



## ETRAC online survey

---

### Page 1: Introduction

THE AIM OF THE ETRAC INITIATIVE IS TO EXPLORE OPTIONS FOR A MORE CULTURALLY AND LOCALLY SENSITIVE TOURISM FUTURE AS THE INDUSTRY STARTS TO MOVE INTO A RESILIENT, POST-PANDEMIC RECOVERY

The approach of ETRAC is to draw upon the collective experience of the lead partners from four other Northern Periphery and Arctic programme projects - ARCTISEN, W-POWER, SHAPE and SAINT - to share new approaches with:

1. an expanded network of end-users through a dynamic innovation platform
2. data gathering regarding SMEs' experiences since the onset of Covid-19
3. a series of digital end-user events, to connect end-users and disseminate lessons and impacts from all four projects.

The aim of this survey is to gather perspectives from a range of stakeholders regarding the impact of Covid-19 on tourism activities. The survey consists of 15 questions and should take around 15-20 minutes to complete.

Your opinions are very valuable to us. PLEASE NOTE THAT ALL RESPONSES WILL REMAIN CONFIDENTIAL

If you wish to learn more about ETRAC please contact Helena Puhakka-Tarvainen (Karelia, University of Applied Sciences) at [helena.puhakka-tarvainen@karelia.fi](mailto:helena.puhakka-tarvainen@karelia.fi)

[www.etrac.interreg-npa.eu](http://www.etrac.interreg-npa.eu)



**EUROPEAN UNION**

Investing in your future  
European Regional Development Fund

## Page 2: Respondent information

1. What country are you located in?

- Canada
- Faroe Islands
- Finland
- Greenland
- Iceland
- Ireland
- Norway
- Sweden
- United Kingdom
- Other

1.a. If you selected Other, please specify:

2. What type of stakeholder are you/ what type of organisation do you represent? (tick all that apply)

- Destination Management Organisation (DMO)
- Business support organisation
- SME or start-up business
- Other type of tourism enterprise
- Public authority
- Higher education or research institution
- Training centre or school
- NGO or interest group
- Sectoral agency
- Research project (including NPA)
- Other

2.a. If you selected Other, please specify:

## Page 3: General impacts of Covid-19 on tourism

3. How have your tourism activities (including those developed as part of the NPA programme) been influenced by Covid-19?

- Positively
- Negatively
- Both
- No impact
- Don't know

3.a. Please explain your answer.

4. Have you observed or experienced any of the following trends in your region since the beginning of the pandemic? (tick all that apply)

- Business diversification in the tourist industry
- New businesses related to tourism opening
- New markets emerging for tourism
- Greater environmental damage associated with tourism
- Reduced environmental damage associated with tourism
- Increased communication and awareness about the sustainability of tourism
- Closure of tourism businesses
- Loss of employment in tourism industry
- Increased number of visitors
- Reduced number of visitors

5. For the following groups involved in tourism activities in your area, please indicate whether you think they have experienced specific impacts as a result of Covid-19

Please don't select more than 3 answer(s) per row.

	Positive impacts	No specific impact on this group	Negative impact	Not applicable
Young people (under 25)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Women	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indigenous groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small businesses (fewer than 10 employees)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-employed/freelance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5.a. If you wish to provide more detail on your answer(s), please do so here.

5.b. Are there other groups that have experienced specific impacts or challenges as a result of Covid-19? If so, please give details.

## Page 4: Impact on working practices

6. Have the aims and/or business activities of the tourism initiatives you are involved with changed due to Covid-19?

- Yes
- No
- Don't know

6.a. If yes, how?

7. How have the following working practices changed due to Covid-19?

Please don't select more than 1 answer(s) per row.

	Increased	Decreased	Stayed the same
Use of digital technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of online information/marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participation in networking between organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participation in training events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Planning for future tourism development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information sharing and collaboration between organisatons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7.a. Please elaborate on your answer.

8. What other effects has the pandemic had on the ways tourism businesses and partnerships work together?

## Page 5: Strategies for recovery

9. To what extent you feel that local tourism initiatives have recovered from the pandemic? Tick all that apply.

- Complete recovery
- Partial recovery
- Significant ongoing challenges
- Permanent closure of certain tourism initiatives
- Don't know

9.a. Please comment on your answer.

10. In your view, what support mechanisms/responses have helped tourism initiatives to survive and develop?

11. In the case of recovery not taking place, or being hindered – what support and response mechanisms may have been helpful (or might help in the future)?

12. Which of the following would benefit tourism recovery in your area? Tick all that apply

- Opportunities for training and skills development
- Opportunities to collaborate and network with other businesses and organisations
- New marketing strategies
- Development of alternative tourism products
- Other specific resources and guidance (please specify below)
- Other
- Don't know

12.a. If you selected Other, please specify:

12.b. Please specify or expand on your responses above

13. How has the pandemic influenced the vision you have for the future of your initiative post-Covid (including ways of tackling pre-existing challenges to tourism)?

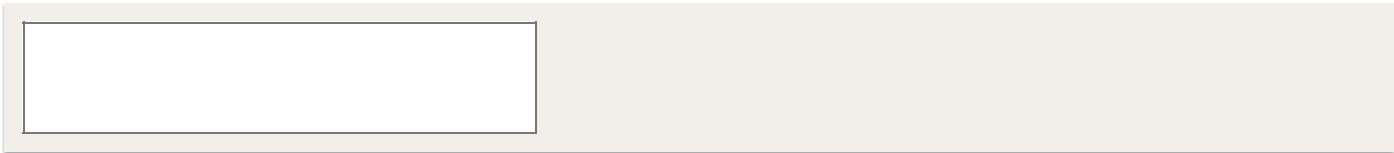
14. How has relationship between tourism and host communities been influenced by Covid?

- Relationships have been strengthened
- Relationships have been damaged
- Some relationships have improved and others have been damaged
- No change
- Don't know

14.a. Please comment on your answer.

15. How have changes in patterns of tourism influenced the distribution of benefits to stakeholders and communities in the area?

16. To end this questionnaire, we would like you to reflect on a final broad question. What challenges and opportunities do you see for a sustainable and ethical tourism recovery in your area?





## Page 6: Thank you

Thank you for your contribution to this survey. If you have any questions or require further information about ETRAC, please contact Helena Puhakka-Tarvainen at [helena.puhakka-tarvainen@karelia.fi](mailto:helena.puhakka-tarvainen@karelia.fi)

[www.etrac.interreg-npa.eu](http://www.etrac.interreg-npa.eu)

---