

Tourism and travel collaboration questionnaire

The 6th Sense Transport project is exploring how tourists might reduce car dependence. You can help the study by completing this questionnaire which asks questions about the campsite community and the potential for collaborative travel activities during your stay. The information you provide will inform future transport management opportunities for tourism destinations.

The questionnaire is completely confidential and will take approximately 10 minutes to complete. Completion is voluntary and you may stop at any time. By completing this survey, you are giving your consent to participate in this study.

We ask that one person who is 18 or over fills in the questionnaire.

Thank you for your help.

Your social networks at the campsite

First we would like to ask you about your relationships with other people on the campsite.

1. How many people are in your group?	
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2. On this holiday I am here with <i>(tick all that apply):</i>			
Alone		Friends	
Partner/spouse		People met previously at the campsite	
Family beyond household		People related to my leisure activity (eg climbers, walkers, divers)	
Children			
<i>Please state number of children and ages</i>			

3. At the campsite:	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
I would like to return to this campsite in the future					
I feel people staying at this campsite share my interests					
I feel part of a community at this campsite					
I feel emotionally attached to this campsite					

4. Please indicate your agreement with the following statements about trust at the campsite:	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
People staying at this campsite would not deliberately try to take advantage of the campsite community					
Most people at this campsite would try to be fair					
People staying at this campsite would not compromise the wellbeing of other visitors					
I think I can have confidence in people staying at this campsite to keep promises made					
Most of the time people at this campsite try to be helpful					

Travel collaboration at home

5. How often do you:	Twice a week or more	Once a week	Once a month	Less than once a month	Never
Receive lifts from close friends or neighbours?					
Give lifts to close friends or neighbours?					
Car share related to a leisure activity (eg sport or social activities)?					
Undertake collaborative travel with people in a community group (eg church)?					
Lift share on your journey to work?					

