



Northern Periphery and
Arctic Programme
2014–2020



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Annual report 2020

TOURISM IN NORTHERN IRELAND, SCOTLAND, WESTERN IRELAND, AND KAINUU



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21st December 2020

T4 – Deliverable T4.1.



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SPOT-LIT PROJECT

The Northern Periphery and Arctic (NPA) region is home to world-class literary icons and landscapes. Current low levels of joined-up literary tourism activity in the NPA region make it a sector that is ripe for development. Spot-lit aims to grow the literary tourism sector in the Northern Periphery and Arctic region by supporting the organisations and businesses in this culturally-rich region to grow collaborate and better engage audiences together.

The project addresses the need for shared development and marketing of existing assets and the development of new ones, which respond to emerging literary and cultural consumer needs. This will result in a better cultural tourism offering and deliver greater economic impact than projects developed in national isolation. Spot-lit will develop and deliver a Literary Tourism Industry Development Programme which will include the development and trial of four Literary Tourism Models and 20 Literary Projects. The project will run from October 2018 until September 2021.

SPOT-LIT PARTNERS

- Irish Central Border Area Network (ICBAN)
- Western Development Commission (WDC)
- Arts Over Borders
- Wigtown Book Festival
- Regional Council of Kainuu
- Lapland University of Applied Sciences
- Kajaani University of Applied Sciences

<https://www.spot-lit.eu/>

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1 INTRODUCTION

Lapland University of Applied Sciences is a project partner engaged in the Spot-lit Project – Business of Literature Zones. Lapland University of Applied Sciences is the responsible partner for the work package named “Development of Transformative Guide for SMEs in Literary Tourism” in the scope of the Spot-lit Project. The activities of the work package include the establishment of a baseline audit of Northern Periphery and Arctic (NPA) literary tourism activity at the project commencement, data collection over determined periods during the project implementation, and data analysis. (Irish Central Border Area Network Ltd. 2018.)

In summer of 2019, a baseline study was conducted, in which an agreed set of economic indicators of literary tourism in the NPA regions involved were evaluated. The economic indicators are as follows:

- SME activity within the literary tourism sector;
- Number of jobs supported by the literary tourism sector;
- Number of SME products and service connected to the literary tourism sector;
- Reach of those products and services into national and international markets;
- The extent of SME clusters in the literary tourism sector;
- The visibility of products and services connected to the literary tourism sector;
- Public awareness and engagement with the literary tourism sector as a means of identifying destinations of choice for tourism activity.

The same set of economic indicators are evaluated in this report, based on data collected in all four participating regions late 2019, first quarter of 2020 and third quarter 2020.

2 PROCESS

The first duration of the data collection was 6 months, starting in October 2019 and ending in March 2020. There were two sets of questionnaires made for actors in the private sector and public sector, with private sector questionnaires targeting one specific region each (see appendixes). The number of responses received from Western Ireland was 23 in total, Kainuu 20, Northern Ireland 19, and Scotland 32. Semi-structured interviews were conducted in all four regions, with the largest number in Kainuu and Western Ireland.

For the second data collection round of 2020, a different approach was chosen. The partner consortium decided to only make the questionnaires available to enterprises and organisations participating in the PIP (Product Incubation Programme) of work package 2, in which a total of 28 enterprises and organisations are participating. This decision was made as a response to the current COVID-19 crisis and an anticipated lower willingness of (literary) tourism enterprises to participate in any kind of research, based lack of customers due to COVID-19 related restrictions. The total responses received through the round in all of the four regions were 18, a clear decrease from the 94 responses received in the first quarter of 2020. The high number of responses in winter of 2020 was mainly due to the workshops held in each region in the frame of T2, which were targeted at SMEs and other actors currently working or interested in entering the literary tourism sector.

This approach has led to shortcomings in the comparability of results of data collected in the first quarter of 2020 and data collected in the third quarter of 2020. Although the questionnaire was made available to all enterprises and organisations participating in the PIP in Kainuu, only one response was received. As publishing only one response would not grant anonymity to the respondent, the research team is excluding the response as not to infringe on research ethics. Hence, no data is presented for Kainuu in the frame of the research of the third quarter of 2020.

Each NPA region involved in the project, namely Northern Ireland, Dumfries and Galloways, Western Ireland, and Kainuu region in Finland, had questionnaire forms created particularly for the region, in terms of the geographical sub-regions, currency, etc. that are different from the aforementioned regions. The online links to the questionnaires were firstly sent to the project partners by Lapland University of Applied Sciences, subsequently distributed to potential respondents through the project partners' networks in their regions.

The questionnaires were created to acquire information and data corresponding to the seven research questions of the baseline study:

- What is the level of SME activity within the literary tourism sector in NPA regions involved?
- How many jobs are supported by the literary tourism sector in NPA regions involved?
- How many SME products and services are connected to the literary tourism sector in NPA regions involved?
- How products and services connected to the literary tourism sector are reached (marketed) in national and international markets?
- What is the extent of SME clusters in the literary tourism sector in NPA regions involved?
- What is the level of visibility of products and services connected to the literary tourism sector in NPA regions involved?
- What is the level of public awareness and engagement with the literary tourism sector in NPA regions involved as a means of identifying destinations of choice for tourism activity?

Most of the respondents of the survey were holding managerial-level positions in their enterprises or organisations. This ensures the adequate overall view as well

as perspectives in the future growth of their companies and organisations in regard to literary tourism.

Nevertheless, in order to boost the limited data received through the distributed questionnaires, a desk research on the impact of COVID-19 on literary tourism has been conducted. Findings of the desk research help the reader to understand the context of literary tourism development in the participating regions during the Corona crisis.

Due to the COVID-19 pandemic, a separate questionnaire was designed for public sector organisations to shine a light on the implications the pandemic's restrictions had on the literary tourism sectors in each region. However, only 8 answers were received through this questionnaire. Therefore, a desk research was conducted to give a more complete picture the COVID-19 pandemic had on literary tourism in the project regions.

3 DATA COLLECTION ROUND: WINTER 2019/2020

3.1 Findings: The level of SME activity within the literary tourism sector in NPA regions involved

- Literary tourism products, services and experiences are available year-round (place-based attractions, museums, bookshops, libraries, blogs, etc.), in a specific month or during certain dates of the year (festivals, events, writing workshops, etc.).
- 65 % of respondents in the four regions viewed themselves as having strong a very extremely strong connection to literary tourism in regard to the companies' offerings (Figure 1).

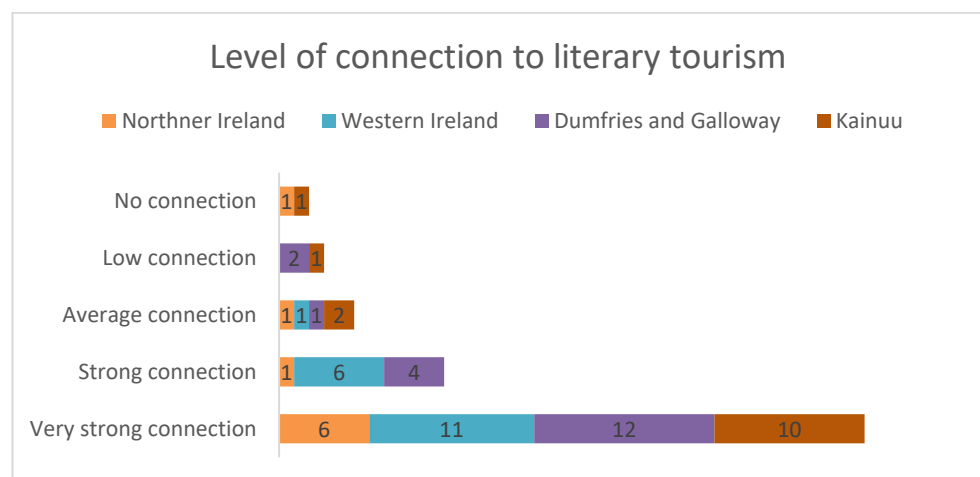


Figure 1. Level of Connection to Literary Tourism of Products/Services in NPA Regions (n=60)

- In Northern Ireland, two thirds of companies viewed themselves as having strong or extremely strong connection to literary tourism in regard to the companies' offerings. 44 % of businesses report a turnover related to literary tourism products and services of more than 75 %, however, for one third of respondents, only 10 % of turnover comes from products and services related to literary tourism.
- A similar situation can be observed in Dumfries and Galloway, where also two thirds of companies in Dumfries and Galloway viewed themselves

as having strong or extremely strong connection to literary tourism in regard to the enterprises' offerings. In the region, only 21 % of businesses report a turnover related to literary tourism products and services of more than 75 %, however, almost half (47 %) of respondents, more than 10 % of turnover comes from products and services related to literary tourism.

- The vast majority of respondents (94 %) in Western Ireland stated to have a strong or very strong connection to literary tourism. Most respondents reported a turnover related to literary tourism products and services of less than 10 %, however, for 20 % of respondents, more than 75 % of turnover comes from products and serviced related to literary tourism.
- In Kainuu, a similar picture presents itself, as 50 % of respondents reported a turnover related to literary tourism products and services of less than 10 %, however, for 28,6 % of respondents, 50-75 % of turnover stems from products and services related to literary tourism. (Figure 2)

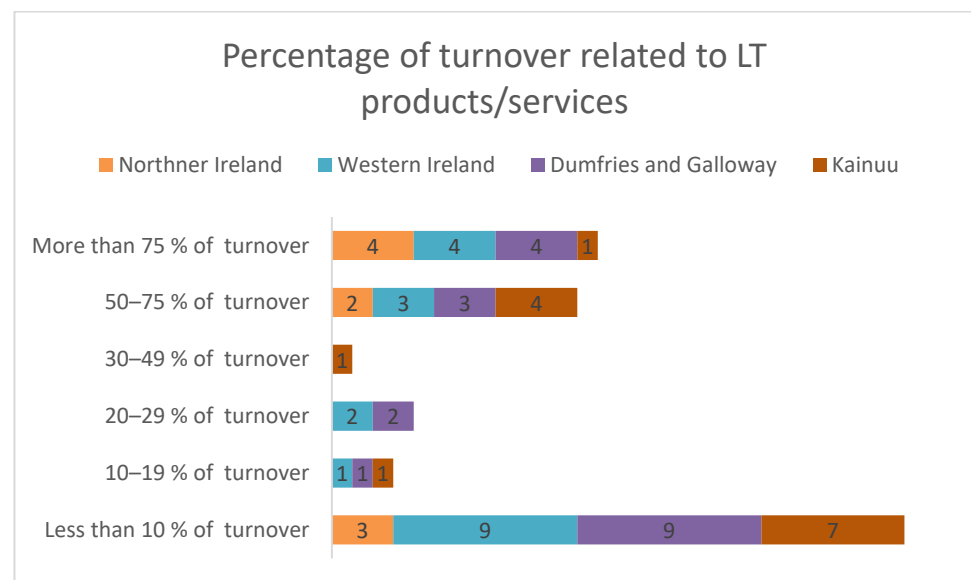


Figure 2. Percentage of Turnover Generated by Literary Tourism Products/Services in NPA Regions (n=61)

- It could be concluded that the companies operating in literary tourism sector position themselves with strong connection to the sector, yet the income sources of the businesses are miscellaneous, not solely focusing on literary tourism.
- The majority of enterprises offering literary tourism products and services in Northern Ireland had the revenue of under 100,000 £ (approximately 110.000 €) over the last financial year. Noteworthy, when conducting the same study six months earlier, businesses working in literary tourism reported annual revenue of 500,000 £/year. It could be deducted that this is change is due to the micro-size of the enterprises answering this survey. In the last survey, the average number of full-time employees was 12.
- Most of the businesses involved in the literary tourism sector in Western Ireland had yearly turnover under 100.000 €, whereas only 3 respondents reported a yearly turnover from 500,00 € to 5,000,000 €.
- Noteworthy, when conducting the same study six months earlier, businesses working in literary tourism reported annual revenue of 500,000 £/year. It could be deducted that this is change is due to the micro-size of the enterprises answering this survey. In the last survey, the average number of full-time employees was 12.

