

## Tourism Questionnaire

**Opening Statement:** Initial greeting .....Hello, good morning,

“We are conducting a study to look at tourists’ impressions of the Scottish Coastline in three areas around Scotland. Would you mind helping us by answering a few questions?”

“Do you live locally? – if Yes, thank you, but do not continue”

“The interview will take approximately 10 minutes and will be carried out according to the Market Research Society’s Code of Conduct. We guarantee that all of your answers will be completely confidential.

<u>Case Study</u>	<u>Survey Location</u>	<u>Survey No</u>
Oban		
Mull		
Outer Hebrides		
Shetland		

**Please complete all questions and record any additional comments made by the respondent, relevant to the survey, clearly and precisely.**

**Number each questionnaire consecutively.**

Note: Gather info on positive and negative responses in the boxes that appear throughout the survey. Probe initial responses where appropriate/indicated by these additional boxes.

## Section 1. Tourist Profile & Behaviour - please tick appropriate box

<b>1.</b>	<b>Reason for visit</b>	<b>Yes</b>		<b>No</b>
	Are you visiting the area on holiday?			
	Are you in the area on business?			
	Are you visiting friends or relatives?			
	Other private reasons for visiting the area			

<b>2.</b>	<b>How would you describe your type of trip?</b>	<b>Yes</b>		<b>No</b>
	- day-trip from home			
	- on holiday away from home for more than 1 night			
	- visiting friends or relatives on holiday			
	- Staying in one main location in the region, - day trips away			
	- Staying in 2-3 locations during your visit to the region			
	- UK Touring - staying in more than 3 locations			

<b>3.</b>	<b>How long is your trip in terms of...</b>	
	The number of nights spent in this area.	
	The number of nights spent on this holiday in total.	

<b>4.</b>	<b>Frequency of visits to this area?</b>	<b>Yes</b>		<b>No</b>
	<b>a)</b> Have you visited this area before ?			
	<b>b)</b> How many times have you visited before (Number. or "many")			
	<b>c)</b> Do you plan to come back again?			
	<b>Please indicate your main reasons for your answer (4c).</b>			

<b>5a.</b>	<b>Which of the activities listed below you will be undertaking while you are in the area? (Tick as appropriate)</b>	
	Hiking, hillwalking, rambling, other walking	
	Cycling, mountain biking	
	Watching wildlife, including birdwatching	
	Visiting gardens, forests and other flora locations	
	Visiting castles, monuments. Churches	
	Visiting museums, galleries, heritage centres	
	Swimming	
	Water based sports (please specify)	
	Angling (specify sea or freshwater)	
	Golf	
	Attending an event	
	Organised bus tour	
	Other (please specify)	

<b>5b.</b>	<b>...and of those you have just mentioned, which is your main reason for visiting this particular area?</b>

## Section 2. Tourist's Impressions of the coastline.

6.	What is your impression of the coastal landscape at this particular location?	Very	Slight	Neutral	Very	Slight	Don't know
		Negative			Positive		
		1	2	3	4	5	6
	Why is that?						

7.	What human activities have you noticed along this stretch of coast in particular?

8.	What impressions have these human activities had on you?

I would now like you to think generally about these activities.

9.	Generally then how do you feel that EACH of the following activities impact on your experience of Scotland's coastline?	Very	Slightly	Neutral	Slightly	Very	N/A	
		Negative			Positive			
		1	2	3	4	5	6	
	Commercial Shipping							
	Yachts							
	Commercial Fishing							
	Fish farms							
	Marinas							
Angling								
Other activity (please specify)								

## Section 3. More Specific Impressions

Of the activities discussed in question 9, we would like to focus more on your impression of fish farming.

10.	If you have seen fish farming or shellfish farming before, please indicate where?	
No		
If yes, where?		

If Yes:

11.	What effect, if any, did the presence of the fish farm have on your impression of the area as a place to visit / carry out recreational activity?	Very	Slightly	Neutral	Slightly	Very	Don't know
		Negative			Positive		
		1	2	3	4	5	6
	Can you give reasons for your answer?						

