? *Please tick the appropriate boxes.*

| | 0 | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| Low travel mileage from home | | | | | | |
| Possibility to stay in accredited accommodation with a sustainability award | | | | | | |
| Iveragh Peninsula's efforts to protect natural resources, local communities, and heritage | | | | | | |
| Possibility to learn/ improve your Irish language (Gaeilge) skills | | | | | | |
| It's less crowded than other places. | | | | | | |

3. On a scale from **0** (= **not important at all**) to **5** (**very important**), how important do you consider the following when going on holiday? *Please tick the appropriate boxes.*

| | 0 | 1 | 2 | 3 | 4 | 5 | Don't know |
|---|---|---|---|---|---|---|------------|
| My money goes to local communities and organisations only | | | | | | | |
| Learning some words/ phrases of the local language | | | | | | | |
| A low carbon footprint | | | | | | | |

| | | | | | | | |
|---|--|--|--|--|--|--|--|
| I can contribute to the well-being of local communities | | | | | | | |
| Eating sustainably (local/ seasonal/ low-impact food) | | | | | | | |
| Good access to sights and attractions for people with disabilities | | | | | | | |
| Possibilities to recycle | | | | | | | |
| High biodiversity level in the area and areas protected for nature conservation | | | | | | | |
| Good number of available public transport routes | | | | | | | |
| Good pedestrian and cycling infrastructure | | | | | | | |
| Good number of electric car charging points | | | | | | | |
| Participating in the sharing-economy (e.g., car sharing, borrowing/ lending specialist equipment, etc.) | | | | | | | |
| Tourism and hospitality businesses that take actions to reduce energy and water consumption | | | | | | | |
| Tourism and hospitality businesses involved in climate change mitigation schemes | | | | | | | |
| Clean streets, paths, and countryside | | | | | | | |
| High percentage of tourism and hospitality businesses in local ownership | | | | | | | |
| Fair and sustainable salaries for employees in tourism and hospitality | | | | | | | |
| Possibility to participate in local activities that give back to residents | | | | | | | |
| Year-round opening hours of accommodation providers, restaurants, cafes, shops, activities, etc. | | | | | | | |

4. a) Do you think you've helped to **improve** the area during/ as a result of your (last) visit?

Yes

No

Maybe

Don't know

b) If so, how?

(5) Your Party

1. Which **age band** do you and the other people in your party fall into?

Please specify the number of people in each age group.

| | |
|---------|--------------------------|
| 18 - 20 | <i>Number of people:</i> |
| 21 - 25 | <i>Number of people:</i> |
| 26 - 35 | <i>Number of people:</i> |
| 35 - 44 | <i>Number of people:</i> |
| 45 - 54 | <i>Number of people:</i> |
| 55 - 64 | <i>Number of people:</i> |
| 65 - 74 | <i>Number of people:</i> |
| 75+ | <i>Number of people:</i> |

2. What is the **gender** of you and the others in your party?

Please specify the number of people that identify as female/ male/ other.

| | |
|--------|--------------------------|
| Female | <i>Number of people:</i> |
| Male | <i>Number of people:</i> |
| Other | <i>Number of people:</i> |

3. What is your **working status**?

Please specify the number of people that fall into each category.

| | |
|--|--------------------------|
| Working full time (30+ hours per week) | <i>Number of people:</i> |
| Working part time (> 29 hrs per week) | <i>Number of people:</i> |
| Full time education | <i>Number of people:</i> |
| Retired | <i>Number of people:</i> |
| Looking after the home | <i>Number of people:</i> |
| Full time carer | <i>Number of people:</i> |
| In training | <i>Number of people:</i> |
| Looking for work | <i>Number of people:</i> |
| Other: [Free text] | <i>Number of people:</i> |

4. Do you or does anyone else in your party have any **health problems** or **disability** which limit day-to-day activities?

No

Yes - me

Yes – someone else in my party

Thank you so much again for your time. Your contribution is invaluable to us.

At this point, we would like to remind you again that you maintain the right to withdraw from the survey at any stage up to the point you handover your questionnaire. Your responses will then be assigned a participant number and be collated with that of other participants and can no longer be retracted. The anonymous data will be stored until the end of the LIVE project on the project's password-protected (invite only) *Microsoft Teams* folder. Afterwards, the digital anonymous data will be stored on a password protected drive for a minimum of 10 years, in accordance with University College Cork's Code of Research Conduct. Please refer to the project's privacy policy: <https://www.ecomuseumlive.eu/privacy-policy>

If you have any queries about this study, please feel free to contact me, Leonie Schulz (the researcher), at lschulz@ucc.ie, or the project directly at: live@ucc.ie.

To find out more about our work, please follow the link below or find us on our social media:
[@ecomuseumlive](https://www.ecomuseumlive.eu)

<https://www.ecomuseumlive.eu>

THANK YOU VERY MUCH! We hope to see you on the Iveragh Peninsula again soon.



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