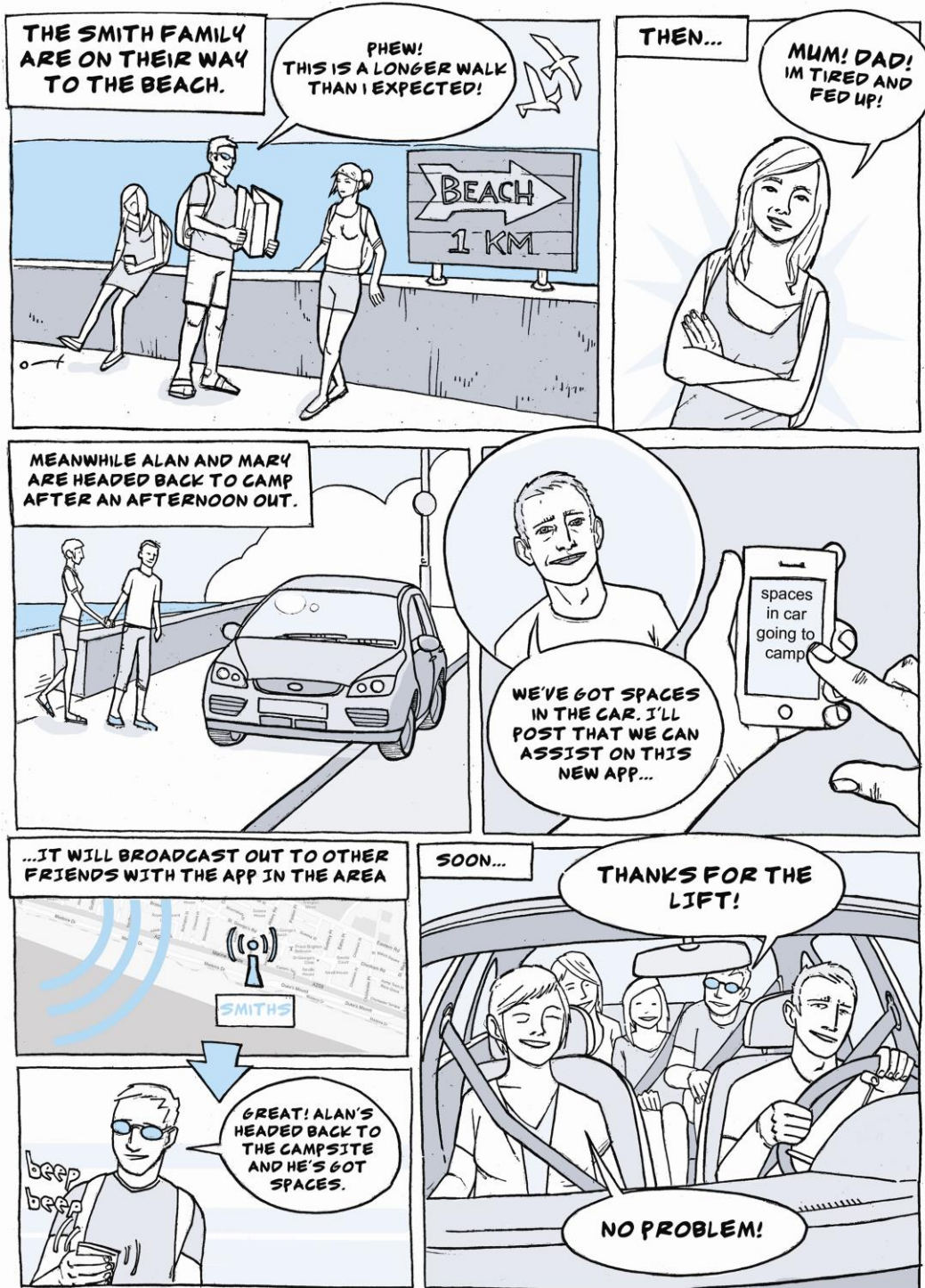
Desire to collaborate in tourism

6. For this part of the survey, we are interested in your willingness to share transport resources with other people staying at this campsite.	Very willing	Willing	Uncertain	Unwilling	Very unwilling
If you were going to a shop off-site, would you be willing to pick up an item for another camper?					
Are you willing to engage in travel collaboration with people who share your leisure interests (e.g. climbing, walking, cycling, diving)?					
If a lift was offered would you be happy to accept it?					
If you needed something from a shop off-site, would you be willing to ask someone to pick this up for you?					
Assuming you had space, would you be willing to give lifts to other people staying at this campsite?					

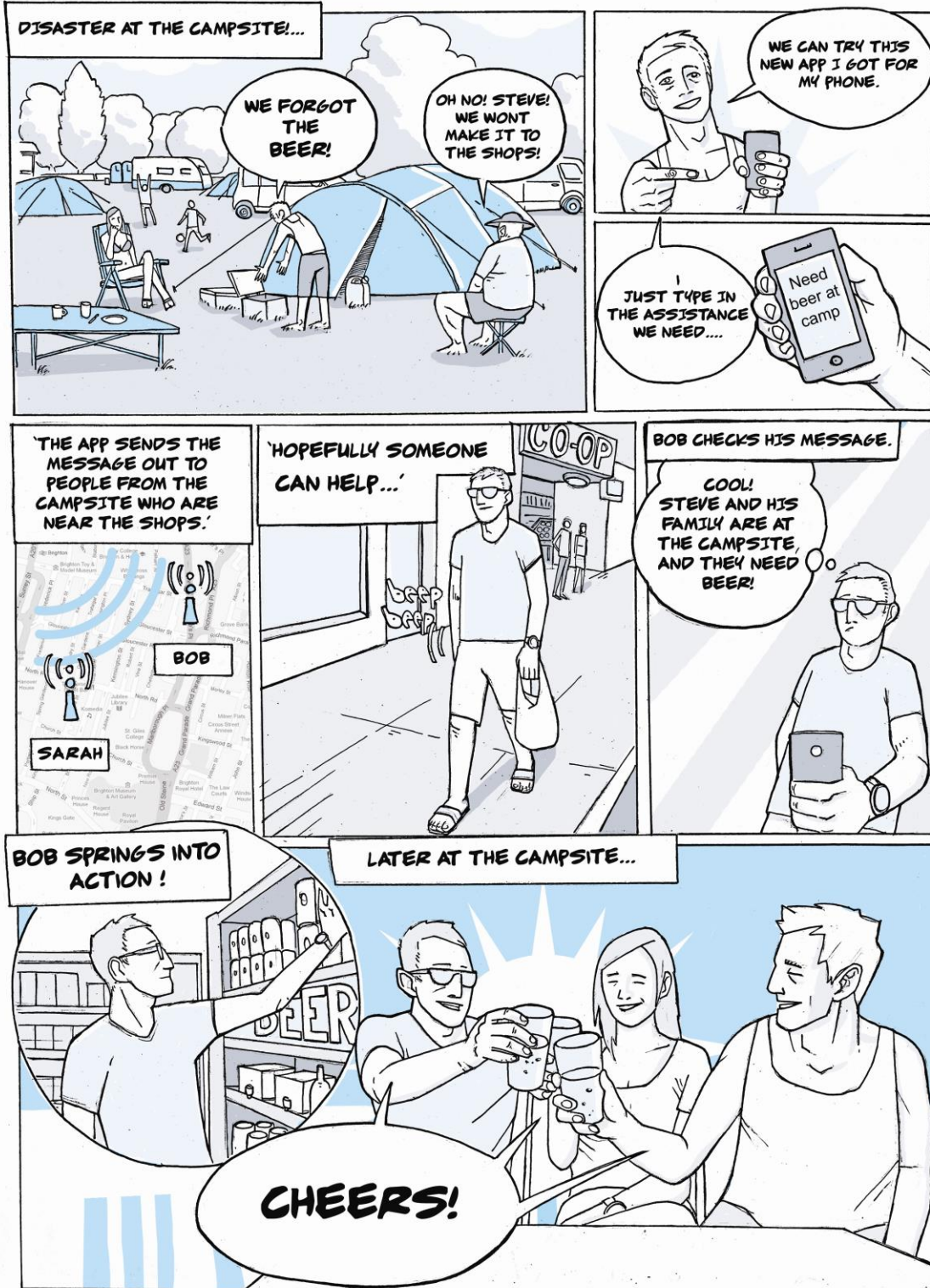
Desire to collaborate using 6th Sense technology

The 6th Sense Transport project is developing a **free-to-use** smartphone app to enable collaborative travel. The idea is explained in two cartoon storyboards.