3.2 Findings: Jobs supported by the literary tourism sector in NPA regions involved

- Results from the survey conducted in the four regions showed that the majority of respondents employed either no full-time employees or 1-3.
- Part-time employees are employed at a similar rate as full-time employees in all four regions.
- The number of volunteers involved in the delivery of literary tourism products and services vary greatly within the regions, ranging e.g. in

Scotland from 0 to 100 volunteers. Only in the region of Kainuu, none of the respondents used more than 50 voluntary workers in their enterprises and organisations.

- Due to the restrictions posed by the limited number of respondents, the number of jobs supported by the literary tourism sector in the four regions could not be concluded in specific figures. The challenge faced in establishing the baseline of this economic indicator will be resolved by means of multiple rounds of data collection in the future over the duration of the project, when a higher number of respondents is promised.
- The most significant change observed was in Northern Ireland, as the baseline report stated an average number of employees of 12. However, in this data collection round, Northern Irish respondents stated 0 full-time employees and 1-3 part-time employees. This also correlates with the smaller turnover reported for the region (see The level of SME activity within the literary tourism sector in NPA regions involved).

3.3 Findings: SME products and services are connected to the literary tourism sector in NPA regions involved

- Based on the results from the survey conducted, the most important literary tourism products and services in Northern Ireland were festival or event related literary tourism, guided tours and creative industries. (Figure 3). A similar picture presents itself in Western Ireland, where festivals or events related to literature tourism, guided tours and other guided activities, and theatre were the activities related to LT stated the most (Figure 4).

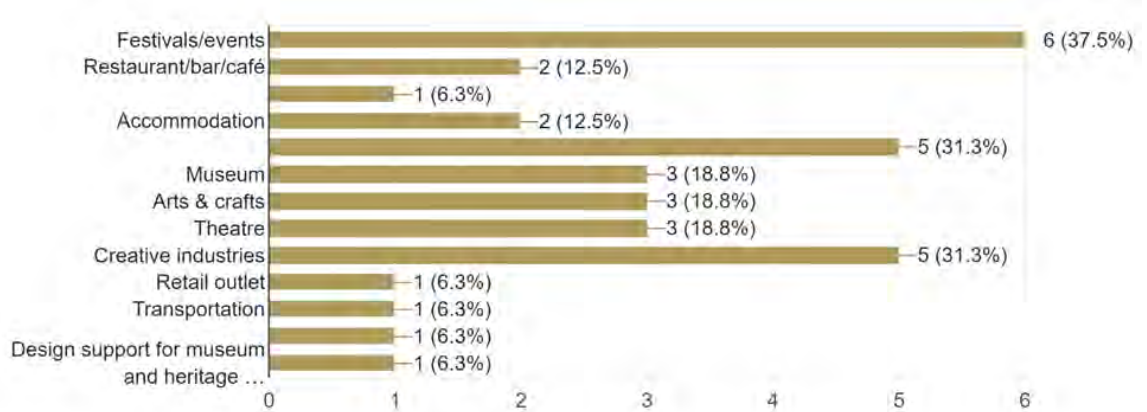


Figure 3. Core Business of the SMEs Responding to the Survey in Northern Ireland (n=16)

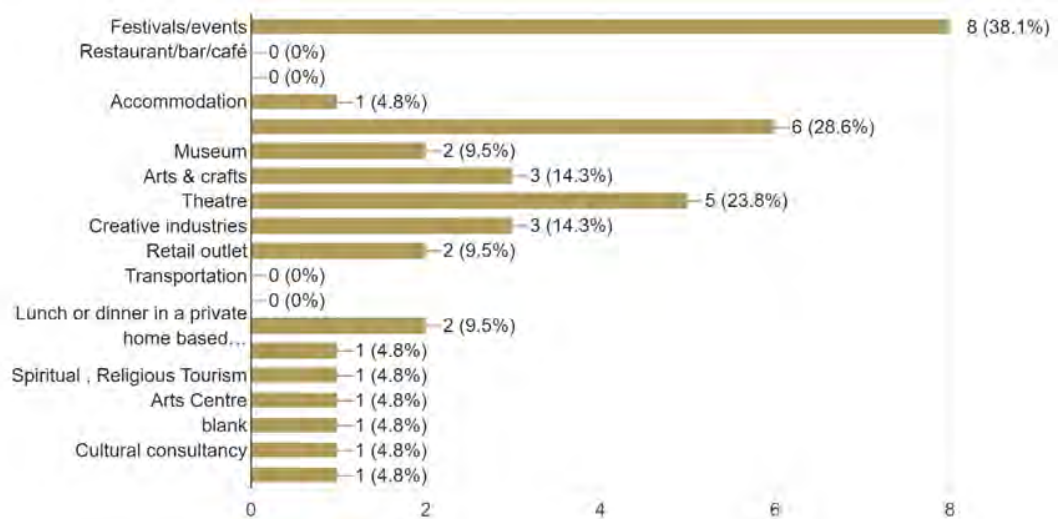


Figure 4. Core Business of the SMEs Responding to the Survey in Western Ireland (n=21)

- In Dumfries and Galloway, the most important literary tourism products and services were retail outlets, festival or event related to a writer and guided tours. (Figure 5)

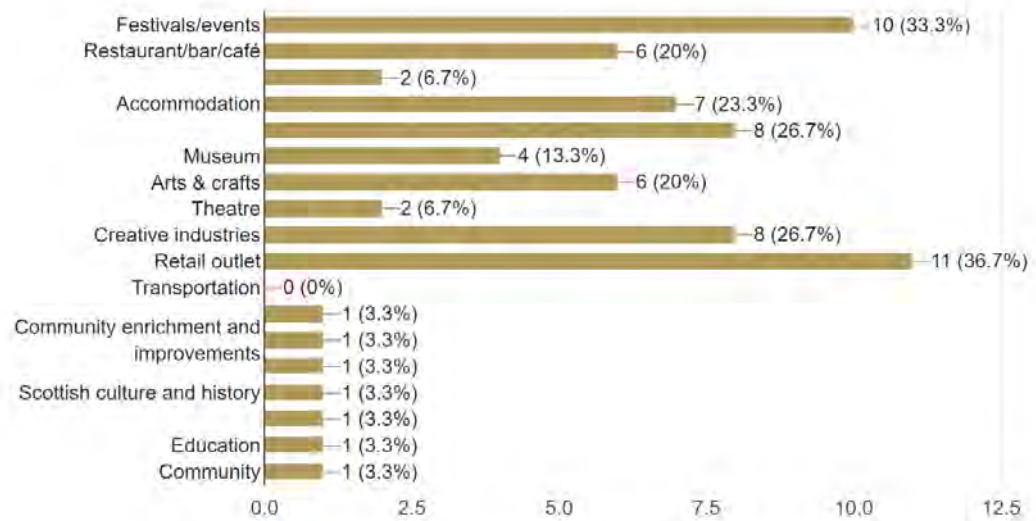


Figure 5. Core Business of the SMEs Responding to the Survey in Dumfries and Gallo-way (n=30)

- In Kainuu, guided tours and other guided activities as well as museums and festivals/events were named as the most important sectors related to literary tourism.

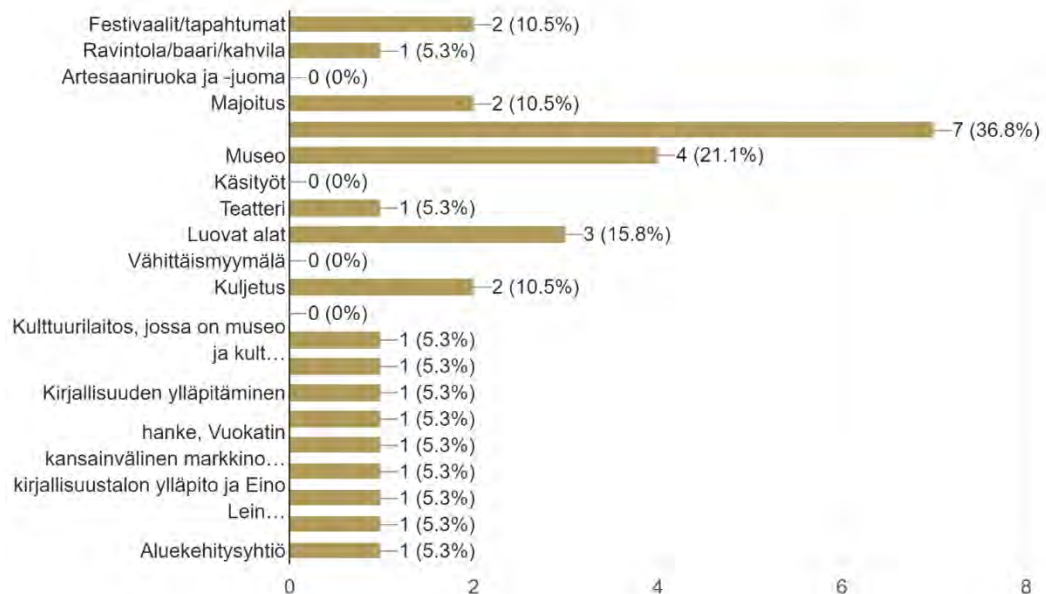


Figure 6. Core Business of the SMEs Responding to the Survey in Kainuu (n=19)

- Literary tourism festivals and events were stated in two out of four regions as the most prevalent sector in literary tourism.
- Authenticity, storytelling, customer service, atmosphere, interaction and communication in delivering literary tourism products and

services were rated as extremely important by the majority of the respondents in all of the four regions. In addition, theme and aesthetic elements of the products and services were considered significant as well.

- When comparing the core literary products and services stated in each region to data collected in summer/autumn 2019, it has to be considered that the response rate in some regions has greatly increased in this round of data collection. I.e. in Dumfries and Galloways, responses were much more diverse, as 30 responses were gathered from the private sector in this collection round, compared to 3 responses in summer/autumn 2019.
- Compared to data collected summer/autumn 2019 in the frame of the baseline study, respondents have viewed customer service as more important in the data collection round this report is based on.

3.4 Findings: Reach of those products and services into national and international markets

- For all four regions, visitors sharing the same language as the host region were most important. As English is spoken in many countries, Northern Ireland, Scotland and Western Ireland had remarkably higher proportion in regard to international target markets. Meanwhile, businesses in Kainuu saw international markets as slightly important or not important at all with reference to the consuming of literary tourism products and services in the region (Figure 7).

