

Participant Information Sheet

Study title: Creating visitor experiences: Developing a sustainable tourism strategy for Pen Llŷn, Wales. LLŷN

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 ask 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, to enable you to make an informed choice.

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 *Llŷn Peninsula* to take part in this visitor survey. This survey is carried out as part of the [LIVE](#) (Llŷn Iweragh 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 of the traditional peak tourist seasons. As such, we would like to investigate barriers and enablers to extending the peak seasons and would like to invite you to participate.

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 about (5) About Your Party (demographic questions). It should take you no longer than 15min to complete the questionnaire.

Participation in this study is completely voluntary, of course. There is no obligation to participate, and you can also refuse to answer specific questions and skip entire sections. All information you provide when submitting your responses (handing over your completed questionnaire) will be **confidential** and **your anonymity will be protected throughout the study**. IP addresses will not be

collected at any point, meaning the data you provide cannot be traced back to you.

It goes without saying that you maintain the right to withdraw from the study at any stage up to the point you click the '**submit**' button/ handover your questionnaire. At this point, your responses will be assigned a participant number and be collated with that of other participants and can no longer be retracted.

On-site survey: You can, of course, decide not to handover your questionnaire after completing it.

Online survey: Should you decide not to click the submit button at the end of the survey, **none** of the information you entered will be stored.

If you do submit your responses/ handover your questionnaire, 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 the general Code of Research.

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 Bangor University, 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 Llŷn 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 Bangor University 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, the [project](#) directly at: live@ucc.ie, or the project supervisor at: e.m.young@bangor.ac.uk.

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.

Bangor University's 'Code of Practice for the Assurance of Academic Quality and Standards of Research Programmes' (Code 03)
<https://www.bangor.ac.uk/ar/main/regulations/home.htm>

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Participant Consent Form

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 click the 'submit' button.
- 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