

PARTICIPANT INFORMATION SHEET FOR ONLINE QUESTIONNAIRES

Title of Study: Exploring the Effects of Wildlife Travel Experiences

University of Surrey Ref: 0249

PLEASE KEEP A COPY OF THIS INFORMATION SHEET FOR YOUR RECORDS

Section: Taking Part

Invitation Paragraph

We are inviting you to participate in a research study conducted by Roz Davies, a PhD researcher from Surrey Business School, University of Surrey in association with Explore Worldwide Ltd. This research aims to explore the impacts of wildlife experiences on individuals.

You are being invited to participate as you are travelling with Explore on one of their wildlife-focussed travel experiences. Participation in this study is entirely voluntary, and you are under no obligation to take part. Whether you choose to participate or not will have no impact on you in any way.

Before making your decision, please ensure you understand the purpose of the research and what your involvement will entail. You are welcome to discuss this with others before deciding, and if you have any questions, please feel free to reach out using the contact details provided at the end of this sheet.

What is the purpose of the study?

The main aim of this study is to gain a better understanding of the impacts of Wildlife Travel Experiences on people and their lives post travel.

We are specifically interested in hearing about you and your experiences with nature, wildlife and the environment before you travel on this trip, and whether these change afterwards. This will involve answering a 10-15 minute questionnaire 2-3 weeks before you travel, and answering a second questionnaire around a month after you return. A final questionnaire will be sent to you 3 months later to understand the longer-term impacts of the travel experience.

We will then be carrying out a further phase of interviews with a small number of participants, you will be asked whether you would be interested in participating further at the end of the final questionnaire.

The information gathered through the questionnaires, will be used to understand whether and how Wildlife Travel Experiences shape and influence individual's values, attitudes and behaviours towards the environment, and whether the effects are maintained over time.

Who is responsible for this study?

This study is the responsibility of Roz Sherman-Davies at the University of Surrey.

Why have I been invited to take part?

You are invited to participate in this study because we understand you will be travelling with Explore Worldwide Ltd, on one of their Wildlife-based Travel experiences in the coming months.

Do I have to take part?

Participation is voluntary and you do not have to take part. We will describe the study in this information sheet so you can decide whether you wish to take part. Please contact us if there is anything that is not clear, or if you have any questions, or need more information.

What will happen to me if I decide to take part?

If you decide to take part, you should read all the information in this sheet carefully and retain a copy for your own records. You will then be asked to sign a consent form by following the link in this email. By clicking yes in the consent form you will be agreeing to be sent the questionnaires before and after travel. Participation in the study remains voluntary, but if you do want to take part it is important that you complete the pre and post travel surveys.

As outlined above, we will be carrying out some further in-depth interviews (conducted online via MS Teams) with a small number of participants. If you would be willing to be interviewed, you will be able to indicate this in the final questionnaire. Should you be selected for interview, we will contact you again to arrange a convenient date and time and provide you with some more detail about what you can expect from the interview itself. The interviews will take place around 4-6 months after your holiday.

What happens if I do not want to take part or if I change my mind?

You are free to withdraw from the study at any time, without giving a reason. Your right to withdraw includes before, during and after the research.

What happens to my data if I want to withdraw?

Your right to withdraw enables you to ask the researcher, by email, to remove your data / survey responses within one month of the submission of each of the questionnaires. In these circumstances, the stored questionnaire will be deleted from the storage drive and the data removed from the dataset. After this period, data will be aggregated and anonymised for analysis and will no longer be able to be removed.

What are the possible benefits in taking part?

The information we will get from the study will help us to gain a better understanding of the long term benefits and effects of wildlife tourism experiences. The findings will be used to help Tourism providers improve their experiences.

As a token of appreciation, participants who complete and return the questionnaires will be entered into a prize draw for a chance to win one of three luxury hampers.

Are there any potential risks involved?

There are no anticipated risks with being involved in this research study. The main disadvantage will be that we will require some of your time on different occasions over the course of a few months for you to complete the questionnaires and potentially a follow-up interview.

How is the project being funded?

This research is a student project as part of her PhD in Tourism and Environmental Psychology

Will my participation be kept confidential?

Yes. All the data collected via the survey will be kept strictly confidential and is used only in accordance with the ways you are interested in participating in the research. If given, your email address will only be used by the researcher to contact you with the study questionnaires. Once the research is complete all such records will be deleted.

Your information may be reviewed for monitoring and audit purposes, by the University of Surrey and/or regulators who will treat your data in confidence.

Will my data be shared or used in future research studies?

No. No individual data will be shared or used in future research studies, except without your express consent. The aggregated data and results from the study will be shared with our Travel Partners Explore Worldwide Ltd. The collected data may be subject to review by responsible individuals from the University of Surrey and/or regulators for monitoring and audit purposes

What will happen to the results of the study?

This research may be published in academic journals and presented at academic conferences. Any published findings or quotations will use pseudonyms, maintaining the anonymity of participants. You can request a copy of any published reports or papers by contacting the researcher (roz.davies@surrey.ac.uk)

The Project will also form the basis of the Researcher's PhD Thesis.

Who has reviewed this study?

This research has been reviewed by the University of Surrey's Ethics Committee. This study was reviewed and given a favourable ethical opinion by this committee.

Section: Your personal data

What is personal data?

'Personal Data' means any information relating to an identified or identifiable individual ('data subject'); an identifiable individual is one who can be identified, directly or indirectly from that data. We will be collecting and using some of your personal data that is relevant to completing the study.

The information that we will collect will include your name/contact details/other identifiers such as age etc., which is regarded as 'personal data' and gender, ethnic origin, etc., which is regarded as a 'special category data'. We will use this information as explained in the 'What is the purpose of the study' section.

Who is handling my personal data?

The University of Surrey, who will act as the Controller, has the legal responsibility for processing personal data in this study. The research team will process your personal data and is responsible for looking after your information and using it in accordance with UK Data protection legislation.

As a Controller, we must only use personal data from people who have agreed to take part in research and process this data in accordance with UK Data Protection legislation. The University of Surrey processes personal data for the purposes of carrying out research in the **public interest** and special category data is processed on an additional condition necessary for **research purposes**. This means that when you agree to take part in this research study, we will process your data in the ways needed to achieve the outcomes of the study.

If you have concerns about how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter (dataprotection@surrey.ac.uk).

You can find out more about how we use your information <https://www.surrey.ac.uk/information-management/data-protection> and/or by contacting dataprotection@surrey.ac.uk.

Section: Further information

What if you have a query or something goes wrong?

If you are unsure about something you can contact the research team for further advice using the contact details at the bottom of this information sheet.

However, if your query has not been handled to your satisfaction, or if you are unhappy and wish to make a formal complaint to someone independent of the research team, then please contact:

Assurance
Research Innovation and Impact
University of Surrey
Senate House, Guildford, Surrey, GU2 7XH
Email: ethics@surrey.ac.uk

The University has in place the relevant insurance policies which apply to this study. If you wish to complain or have concerns about how you have been treated during the course of this study, then you should follow the instructions given above.

Who should I contact for further information?

If you have any questions or require more information about this study, please contact the research team using the following contact details:

Roz Davies
PhD Researcher
School of Hospitality and Tourism Management
Faculty of Arts and Social Sciences
University of Surrey, UK
roz.davies@surrey.ac.uk

Dr. Christy Hehir
Senior Lecturer
School of Hospitality and Tourism Management
Faculty of Arts and Social Sciences
University of Surrey, UK
christy.hehir@surrey.ac.uk

Thank you for reading this information sheet and for considering taking part in this research.