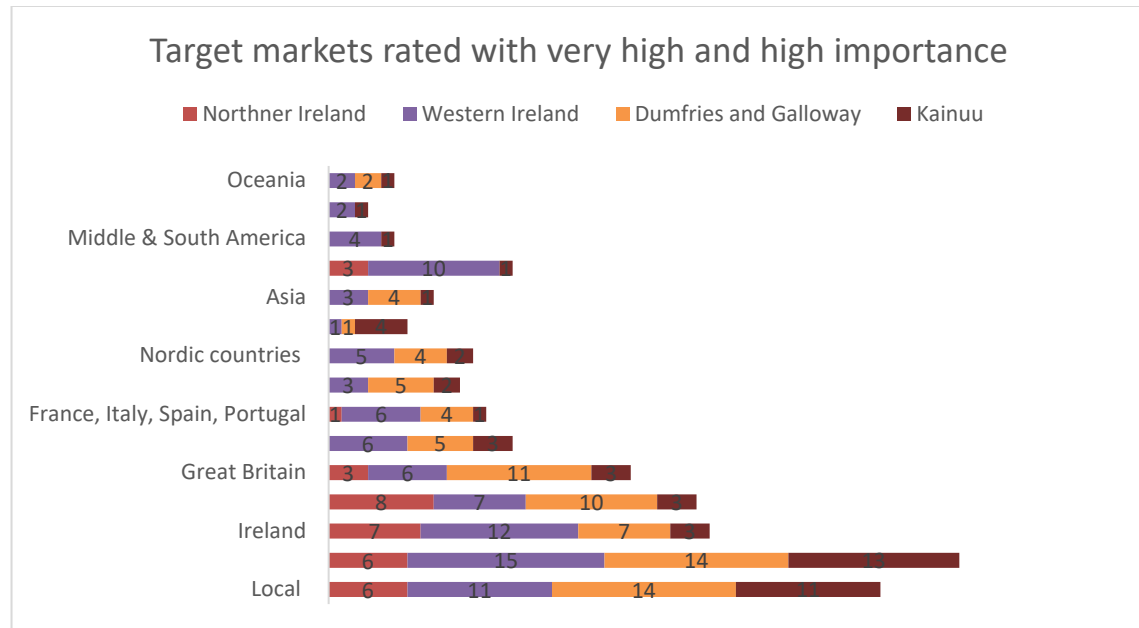


Figure 7. Most important target markets for all four regions (N=49)

- Local and domestic markets were viewed as highly essential for literary tourism enterprises in all four regions.
- Actors in the literary tourism sector of Kainuu rated the importance of international markets to their products and services considerably low, whereas only very few of them saw the markets other than Finnish customers, such as German-speaking countries, Nordic countries and Russia as fairly important.
- Language plays a crucial role in the capability of developing literary tourism products and services, bringing them to the markets beyond domestic level. Understanding and common interest in the language exert an influence on the motivations for literary travellers. A respondent in Kainuu argued that “[there] are quite a few products, but how to modify it for wider international audiences was a real question. Kalevala has been translated into many languages, and other literary works have also been translated. There are probably quite a few potential international markets, but of course there is strong cultural tourism in the UK itself -

other big international literary works, so there may be a potential to come to see other areas' local culture and literary related products/services.

The other three regions shared common views on target markets in terms of the level of importance. English-speaking countries, except those in Oceania, were concentrated for promoting and selling literary tourism products in these regions.

- No significant changes in responses was observed between the baseline study conducted in summer/autumn of 2019 and this report.

3.5 Findings: The extent of SME clusters in the literary tourism sector in NPA regions involved

- As defined by Yalçinkaya and Güzel (2019), clusters are “geographical cooperation of value chains in which companies, public institutions and universities do business with each other. Rather than being in the same sectors, it should be called the same value chain since complementary companies from different sectors can be in the same value chain”.
- The cluster existing in each region at the current state remains local level.
- In Dumfries and Galloway, retail outlets, festival organizers and tour operators/travel agencies in the literary tourism sector accounts for the highest figure amongst other stakeholders. The average number of authorities, public organisations, literature associations and higher education institutes involved in the literary tourism cluster in the region is two for each type of stakeholders, similarly to Northern Ireland.
- In Western Ireland, festival organizers and operators/travel agencies in the literary tourism sector accounts for the highest figure amongst other stakeholders. The average number of authorities, public organisations, literature associations and higher education institutes involved in the literary tourism cluster in the region is the same as in Dumfries and Galloways as well as Northern Ireland.

- Kainuu, guided tours and museums form the largest number amongst literary tourism stakeholders. As only one response from the public sector was received, the average number of authorities, public organisations, literature associations and higher education institutes involved in the literary tourism cluster in the region is hard to establish.
- Nevertheless, data regarding the engagement of stakeholders in literary tourism cluster in each of the four regions is still limited. Data in regard to the clustering matter will be focused more and collated in the second round of survey questionnaire circulation.
- No significant development has happened in the frame of clustering in any of the regions when comparing the data collected for the baseline study and this report.

3.6 Findings: The level of visibility of products and services connected to the literary tourism sector in NPA regions involved

- The most important marketing, distribution and sales channels used to reach the target markets in all for regions are social media and word of mouth, followed by company's web pages and e-mail. (See figures 8-11).

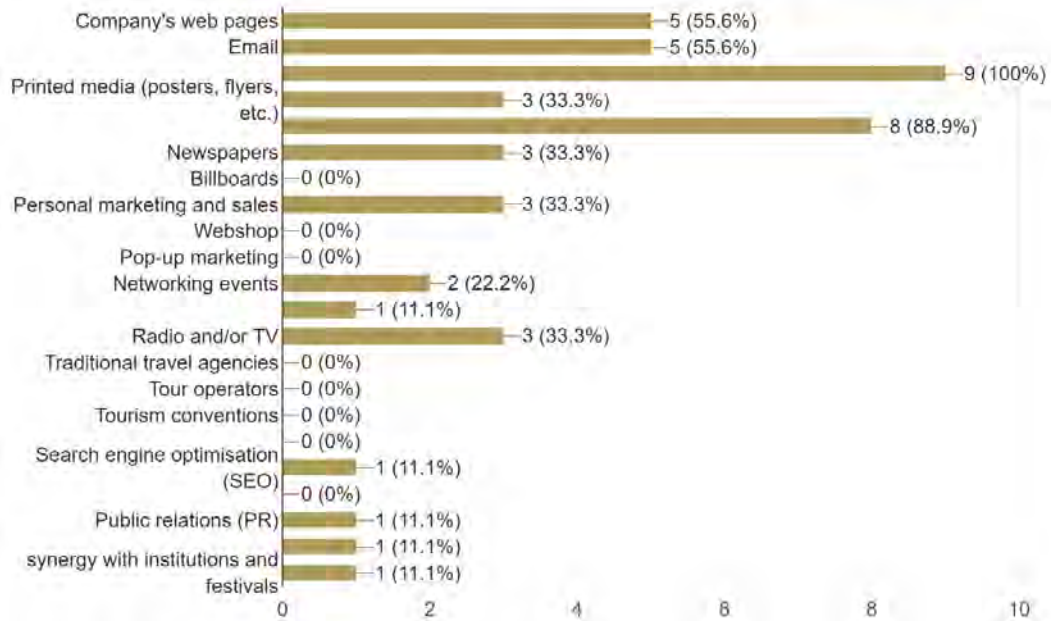


Figure 8. Most important marketing, distribution and sales channels Northern Ireland (n=9)

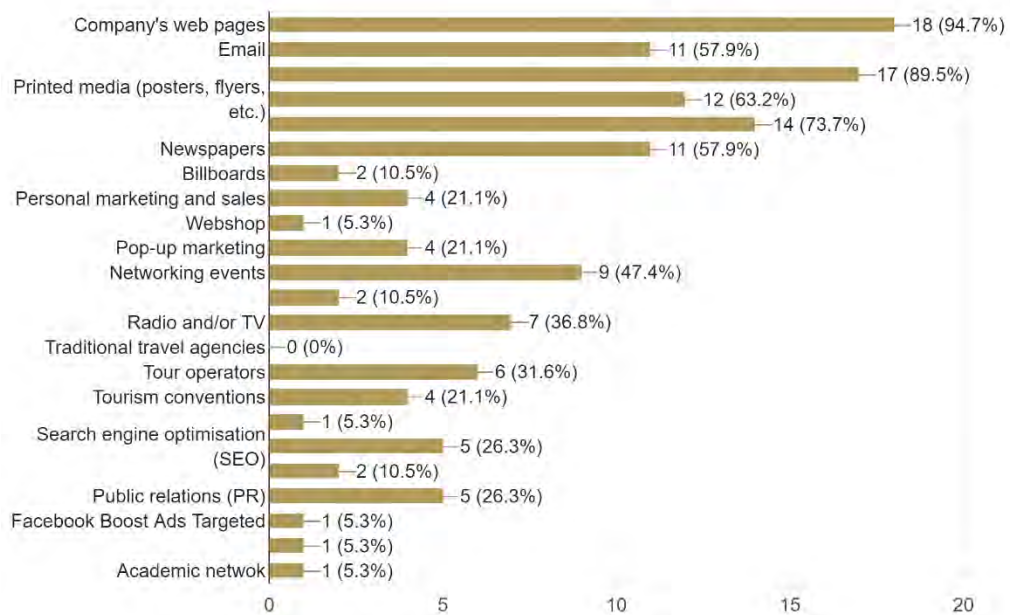


Figure 9. Most important marketing, distribution and sales channels in Western Ireland (n=19)

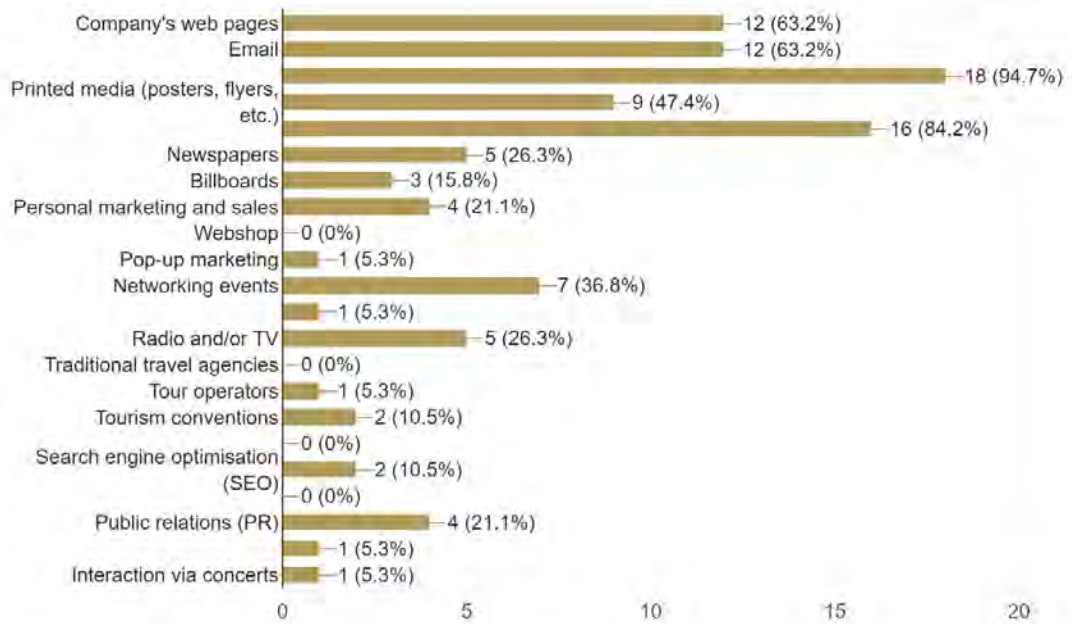


Figure 10. Most important marketing, distribution and sales channels Dumfries and Galloway (n=19)

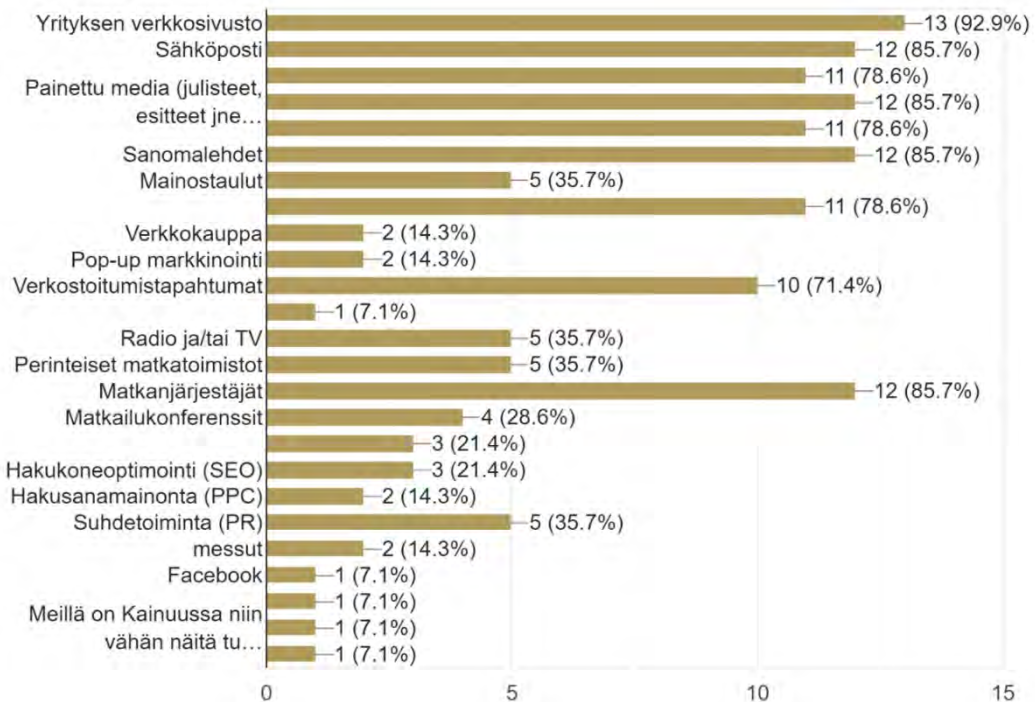


Figure 11. Most important marketing, distribution and sales channels Kainuu (n=14)

