

SAMPLE SURVEY FOR SUPPLIERS

A sample survey focused on sustainability for tourism suppliers aims to gather insights into the practices, attitudes, and challenges related to sustainable tourism within the industry. This type of survey helps to understand how tourism suppliers perceive and address sustainability issues, and what support or resources they may need to adopt more sustainable practices.

Here's a sample survey outline tailored to sustainability for tourism suppliers:

****1. Introduction:****

- Brief explanation of the survey's purpose and importance of sustainability in tourism.
- Assurance of confidentiality and anonymity.

****2. Demographics:****

- Type of tourism business (e.g., hotel, tour operator, restaurant).
- Size of the business (number of employees, annual revenue).
- Ownership – what percent and what geographical level is locally owned?
- Location of the business (urban, rural, coastal, etc.).

****3. Current Sustainability Practices:****

- Are you currently implementing any environmental sustainability practices? (Yes/No)
 - If yes, please specify the practices (e.g., recycling, energy efficiency, water conservation, food waste, plastics pollution, wildlife and land use conservation)?
 - If no, what are the barriers to implementing sustainability practices?
- Are you currently implementing any social sustainability practices? (Providing a living wage, supporting Fair Trade policies, supporting training programs for women or youth, integrating community impact into your business practices, employing local businesses into your own supply chain? (Yes/No)
 - If no, what are the barriers to implementing sustainability practices?

****4. Sustainable Products and Services:****

- Do you offer any sustainable products or services? (e.g., eco-friendly tours, organic/local food options)
- Would you be interested in expanding your sustainable product/service offerings? (Yes/No)

****5. Challenges and Barriers to Sustainability:****

- What are the main challenges you face in implementing sustainable practices?
- Are there any financial constraints to adopting sustainable practices?
- Do you face any regulatory or policy barriers to sustainability?
- What are local customs and practices that prohibit your sustainability efforts?

****6. Training and Support:****

- Would you be interested in sustainability training or workshops? (Yes/No)
- What kind of support or resources would help you adopt sustainable practices?

****7. Customer Demand and Communication:****

- Do you believe there is a demand for sustainable tourism products/services among your customers?
- How do you communicate your sustainability efforts to your customers?
- Do you think communicating sustainability efforts positively impacts your business?

****8. Collaboration and Partnerships:****

- Are you open to collaborating with other tourism suppliers to promote sustainability? (Yes/No)
- Would you be interested in joining a sustainability network or association?

****9. Future Sustainability Goals:****

- What are your short-term and long-term sustainability goals?
- Are you planning to seek any sustainability certifications (e.g., Green Key, Travelife)?

****10. Conclusion:****

- Any additional comments or suggestions regarding sustainability in tourism.
- Thank you note for participation.

****11. Contact Information (optional):****

- For businesses interested in further collaboration or information on sustainability initiatives.

Tips for Designing the Survey:

- ****Keep it concise:**** To encourage completion, keep the survey relatively short.
- ****Use clear and simple language:**** Make sure questions are easily understandable to all respondents.
- ****Include a mix of question types:**** Use a combination of closed-ended (multiple choice, Likert scale) and open-ended questions to gather both quantitative and qualitative data.
- ****Pilot test the survey:**** Test the survey with a small group before distributing it widely to identify any issues with clarity or question flow.
- ****Incentives:**** Consider offering incentives to encourage participation, such as discounts on sustainability training programs or a chance to win a prize.

Once the survey responses are collected, analyze the data to identify trends, opportunities, and areas where support or resources can be provided to help tourism suppliers adopt and enhance sustainable practices. This information can be valuable for developing targeted initiatives, training programs, and partnerships to promote sustainability within the tourism industry.