**Q12. I'd like to read out to you a number of comments that other people have made about fish farming. How strongly do you agree or disagree with EACH of the following statements?**

<b>12.</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neither agree or disagree</b>	<b>Dis-agree</b>	<b>Strongly dis-agree</b>
g) I appreciate the contribution that fish farming makes to the livelihoods in coastal communities					
h) Fish farms spoil the appearance of the coast.					
i) I would be less likely to visit those places in Scotland where fish farms are sited.					
j) Fish farms have no real effect on the beauty or appearance of the Scottish coastline.					
k) I would not want to see any increase in the number of fish farms along the Scottish coast.					
l) I would not want to see the fish farms that area already here get any bigger.					

<b>13.</b>	<b>How do the fish farming operations in THIS area affect you in relation to:</b>	<b>Very Negative</b>	<b>Slightly Negative</b>	<b>Neutral</b>	<b>Slightly Positive</b>	<b>Very Positive</b>	<b>Don't know</b>
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
	- your perception of the area						
	- its impact on the scenery						
	- the natural environment						
	- your key recreational activities						
	- your willingness to re-visit						

<b>14.</b>	<b>How would further development or expansion of fish farming in this area effect you in relation to:</b>	<b>Very Negative</b>	<b>Slightly Negative</b>	<b>Neutral</b>	<b>Slightly Positive</b>	<b>Very Positive</b>	<b>Don't know</b>
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
	- your perception of the area						
	- its impact on the scenery						
	- the natural environment						
	- your key recreational activities						
	- your willingness to re-visit						

<b>15.</b>	<b>Do you have any other comments you would like to make about this subject?</b>

**Q16. Show photograph(s) of Scottish coastline presenting a range of different human interactions with the sea/coastline including fish farms**

“For each of the photographs that I am going to show you, please say if anything stands out in the picture as positive, negative or whether there is nothing about the photograph that you wish to comment on.”

<b>PHOTO 1.</b>	<b>Tick</b>	<b>Reasons (if any)</b>
<b>Positive</b>		
<b>Negative</b>		
<b>No Comments</b>		

<b>PHOTO 2.</b>	<b>Tick</b>	<b>Reasons (if any)</b>
<b>Positive</b>		
<b>Negative</b>		
<b>No Comments</b>		

<b>PHOTO 3.</b>	<b>Tick</b>	<b>Reasons (if any)</b>
<b>Positive</b>		
<b>Negative</b>		
<b>No Comments</b>		

<b>PHOTO 4.</b>	<b>Tick</b>	<b>Reasons (if any)</b>
<b>Positive</b>		
<b>Negative</b>		
<b>No Comments</b>		

<b>PHOTO 5.</b>	<b>Tick</b>	<b>Reasons (if any)</b>
<b>Positive</b>		
<b>Negative</b>		
<b>No Comments</b>		

<b>PHOTO 6.</b>	<b>Tick</b>	<b>Reasons (if any)</b>
<b>Positive</b>		
<b>Negative</b>		
<b>No Comments</b>		



## APPENDIX C

### Tourism Business Interview Structure

No	Question	Format
1	Location (Shetland = S, Outer Hebrides = WI, Argyll = A)	
2	Type of business (X in appropriate cell)	
	Aquaculture operation	
	Hotel, Guesthouse or B&B	X
	Tour operator	X
	Marina/harbour	X
	Recreational fishing business	X
	Other (pls specify)	X
3	What do you know about nearby aquaculture businesses, for example what species they produce? (qualitative answer)	Y / N
4	does aquaculture have any influence on your business (Y/N)	Y / N
5	if yes, how does it influence it and is this positive or negative?	
>	get customers associated with aquaculture	Y / N
>	you buy/sell Scottish aquaculture products	Y / N
>	provides another point of interest in the area	Y / N
>	generally contributes to activity in the area	Y / N
>	reduces trade as thought to affect wild fisheries	Y / N
>	reduces trade with visual impact/'wilderness' impact	Y / N
>	other (specify)	Y / N
6	is the opinion of your customers towards aquaculture positive or negative	1-2-3-4-5
7	what are the reasons for these opinions?	Q
8	would more information on or access to aquaculture benefit your business?	Y / N
9	Do you think your comments on the overall impacts of aquaculture on your own business are also true for your type of business? (Yes/No/?)	Y/N
10	provide further explanation to q.9 if possible	