- Online marketing solutions which require low cost to maintain, as well as the one that relies on customers' willingness – word of mouth, appear to be prevailing options. On the contrary, pay-per-click is rarely used, roughly 10 % of the respondents in Western Ireland and Kainuu considered it as a significant tool.
- Further, most of the online marketing programmes provide tools to track the level of different types of interaction with the content, hence helping a company to determine appropriate metrics for a specific programme used in order to evaluate the effectiveness and visibility of the company and its products. Visibility is measured by comparing the changes of the metrics' factors to the former ones over periods of time.
- Marketing through tour operators was used widely by respondents from Kainuu (85,7 %) and to some extent by respondents from Western Ireland (31,6 %). However, for respondents from Northern Ireland, tour operators played no role in marketing at all and for respondents from Dumfries and Galloway only a very marginal one (5,3 %).
- Respondents have reported the same marketing channels and tools as important as in the baseline study conducted in summer/autumn of 2019.

3.7 Findings: The level of public awareness and engagement with the literary tourism sector in NPA regions involved as a means of identifying destinations of choice for tourism activity

- In Northern Ireland, public awareness is boosted via activities and collaborations with, for instance, schools and institutes, public or religious services, and community projects. Local authorities publish materials promoting literary tourism in the area. Enterprises offering literary tourism products and services receive support and sponsorships from the public, local authorities, as well as media. Nonetheless, in some areas,

the grant aid that supports companies in marketing, distribution and selling literary tourism products from the district council has been reduced over the past few years, as has been noted also the previous data collection round.

- In Scotland, literary tourism activities are promoted by marketing organisation at national level. Companies have close relationships with writer communities, publishers and libraries. The engagement of public actors is shown through sponsorships for enterprises in the literary tourism sector.
- In Western Ireland, there is a possibility to apply for funding granted by national arts or literature organisations. Companies have partnerships with a variety of interested parties, such as city councils, libraries, higher education institutes. Some of the aforementioned actors also provide sponsorships to the companies.
- In Kainuu, literary tourism businesses receive support from the regional council. No particular funding programme has been identified so far for the purpose of encouraging the literary tourism sector's activities.
- No major changes have been observed between responses given on public awareness and engagement when comparing the baseline study conducted in summer/autumn 2019 and this report.

3.8 Conclusion

- ✚ Response rate to the survey has increased almost threefold, compared to the first round of data collection in summer/autumn 2019.
- ✚ SMEs within the literary tourism sector in the NPA regions involved are providing products and services on a year-round basis, some merely in a specific month or days of the year.
- ✚ **The most common forms of literary tourism products** are festivals, literature-based and author-based events.
- ✚ Authenticity, storytelling, atmosphere, interaction and communication are considered as the most important elements in delivering literary tourism experiences.
- ✚ **The average number of employees** is 0-3 in all regions, both for full-time and part-time staff. The average number of volunteers varies greatly within each region, however, not all respondents to the survey found volunteers relevant for their organisation. Compared to the first report published in autumn 2019, a clear difference in respondents had been observed in some regions i.e. Northern Ireland, as both turnover and number of employees were reported as larger in the first round of data collection.
- ✚ **Local and domestic markets are viewed as essential** for literary tourism enterprises in all regions involved.
- ✚ Literary tourism businesses in Northern Ireland, Scotland and Western Ireland share common views on international target markets regarding the high level of importance, whereas enterprises in Kainuu are focusing merely on domestic market.
- ✚ Literary tourism products in the regions involved are **visible mostly via online channels**, such as website, email, and social media. **Word of mouth** is an important marketing channel as well. The increased amount of responses to the survey has shown a more diverse use of marketing tools and channels in some regions.

- ✚ **The extent of SME clusters** in the literary tourism sector covers mainly local authorities and literary organisations at present.
- ✚ **The level of public awareness and engagement** is evident through collaborated activities between literary tourism enterprises and public organisations, institutes, community projects, etc., through partnerships and sponsorships from actors in the public sector.

4 DATA COLLECTION ROUND: AUTUMN 2020

4.1 Findings: The level of SME activity within the literary tourism sector in NPA regions involved

- Literary tourism products, services and experiences are available year-round (place-based attractions, interpretive centres, bookshops, accommodation, event space,) in a specific month or during certain dates of the year (festivals, tours, events, writing workshops, storytelling workshops, lectures, exhibitions, etc.).
- Approximately 75% of respondents in the three regions viewed themselves as having an extremely strong connection to literary tourism in regard to the companies' offerings (Figure 12).

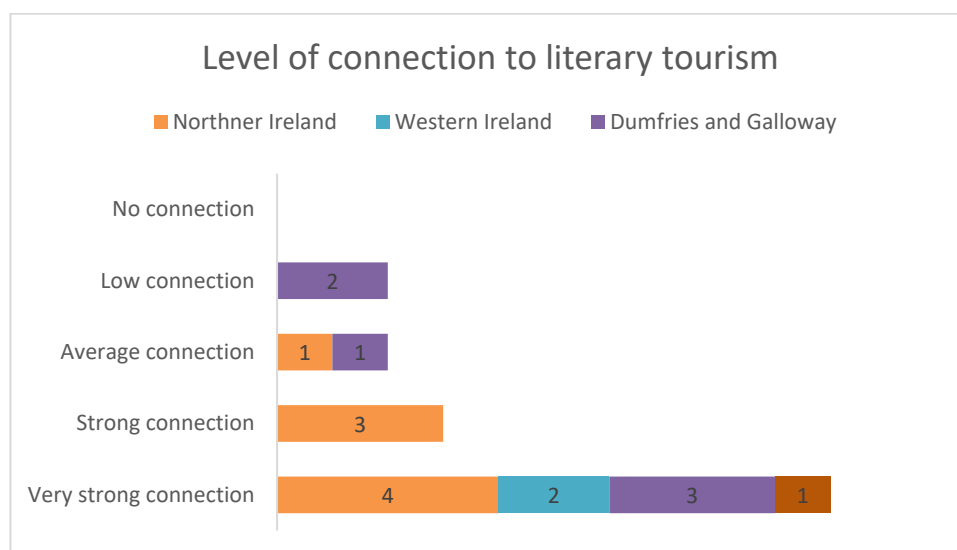


Figure 12. Level of Connection to Literary Tourism of Products/Services in NPA Regions (n=17)

- In Northern Ireland, three quarters of companies viewed themselves as having strong or extremely strong connection to literary tourism in regard to the companies' offerings. 44 % of businesses report a turnover related to literary tourism products and services of less than 10 %, however, for

one third of respondents, more than 75 %, of turnover comes from products and services related to literary tourism.

- In Dumfries and Galloway, half of companies viewed themselves as having extremely strong connection to literary tourism in regard to the enterprises' offerings. In the region, half of businesses also report a turnover related to literary tourism products and services of less than 10 %, however, almost one third (33 %) of respondents, more than 75 % of turnover comes from products and services related to literary tourism.
- All of respondents (94 %) in Western Ireland stated to have a very strong connection to literary tourism. Half of respondents reported a turnover related to literary tourism products and services of less than 10 %, however, half of respondents, more than 75 % of turnover comes from products and serviced related to literary tourism. (Figure 13).

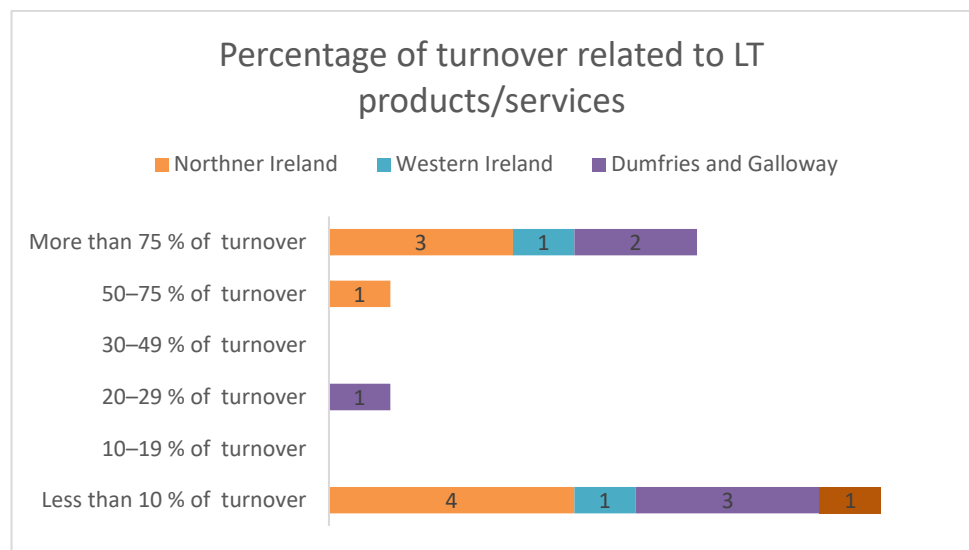


Figure 13. Percentage of Turnover Generated by Literary Tourism Products/Services in NPA Regions (n=17)

- It could be concluded that the companies operating in literary tourism sector position themselves with strong connection to the sector, yet the income sources of the businesses are miscellaneous, not solely focusing on literary tourism.

- The majority of enterprises offering literary tourism products and services in Northern Ireland had the revenue of under 100,000 £ (approximately 110.000 €) over the last financial year. A similar situation can be observed in Dumfries and Galloway whereas only 1 respondent reported a yearly turnover from 500,00 € to 5,000,000 €

Most of the businesses involved in the literary tourism sector in Western Ireland had yearly turnover under 100.000 €.

Noteworthy, when conducting the same study one year earlier, businesses working in literary tourism reported annual revenue of 500,000 £/year. It could be deducted that this change is due to the micro-size of the enterprises answering third round of data collection. In this survey, half of the companies had none and one third of companies 1-3 full-time employees.

4.2 Findings: Jobs supported by the literary tourism sector in NPA regions involved

- Results from the survey conducted in the three regions showed that the majority of respondents employed either no full-time employees or 1-3.
- Part-time employees correspond to the number full-time employees in all three regions.
- The number of volunteers involved in the delivery of literary tourism products and services vary greatly within the regions, ranging e.g. in Scotland from 0 to 100 volunteers.
- Due to the restrictions posed by the limited number of respondents, the number of jobs supported by the literary tourism sector in the three regions could not be concluded in specific figures.

4.3 Findings: SME products and services are connected to the literary tourism sector in NPA regions involved

- Based on the results from the survey conducted, the most important literary tourism products and services in Northern Ireland were festival or event related literary tourism and other guided activities.
- For Western Ireland, the most important literary tourism products and services were festivals and events.
- In Dumfries and Galloway, festivals and events as well as creative industries museums were named as the most important sectors related to literary tourism
- Literary tourism festivals and events were stated in all three regions as the most prevalent sector in literary tourism.
- Authenticity, customer service, interaction and communication in delivering literary tourism products and services were rated as extremely important by the majority of the respondents in all of the three regions. In addition, theme, entertaining elements and aesthetic of the products and services were considered significant as well.

