

## Sustainable tourism Businesses questionnaire

The North Devon Biosphere Reserve is a special area situated in North Devon where the link between people and place is recognised by UNESCO. It is a special place where conservation and sustainable development are working together.

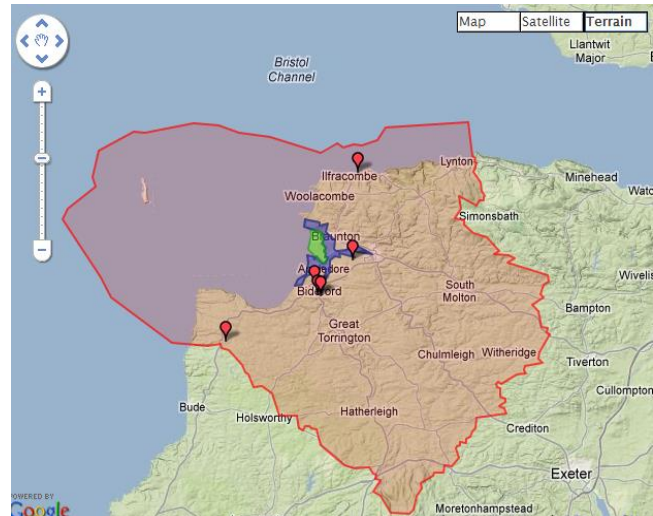
The area of North Devon's Biosphere Reserve is some 3300 square kilometres and it includes about 150,000 people.

The reserve includes the North Devon Coast Areas of Outstanding Natural Beauty.

There are 63 Sites of Special Scientific interest in the Biosphere Reserve and 671 County Wildlife Sites.

The Braunton Burrows core area is a Special Area of Conservation scheduled under the EC Habitats and Species Directive.

There are four Local Nature Reserves in the Biosphere Reserve.



NAME AND TYPE OF STRUCTURE:

LOCATIONS:

CONTACT:

PHONE:

E-mail address:

web site:

Social networks:

### Demographic profile

1. Gender:

M

F

2. Age:

0 -18

19-29

30-40

41-51

52-63

> 64

3. How long have you been working in the facility:

- A few months
- 1 year
- 3 years
- 5 years
- 10 years
- Other: .....

North Devon World Biosphere Reserve by UNESCO

4. Have you heard about UNESCO World Biosphere Reserve (before read the introduction)?

- Yes
- No

5. Did you know you are in/very close to the North Devon Biosphere Reserve (before read the introduction)?

- Yes
- No

If Yes, are you already involved in some way with the North Devon World Biosphere Reserve?

- Yes
- No

If Yes please can you indicate what about:

- Mybiosphere (community)
- Biosphere Communities Connect project (community)
- Using the environment to support our health and wellbeing (community)
- Go Wild in your Garden (community)
- Supporting sustainable design : Benchmark Bideford College
- Twinning project with the Malindi-Watamu Biosphere Reserve in Kenya
- Confluence project (education)
- Sea 4 life (education)
- Visitor Gifting scheme (tourism business)
- Brand Accreditation Scheme (tourism business)
- Investing in Nature (all kind of business)
- The Pearl Rivers project (Wildlife)
- Nature Improvement Area (Wildlife)
- Local Nature Reserves
- Biodiversity offsetting
- Life's Journey Project (community)
- Torridge Nature Improvement Area (farming)
- Catchement Sensitive Farming (farming)
- Biosphere Sustainable Farming Award (farming)
- "Art In The Landscape" initiative (community & artists)
- Individual supporter (signed into our map) (community)
- Business supporters (signed into our map) (businesses)
- Associated Schools (signed into our map) (education) Biosphere Schools (education)
- Member of Marine Biological Association MarLIN
- Member of Devon Learning and Development Partnership
- Other: .....

If not in which sector are you more interested? (but if you are interested to discover what we do please speak to us!)

- Community
- Farming
- Education
- Tourism Businesses
- Wildlife and Nature
- Arts and Crafts
- Other:.....  
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6. In your opinion, how important is tourism to the economy of that area:

- Not at all
- Just a little
- Indifferent
- Somewhat
- Very important

7. in your opinion, is important offer sustainable tourism?

- Yes
- No

If not, please go to question 10

if yes, what does your firm do for make more sustainable your offer? Choose all that you need an please specify what have you do

- Structures built with materials and procedures with low environmental impact
- The buildings are not new but were built from the rehabilitation of buildings already existing #
- Using sustainable materials for the organization of the structure (such as recycled paper, cartridges are environmentally friendly, food at kilometer zero, suppliers with certificates evidencing the sustainability of their products) please specify the most important:.....
- Always have friendly behavior of 'environment and strongly recommended them to customers
- Other: please specify: .....

8. How do you show what you do for environment to the customers?

- Web site information
- Talk with customers
- Leaflet on the structure
- Other: please specify: .....

9. Do you know that there are accreditations schemes to certificate sustainable businesses?

- Yes
- No

If yes, do you have any certification?

- Yes
- No

If yes which?

If not, have you ever thought about taking a certification?

- Yes
- No

If not, why?

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10. Have you ever heard some of those? can you please tick the ones you have already heard about:

- Green tourism business scheme
- Green Globe
- Audubon International
- Blue Angel
- David Bellamy Conservation Award
- Earth Check
- EU Ecolabel
- Investing in Nature (North Devon Biosphere Reserve awards)

11. In your opinion how do your customers value these statements in relation with their experience in the North Devon Biosphere Reserve? Can you please indicate your valuation from 1 to 5 where 1 means they are not satisfied at all and 5 mean they are really satisfied.

- Feeling of welcome
- General atmosphere
- Friendliness of people
- Availability of tourist information
- Standard of tourist signs and info
- Separate Waste Collection & Recycling
- Local food they taste
- Local art and craft they see
- Eco information/instructions
- Public transport

12. In your opinion what would be the biggest problem of sustainable tourism in the area of the North Devon Biosphere area?

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13. If you have any other comments to leave, please write here.

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Thanks a lot for your time