<p>7. In the context of your current camping holiday, how willing would you be to use the 6th Sense Transport app for:</p>	<p>Very willing to use</p>	<p>Willing to use</p>	<p>Uncertain</p>	<p>Unwilling to use</p>	<p>Very unwilling to use</p>
<p>The lift share scenario described in the cartoon below?</p>					



<p>8. In the context of your current camping holiday, how willing would you be to use the 6th Sense Transport app for:</p>	<p>Very willing to use</p>	<p>Willing to use</p>	<p>Uncertain</p>	<p>Unwilling to use</p>	<p>Very unwilling to use</p>
<p>The shopping scenario described in the cartoon below?</p>					



9. Who would you feel comfortable using this app with?	Very comfortable	Comfortable	Uncertain	Uncomfortable	Very uncomfortable
People on the campsite who share your leisure interest (eg climbers)					
Other tourists in the area					
People you have got to know during your stay on the campsite					
People staying at the campsite who you have not met					
People you have met briefly at the campsite					

10. Please indicate your agreement with the following statements about 6th Sense Transport app.	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
I would find it easier to ask for help using 6 th Sense rather than face-to-face					
I would use 6 th Sense if I knew that my friends / people I know at the campsite were using it					
If I see other people from the campsite using the app it would encourage me to get involved					
For me to use 6 th Sense I would need the first 'virtual' contact to be followed by face-to-face meeting prior to collaboration					

Benefits and costs of collaboration

11. There are various costs of helping others or being helped. Please rate your concerns about these items in relation to helping or being helped by others at the campsite.	Very concerned	Concerned	Uncertain	Unconcerned	Very unconcerned
I might feel obligated to carry out a task					
I do not want to make any commitments					
It can be complicated to sort out arrangements					
I am concerned about privacy					
People might pursue unwanted friendship					
I don't want to take responsibility for other people					
I want to enjoy quality time with my friends/family					
I don't want to be let down					
The task might demand too much of my time					

Safety and Privacy

12. Please indicate your agreement with the following statements about mobile phone technology:	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
I am concerned about my privacy while using mobile phones					
I am concerned about people I do not know obtaining personal information about me from my mobile phone activities					
I am concerned about identity theft from my mobile					
I am concerned that mobile app developers will use my personal information for other purposes					
I am concerned about mobile apps that track my location					
I am concerned that consumers have lost all control over circulation of their information through the use of mobile technology					
I am concerned about people online not being who they say they are					

13. In relation to collaborative travel with other people at this campsite. How concerned are you about:	Very concerned	Concerned	Uncertain	Unconcerned	Very unconcerned
The safety of lone women					
Your car when giving lifts					
Lift sharing with children present					
Your personal belongings when giving lifts					
Personal safety when giving lifts					
Personal safety when receiving lifts					

Mobile engagement when camping

14. Which of the following best categorises your mobile phone? (*tick one only*)

I don't have a mobile phone		If so, how long have you owned a smartphone?(years)
Smartphone		
Advanced mobile (includes internet access)		
Talk and text mobile		
Not sure		

Please go to question 16 if you don't have a mobile phone

15. Please indicate your agreement with the following statements about your mobile phone use when camping:	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
Camping is a time to avoid mobile communication					
When camping I like to engage with the natural world and switch off mobile phones					
I switch off my phone to avoid intrusion from work					
Mobile technology is an intrusion in a camping holiday					
I prefer not to use the electronic gadgets when camping					
I only carry my mobile phone for emergencies when on holiday					

About you, your travel and your stay

16. Gender: male female (*circle as appropriate*)

17. What is your age? _____

18. What is the highest level of education you completed? (*tick one only*)

No formal qualifications		University degree or equivalent	
O-Level/ CSE/ GCSE		Post-graduate qualification	
A-Level or equivalent		Other (please state)	
Higher National Diploma or equivalent			

19. Which household income bracket are you in?

Less than £20,000 per year		£40,001 to £50,000 per year	
£20,000 to £30,000 per year		Over £50,000 per year	
£30,001 to £40,000 per year			

20. What is your nationality? _____

21. Do you use social network sites (eg Facebook)? Yes No (*circle as appropriate*)

22. How did you travel from home to the campsite? (*circle all that apply*)

Car Campervan Bus Train Walk Cycle Coach Motorbike

23. Which modes of transport have you used during your stay at the campsite? (*circle all that apply*)

Car Campervan Bus Train Walk Cycle Coach Motorbike Steam Train

24. How many days are you planning to stay at the campsite in total? _____

25. How many days have you been at the campsite so far? _____

26. Is this your first visit to this campsite? Yes No (*circle as appropriate*)

If no, approximately how many times have you been to this campsite in total? _____

27. What is your accommodation? (*circle as appropriate*)

Tent Campervan Touring Caravan Static Caravan

Thank you for your time!