4.4 Findings: Reach of those products and services into national and international markets

- For all three regions, visitors sharing the same language as the host region were most important. As English is spoken in many countries, Northern Ireland, Scotland and Western Ireland had remarkably higher proportion in regard to international target markets. (Figure 17).

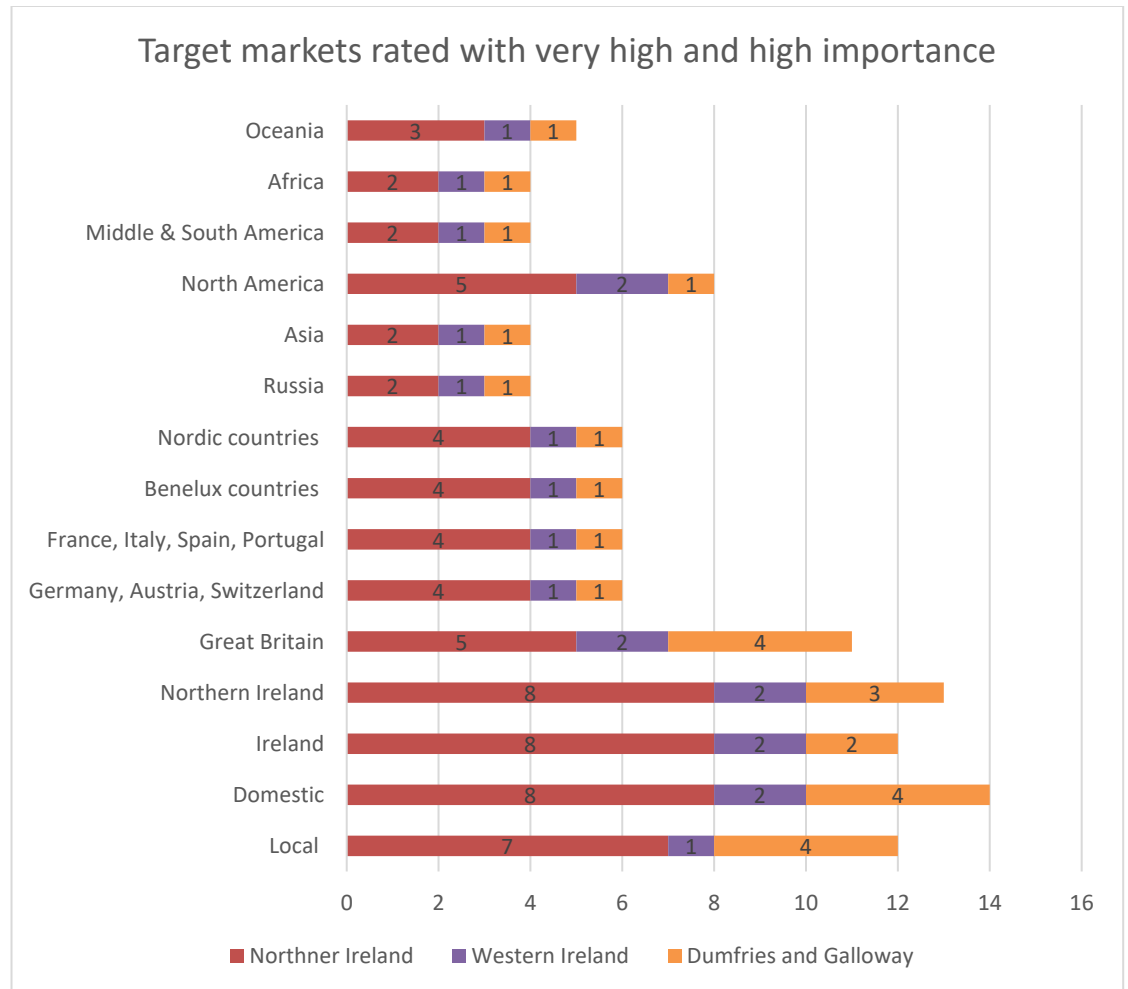


Figure 17. Most important target markets for all four regions (N=14)

- Local and domestic markets were viewed as highly essential for literary tourism enterprises in all three regions.
- Language plays a crucial role in the capability of developing literary tourism products and services, bringing them to the markets beyond domestic level. Understanding and common interest in the language exert an influence on the motivations for literary travellers.
- No significant changes in responses was observed between the baseline study conducted in summer/autumn of 2019 and this report however for this data collection round a smaller amount of responses was received, hence comparability of two sets of data is limited.

4.5 Findings: The level of visibility of products and services connected to the literary tourism sector in NPA regions involved

- The most important marketing, distribution and sales channels used to reach the target markets in all three regions are social media and word of mouth. In addition, In Western Ireland company's web pages and public relations were seen as an important channel as well as radio and/or tv in Northern Ireland.
- Online marketing solutions which require low cost to maintain, as well as the one that relies on customers' willingness – word of mouth, appear to be prevailing options also in third data collection round.

4.6 Conclusion

In conclusion it is to say that no major differences could be observed between data collected in winter 2019/2020 and autumn 2020. Unfortunately, due to the limited amount of responses received in the latter data collection round, both sets of data are hard to compare.

The sample size of enterprises and organisations responding to the questionnaires was much smaller in the data collection round of 2020. This was due to a conscious decision of only addressing the Product Incubation Programme participants, assuming that addressing a wider group as done in the previous collection rounds would not result in enough interest to respond. Nevertheless, approaching only enterprises and organisations involved in the PIP did not result in the desired quantity in responses either. This might be due to the strain imposed on tourism enterprises by the ongoing COVID-19 crisis, which will be looked into more closely in the next chapter.

5 REVIEWING EFFECTS OF COVID-19 PANDEMIC ON TOURISM IN PROJECT REGIONS

5.1 COVID-19 restrictions and impacts on tourism industry

The very first signals of COVID-19 were officially acknowledged in China more than a year ago, in mid-November 2019 (Guardian News & Media Limited 2020). However, it took till early January 2020 when the Chinese authorities identified a novel type of coronavirus (WTO 2020). The dangerous nature of this new coronavirus was gradually understood as the confirmed cases of COVID-19 started grow all over the world. During the first wave of COVID-19 the situation took a turn for the worse during the spring 2020 (see figure 18). (Corona virus statistics 2020.)

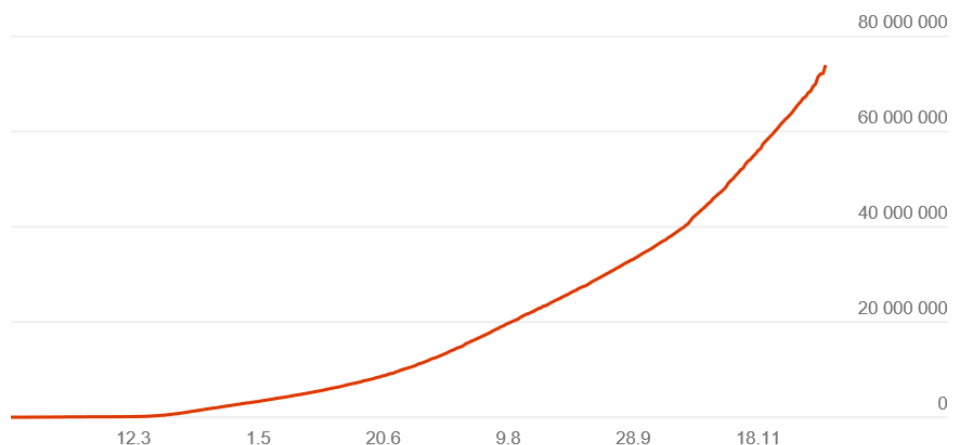


Figure 18. Cumulative number of COVID-19 cases worldwide between 22 Jan to 14 Dec 2020 (Corona virus statistics 2020)

As the result of extensive world-wide travel restrictions, global tourism industry has been hit very hard since spring 2020. In May 2020 UNWTO estimated that the international arrivals will drop 60 – 80 % during 2020 compared to 2019. In addition, UNWTO estimated that already between Jan-May 2020 the economic losses for travel industry have been more than three times the loss which the travel industry faced during the global economic crisis in 2009. (UNWTO 2020b.)

Later in October 2020 UNWTO adjusted their estimation, so that the expected global-level fall in international arrivals is 70%.

During summer season 2020, various restrictions were eased to various degrees and there was hope in the air that the pandemic had been overcome. Unfortunately, the second wave of COVID-19 seem to hit even harder in the last quarter of 2020 than the first wave in spring 2020. There have been nearly 75 million COVID-19 cases and more than 1,6 million deaths confirmed by 17 December 2020 (see Figure 18). (Corona virus statistics 2020.).

“The pandemic is far from over. As cases across the world make clear, we must be ready to act fast to save lives. But it also now also clear that we can also take decisive action to protect jobs and safeguard the many benefits tourism delivers, both for people and planet.” (UNWTO 2020a.)

5.2 Current situation of COVID-19 pandemic in Europe

The figures 19 and 20 show how the COVID-19 pandemic situation has deteriorated in Europe only in period of a month and a half (ECDC 2020).

Combined indicator: 14-day notification rate, testing rate and test positivity, updated 29 October 2020

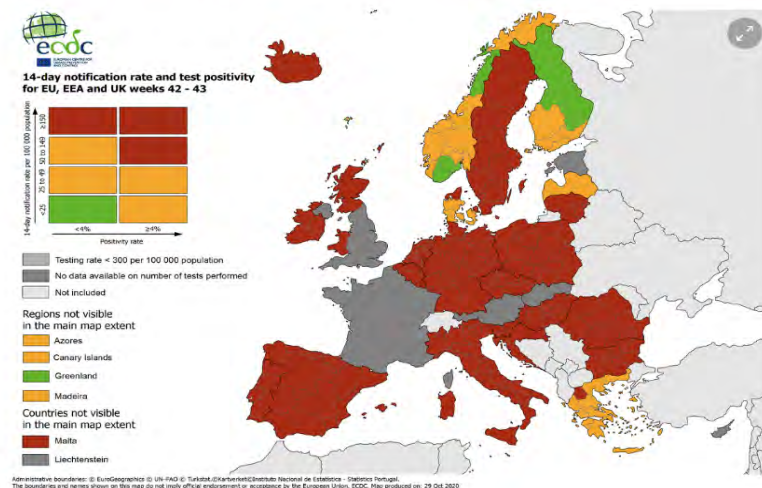


Figure 19. COVID-19 situation in EU, EEA and UK during weeks 42-43 (ECDC 2020)

Combined indicator: 14-day notification rate, testing rate and test positivity, updated 17 December 2020

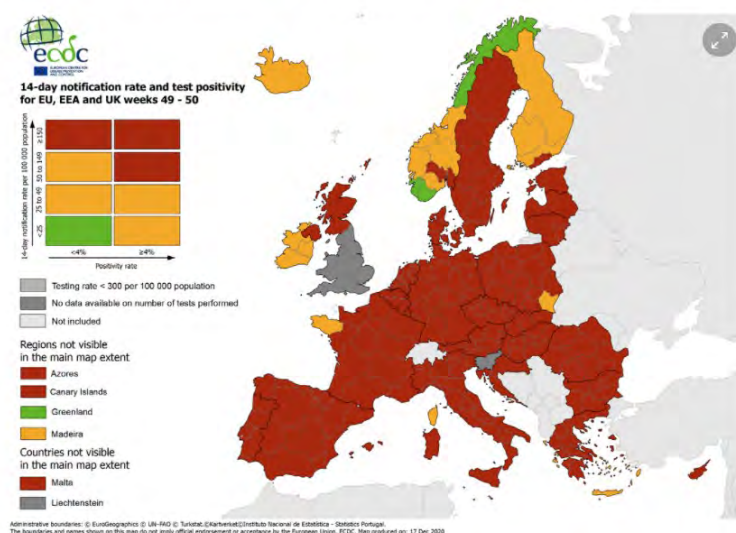


Figure 20. COVID-19 situation in EU, EEA and UK during weeks 49 – 50 (ECDC 2020)

5.3 Hard hit tourism sectors by COVID-19 pandemic

According to Rivera (2020) *“the pandemic is affecting the DNA of hospitality at its core!”* As there is “a threat of losing tens of millions of direct tourism jobs, the loss of opportunities for those vulnerable populations and communities who stand to benefit most from tourism, and the real risk of losing vital resources for safeguarding natural and cultural heritage across the world” (UNWTO 2020).

Different business sectors have experienced the burden of the pandemic unevenly. However, tourism was hit first and is likely to be the last business sector to get out of the crisis. In the hospitality sector e.g. hotels, B&B, guesthouses, non-serviced accommodation, restaurants, pubs, and cafes have suffered tremendously. In addition, events, festivals, exhibitions, business conferences have been nearly fully blocked. Different types of attractions, activity- and tour operators must have closed down their businesses due to lack of customers. Transportation e.g. airlines, railway companies, coach operators, taxi companies have faced serious consequences due to full or partial lockdowns and specific travel restrictions. As result, both international and domestic travelling have been somewhat limited. (see UNWTO 2020a; UNWTO 2020b.)

The COVID-19 strategies have varied and the actions taken have been non-uniform in different countries or within different regions/states in a country. For example, there is no consensus related to mobility restrictions in EU (see Valtioneuvoston kanslia 2020.)

5.4 Effects of COVID-19 pandemic in project regions

5.4.1 Kainuu

In Kainuu region there were executed two surveys, the first one in spring 2020 and the second one late summer 2020, for tourism businesses related to the impacts of COVID-19 pandemic. Approximately 90 % of respondents were micro-companies employing 1-10 employees. Majority of respondents represented hospitality sector (65 %). The other tourism sectors involved were activity and tour sector (23 %) and events and festivals (12 %). The pandemic has had dramatic impacts on the economic situation for every third respondent, since the turnover of their companies decreased 50% or more compared the year 2019. However, there were a similar number of respondents whose companies had surprisingly increased their turnover more than 30%. (Wild Taiga 2020.)

The reasons for the increase in turnover were the following (Wild Taiga 2020):

- Increased number of domestic travelers e.g. families
- Non-serviced accommodation was more popular than earlier years

The reasons for decrease in turnover were the following (Wild Taiga 2020):

- Lack of international guests
- Events and festivals were cancelled
- Lack of group travelers and family gatherings were cancelled

Due to COVID-19 pandemic, respondents took the following actions in their companies (Wild Taiga 2020):

- Product development for domestic customers
- Adjustments for marketing
- Freeze investments
- Other income sources than tourism were searched and found

5.4.2 Scotland

There were executed one online Survey in March 2020 in Scotland to which altogether 2243 respondents answered from different regions and different field of business and different sizes. A third of respondents were micro-businesses which employed 1-10 persons. A bit more than 50% respondents were owner run or proprietor run businesses with no employees. Most of the respondents represented hospitality sector/accommodation (62%) and every fourth respondent belonged to activities, attractions and tours sector. Majority of the respondents (58%) had reduced staff and expected considerable revenue losses in the near future. Respondents had estimated that the average length of survival without support would be 69 days, but 24 % of them did not know for how long their businesses could survive. (Visit Scotland 2020.)

Nearly every respondent (99 %) had fewer visitors or decline in bookings and cancellations. It seemed that revenues lost per business size were highest for large companies. Respectively, revenues lost per sector were highest for attractions and activity and tour companies. More than half of the respondents were very likely to reduce staff more in the coming months. Respondents were expecting tax reliefs and help to cover staff salaries as support. Many companies were already in March 2020 desperate to know how quickly they would receive the grants. (Visit Scotland 2020.)

5.4.3 Northern Ireland

In early April 2020 1,300 tourism and hospitality businesses responded to the online COVID-19 survey in Northern Ireland. Approximately 55 % of 1,300 responses were fully completed. The hospitality sector including hotels, B&Bs and self-catering and restaurants as well as pubs and bars covered 57 % of respondents. Respectively, attractions and experience providers accounted for 11 % of respondents and tour operators and guides represented 8 %. (Tourism Northern Ireland 2020.)

Most of the respondents' businesses have suffered severely from COVID-19 pandemic both short terms, less than three months, (79%) and long term, more than 4 months, (63%). Half of the respondents had reduced staff by furloughing and/or laying off with pay and/or making temporarily redundant. One of the key challenges was that majority of businesses (73%) had no insurances which could cover any loss of business. In addition, a third of the respondents were not eligible for NI schemes and nearly half of the respondents were not able to benefit from UK Coronavirus Job Retention Scheme. There has been uncertainty among many of the respondents whether they are eligible for the Tourism Hospitality and Retail Grant Scheme or can access it as scheme parameters were not yet known at the time of the survey. (Tourism Northern Ireland 2020.)

In April respondents stated that they need immediate access to funding in order to survive in the short term as they were not eligible for any support. They were crying out for help as there were considerable amounts of overheads to be paid. The respondents had been seeking help from banks and insurance companies as they were hoping to get business rates relief to be extended from three months to 12 months. The respondents were seriously concerned about the longer-term impacts of COVID-19 pandemic to their businesses, and many of them openly revealed that their businesses may not survive from the turmoil which COVID-19 had caused. (Tourism Northern Ireland 2020.)

5.4.4 Ireland

The COVID-19 pandemic survey was carried out in spring/early summer 2020 prior to the announcement that re-opening of businesses could take place on 29 June 2020. Altogether 1609 respondents representing tourism and hospitality companies participated the survey. At the time of the survey nearly all (93 %) respondents had their businesses closed-down, but 67 % of them were planning to re-open their businesses in 2020 and most of those were planning to re-open already in July 2020. The respondents considered that the green light from Government would be the most important factor in their decision to re-open. (Fáilte Ireland Research 2020.)

The views among different types of companies were divided for and against whether operating within social distancing guidelines is possible at all. The challenge, which all businesses were facing, was how to do social distancing without operating at a loss. During the survey many businesses were closed and had been forced to temporarily lay off staff. More than twice as many businesses had no employees compared to previous year. Respondents were expecting most commonly as forms of support a reduction in VAT and extensions in terms of wage subsidies. (Fáilte Ireland Research 2020.)

5.5 Challenges and opportunities for literary tourism in post-pandemic era

The COVID-19 pandemic challenges literary tourism sector as the most common forms of literary tourism represent those tourism sectors which have been most severely suffered from the consequences of the pandemic (see chapter 3).

Tourist behavior has undoubtedly changed due to COVID -19 pandemic for example due to the following geopolitical, economic and psychological reasons

- People have been forbidden from travelling due to lockdowns and other restrictions and timing for moderations remain uncertain
- People cannot afford to travel as disposable incomes are affected by the COVID-19 crisis and therefore consumers are less likely to spend on travelling but to save money “for a rainy day”
- People will become reluctant to travel due to health and safety reasons
- People will not have reasons to travel since leisure and business activities e.g. festivals, conferences, sports events cannot be organized as mass gatherings have been banned

(Cabrol & MacAllister 2020.)

However, “consumers will always have a need to escape from their daily lives, just like they did before the pandemic. But how far from home are people willing to travel when they remember the challenges of getting home during the first wave of the COVID-19 outbreak? It remains to be seen how long it will take for long-haul travel to recover and how internal tourism on different continents will develop in the near future.” (Grönroos, Konttinen, Holmberg 2020.)

Local and domestic markets will most probably recover faster than international markets, which is promising for literary tourism, since local and domestic customers are essential for all project regions in question.

5.6 Towards new post-pandemic tourism

The transformation of the post-pandemic tourism will mostly depend on the changes in consumer behavior as well as on the new legislation, rules and practices on which tourism industry needs to adapt to. Since countries have chosen different types of solutions to deal with the pandemic, it most probably differentiates the paths how tourism industry evolves and what type of tourism will thrive.

According to Holmberg & Ritalahti (2020) new post-pandemic tourism can be characterized as follows:

New tourism is more sustainable tourism, which considers the specific characteristics of nature, culture and society in tourism destinations and exploits (local) resources in a responsible manner

New tourism may not be able to take advantage of the infrastructure of traditional mass tourism, which is built to move, accommodate and provide large numbers of tourists.

New tourism is more small-scale individual tourism than mass tourism and more local than global tourism

New tourism moves towards recreation economy which is based on meaningful outdoor experiences close to home designed to all genders, ages and social classes and which is also based on staycation holidays in ones' own hometown.

Tourism businesses and other stakeholders can definitely share the hope what Niall Gibbons, CEO of Tourism Ireland, expresses in his thoughts about the future of tourism in October 2020 the following way:

“COVID-19 delivered an immediate and devastating impact on tourism and hospitality this year. Since the middle of March, we have had virtually no international visitors.”

“This is a truly terrible time for tourism, but I do believe that Irish tourism can, and will, recover from this devastating pandemic. There are undoubtedly significant challenges for our industry.”

“Once this crisis is past and Ireland is open again to international visitors, we in Tourism Ireland will be ready to play our part in delivering a sustainable recovery for the long-term future of our industry.”

6 DATA COLLECTION: EFFECTS OF COVID-19 PANDEMIC IN PROJECT REGIONS

6.1 Findings: Background of the organizations and respondents in the survey

- Only the NPA regions Western Ireland and Dumfries and Galloway are represented in the survey effects of COVID-19 pandemic in the project regions (see figure 21).

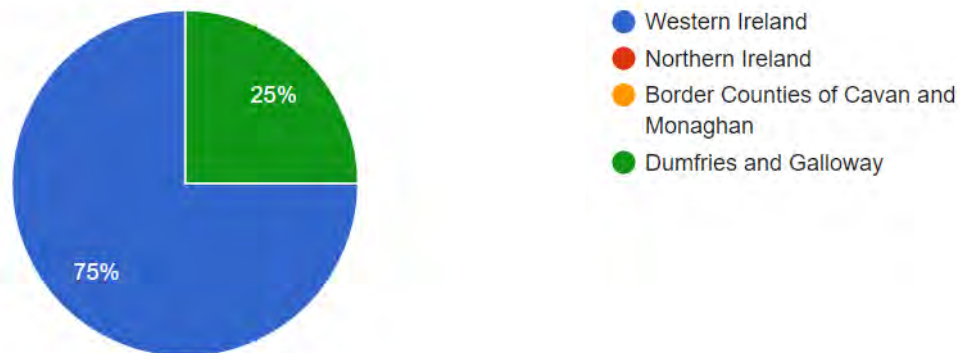


Figure 21. The regions to which the survey responses refer to. n=8

- The organizations involved in the survey were mostly operating in local, regional and national levels (see figure 22).

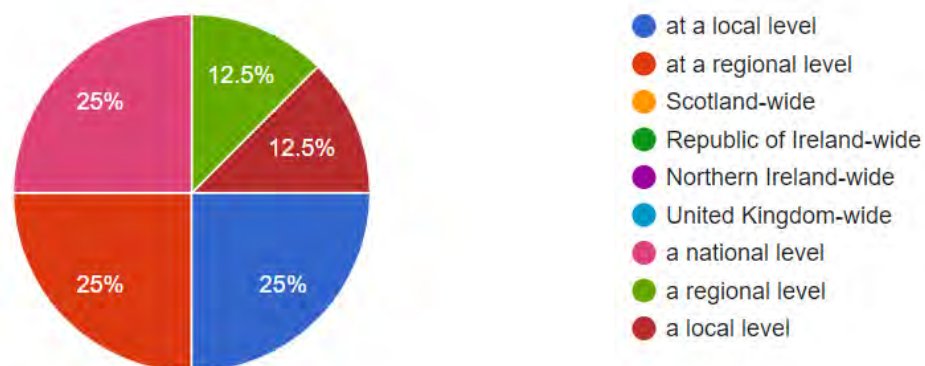


Figure 22. The level of organization represented in the survey. n=8

- The organizations of the respondents were manifold, representing e.g. sole traders as well as DMOs and local governments (see figure 23).

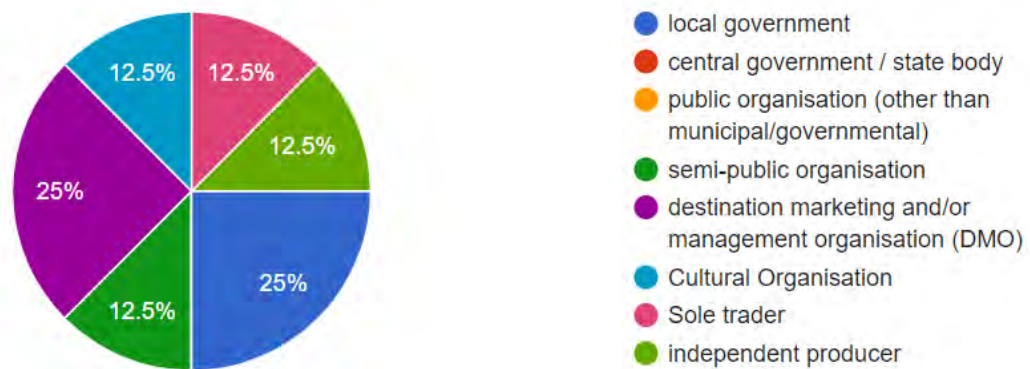


Figure 23. The type of organization represented in the survey. n=8

- Respondents were either directors, managers or officers and half of them had been involved with literary tourism minimum 4 years (see figures 24 and 25).

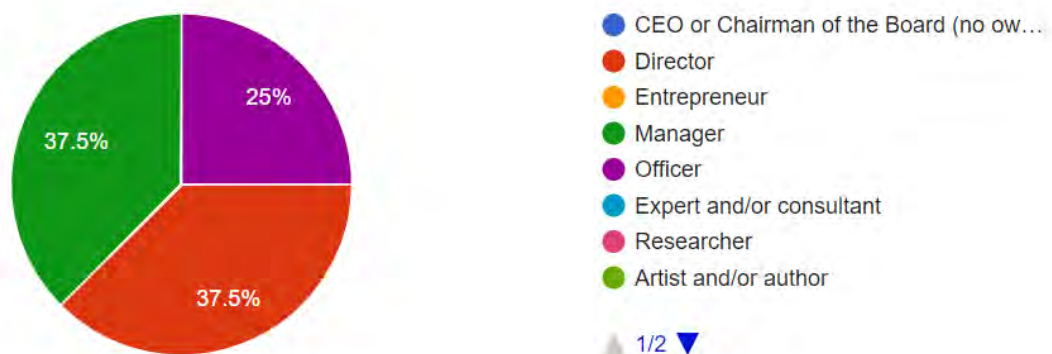


Figure 24. Respondents' position in the organization. n=8

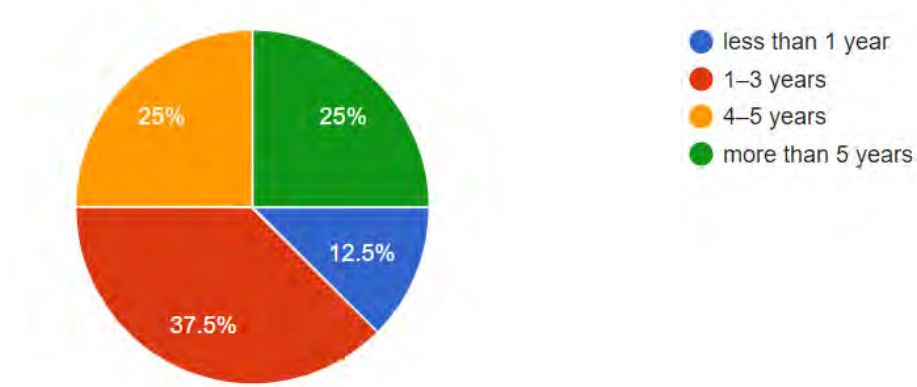


Figure 25. Respondents' length of involvement with literary tourism activities in the region.

n=8

- Less than 40% of respondents stated that there have been data collection related to the impacts of COVID-19 on tourism industry. In addition to national/regional tourism organizations, entrepreneurial associations, development agencies or local councils have taken responsibility to conduct surveys on this issue (see figures 26 and 27).

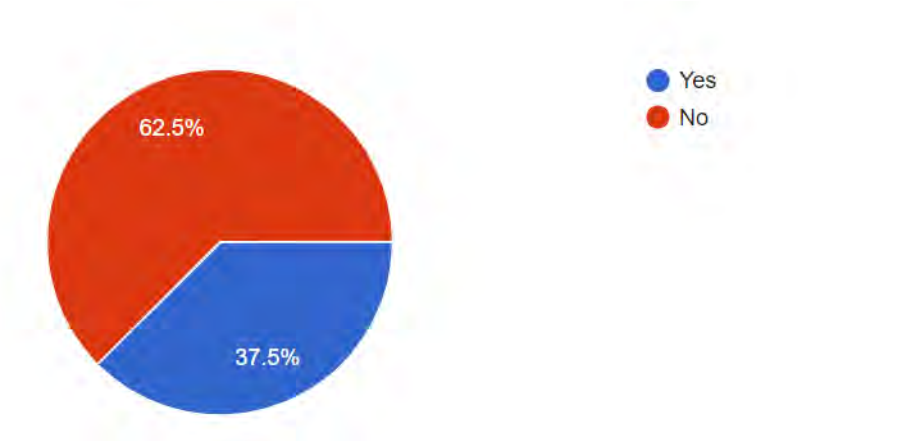


Figure 26. Data collection by organizations on the impacts of COVID-19 on the tourism industry in the region. n=8

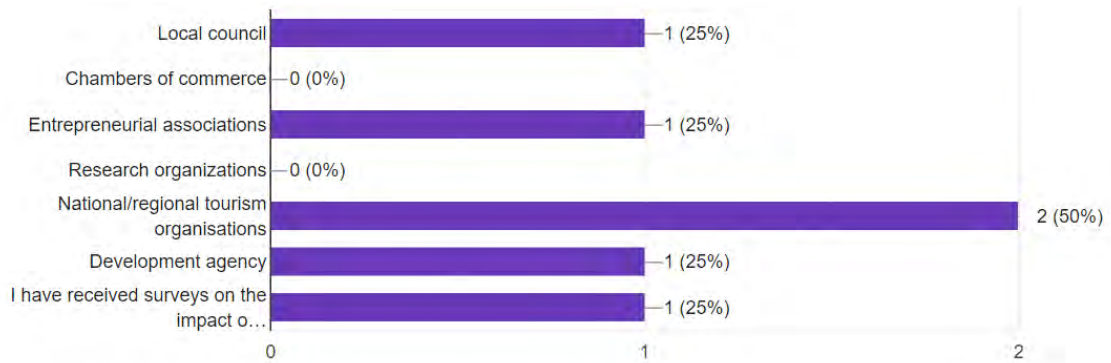


Figure 27. Organizations collecting data on the impacts of COVID-19 on the tourism industry in the region. n=4

6.2 Findings: Trading status of tourism businesses in the current situation

- The trading status between tourism businesses and clients/suppliers had decreased considerably, mostly either 26-50% or more than 50 %. One respondent stated that the trading status had currently ended.
- The number of tourists as well as the number of bookings had decreased according to the same pattern as the trading status.
- The number of domestic tourists had evenly either increased or decreased according to the respondents.
- However, in those tourism businesses where there was increase noticeable, it varied between 11% to 50% (see figure 28).

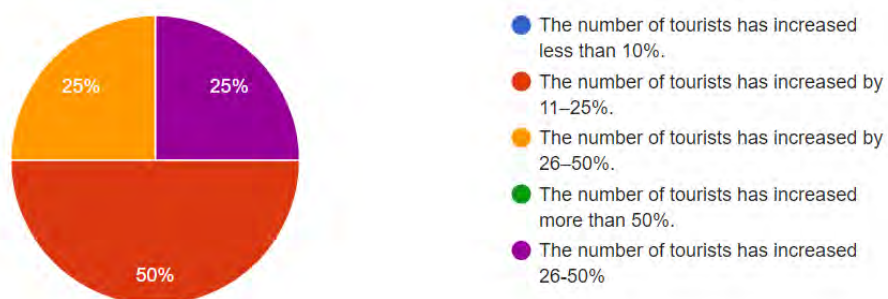


Figure 28 Estimation of the increase of the number of domestic tourism in tourism businesses.

n=4

6.3 State of literary tourism businesses due to the effects of COVID-19

- All the tourism sectors have been affected greatly due to COVID-19. According to respondents, business activities have decreased more than 50% in half of the tourism businesses. One respondent mentioned that most of the venues have been closed down.
- The most vulnerable tourism sectors during the COVID-19 pandemic have been theatre, festivals and events as well as activities and guide tours.
- Most commonly businesses had furloughed either 26 – 50% or 51 – 75% of their staff due to the COVID-19 (see figure 29).

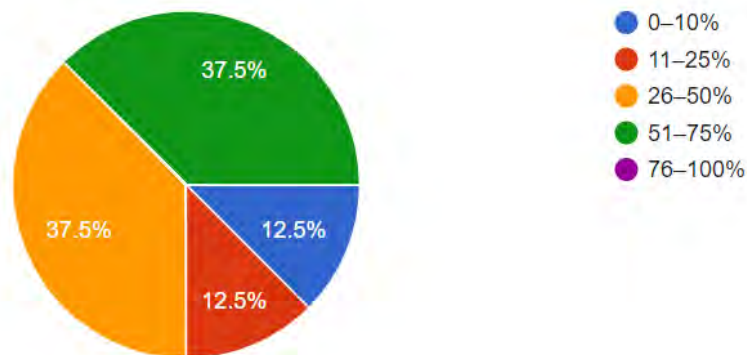


Figure 29 Estimation of the average percentage of staff furloughed in the tourism sector due to the imposed COVID-19 restrictions from March 2020 until the November 2020. n=8

- Half of the tourism businesses had laid off 26 - 50% of their staff due to the COVID-19 restrictions since March 2020 (see figure 30).

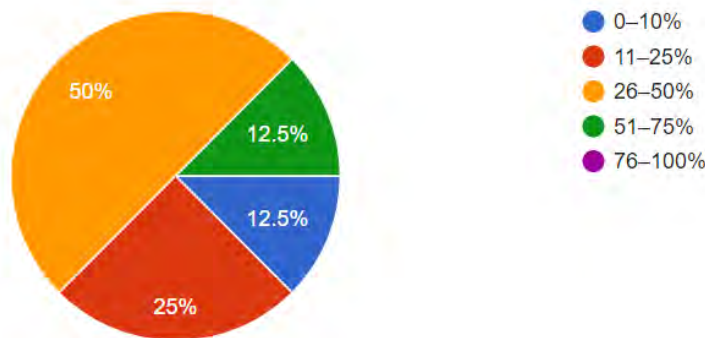


Figure 30. Estimation the average percentage of staff laid off in the tourism sector due to the imposed COVID-19 restrictions from March 2020 until the November 2020 n=8

- There have been various kind of support instruments available for tourism businesses during the COVID-19 pandemic. The most important financial instruments to back up businesses have been job retention support, SME support and business rates support.
- In addition, there were mentioned support for freelance artists and creatives as well as continued arts funding, which have especially supported certain literary tourism sectors.
- The most important forms of business support received from non-governmental organizations have been grants and COVID-19 recovering programs as well as discounts on rental fees and employees consent to decrease wages.
- Despite all the support instruments, one respondent argues that creative industry needs more support than what is offered.
- Respondents stated that, apart from full local or national lockdowns, the rules and restrictions that have affected travelling and tourism the most significantly are event and gathering restrictions as well as international travel restrictions and safety distances (see figure 31).

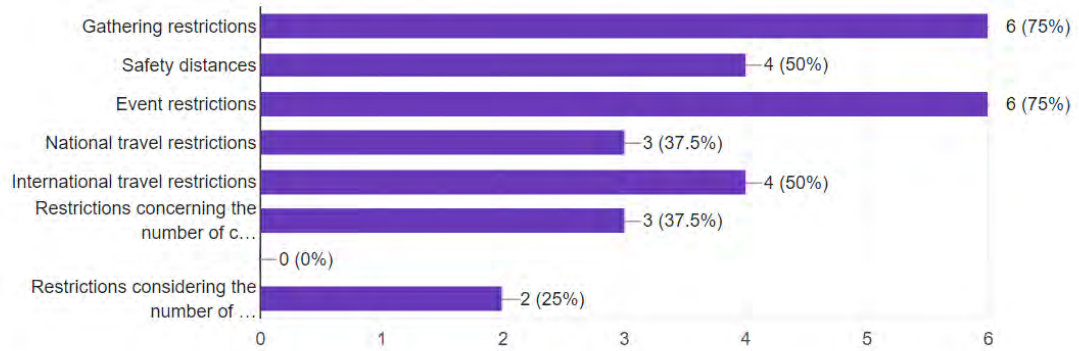


Figure 31. The three rules and restrictions that have affected travelling and tourism the most significantly. n =8

- Respondents estimated that the two most important impacts the rules and restrictions have had on the operations of tourism businesses are that businesses have stopped offering products and services and that they have reduced number of visitors on venues and points of interest Actions taken due to COVID-19 pandemic.
- The three most important adjustments tourism business have done to survive the crisis caused by COVID-19, have been the following: temporally closing down the businesses, furloughing staff and receiving financial support.
- The most significant safety measurements used in tourism business have been additional hand hygiene, safety distances and usage of face mask as well as disinfecting surfaces.
- The three most significant development actions tourism businesses had taken during the pandemic are increasing local and domestic marketing as well as developing new products and services.
- The most important marketing messages which tourism business have shared during the COVID- 19 pandemic have been related to flexible booking, health and safety protocols and urging to travel later.
- The main marketing objectives for tourism services during the pandemic have been the following: maintaining brand awareness, reaching new target audiences (see figure 32).

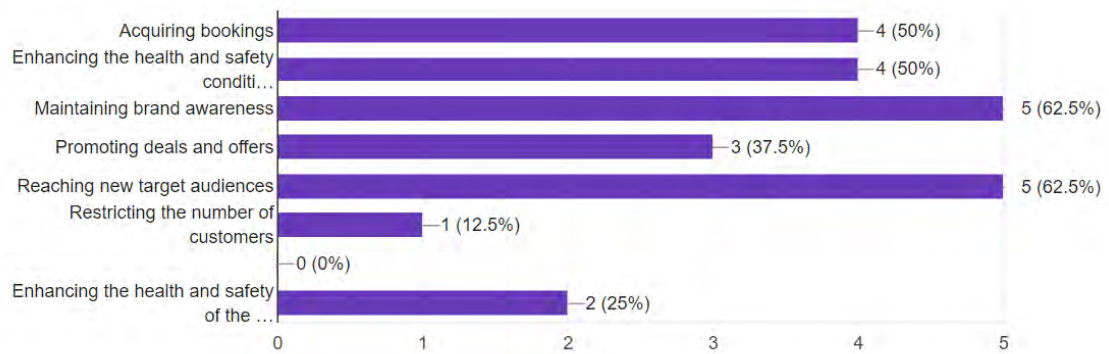


Figure 32. The main marketing objectives for tourism businesses amid the pandemic. n=8

- Respondents stated that the digitizing processes in tourism businesses have resulted in investments in digital marketing and online campaigns as well as opening online stores (see figure 33).

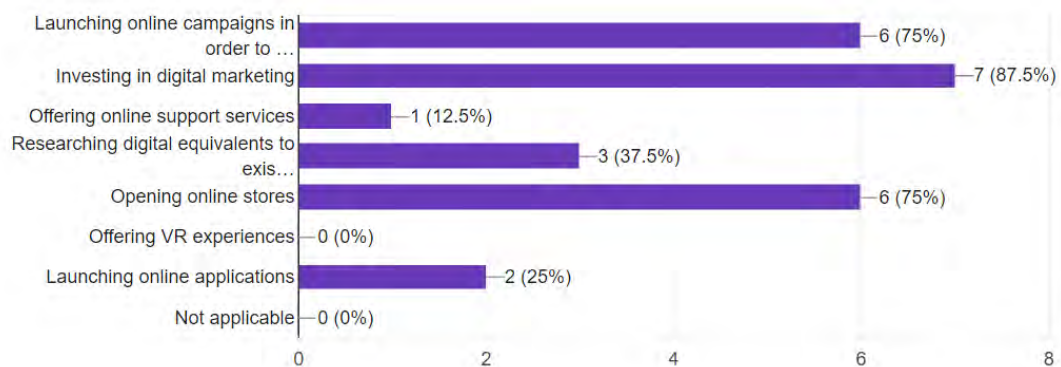


Figure 33. The most important steps taken by businesses in order to digitize their products/services. n=8

6.4 Future Prospects of Literature Tourism Businesses in the Region

Future prospects among literature tourism businesses are not too promising within the next 6 months as more than 70 % of respondents argued that businesses will continue to be closed temporarily and nearly 60% of them stated that businesses will continue with certain adjustments.

- According to respondents it will take approximately nearly 3 years, to be exact 2 years and 7,5 months, weighted average, before tourism businesses expect to return to similar business activity as prior to COVID-19 pandemic (see figure 34).

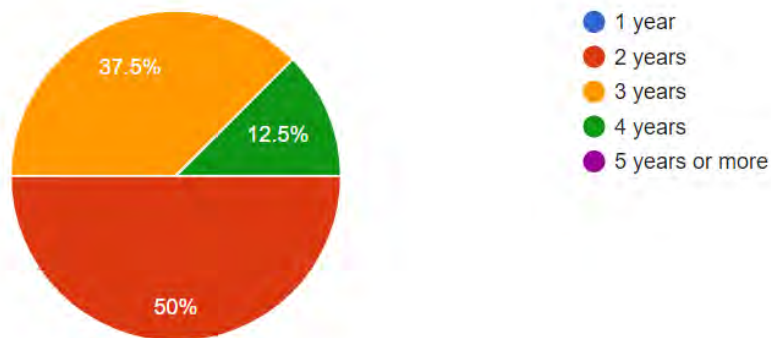


Figure 34. Estimation of the number of years within tourism businesses are expected to return to similar business activity as prior to COVID-19. n=8

- As the result of fairly unfavorable future prospects, nearly 60 % of businesses are planning to increase to lay off employees by the end of March 2021 (see figure 35).

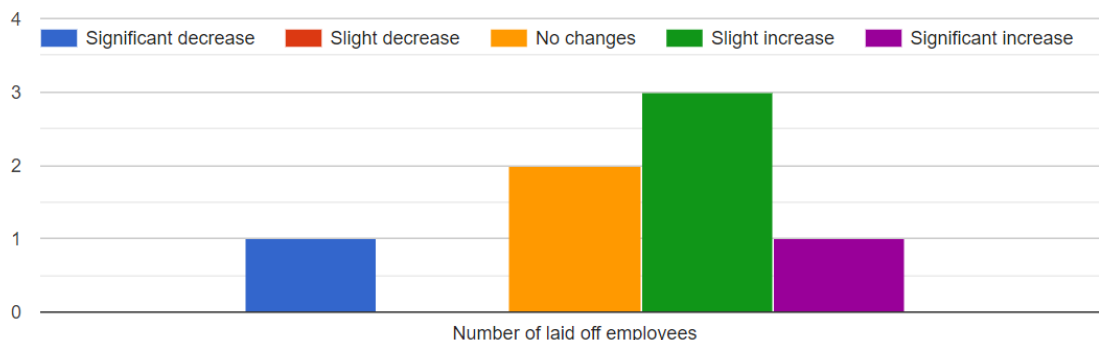


Figure 35. Estimation of how the number of laid off employees will change in the time period from October 2020 until March 2021. n=7

- Despite the uncertainties in the near future tourism businesses are planning to make investments mostly on digitalization and hygiene safety.
- The COVID-19 pandemic will change tourism industry as more than 60 % of respondents stated that the pandemic will have significant or very significant impact on the alteration of the target markets (see figure 36).

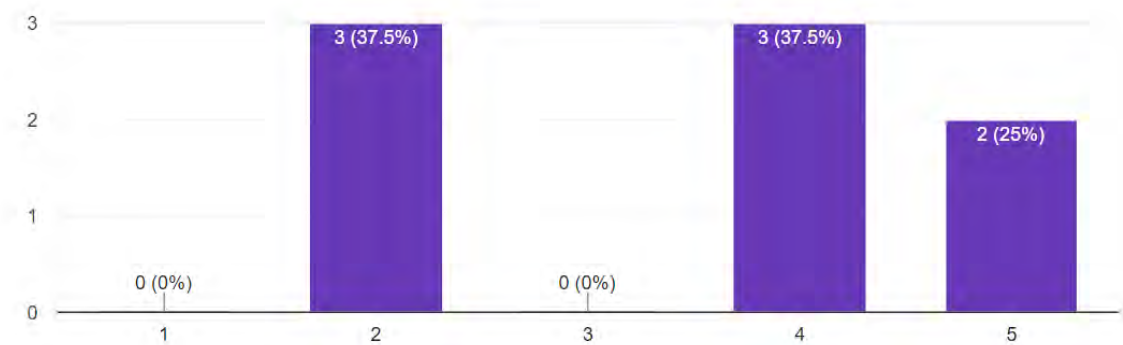


Figure 36. Estimation of how significantly the businesses' target markets will change due to COVID-19 within the time period from September till February. n=8

- In addition, tourism businesses will adapt to “the new normal” as they are planning to continue to practicing e.g. additional hand hygiene protocols, safety distances and protective screens at the service counters as well as restricting the number of customers and disinfecting the surfaces.

6.5 Conclusions

- A desk research on the impacts of COVID-19 pandemic on to tourism industry in the project regions was conducted due to the very low response rate (n=8) to the actual survey. Despite the low response rate of the survey, the results are mostly aligned with the results gained from the desk research.
- Within less than a year-long-period, the COVID-19 pandemic has already caused dramatic changes not only in tourism industry but also in other industries. In addition, patterns of consumer behavior are and will be reshaped further.
- For businesses, it will take a couple of years to recover from the consequences of the COVID-19. Unfortunately, many businesses will not survive, especially within tourism or within industries closely related to tourism. Literary tourism is be one of the tourism sectors that has been hit the hardest.

- Turning back to “the old normal” seems more and more inevitable. Many safety and hygiene practices, rules and protocols designed for COVID-19 will turn into “business as usual”. Those businesses, which are able to adapt to the “new tourism” faster than others, will be the winning survivors.
- The new tourism is reshaping towards more small-scale, sustainable and individual tourism which has elements of recreation economy. As the result, meaningful outdoor experiences will be the focus of service and experience design.

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APPENDICES

Appendix 1. Private sector questionnaire Northern Ireland and Border Counties

Appendix 2. Private sector questionnaire Western Ireland

Appendix 3. Private sector questionnaire Dumfries and Galloway

Appendix 4. Private sector questionnaire Kainuu

Appendix 5. COVID-19 questionnaire Western Ireland/Northern Ireland/Dumfries and Galloway

Appendix 6. COVID-19 questionnaire Kainuu.

Developing Literary Tourism in Northern Ireland and the Border Counties of Ireland

SpotLit is a new EU funded project which aims to grow the literary tourism sector in the Northern Periphery and Arctic region by supporting the organisations and businesses in this culturally-rich region. The partner countries in this project include: Ireland, Northern Ireland, Scotland, Finland and Iceland.

It is about enhancing the marketing of existing literary tourism assets, and to help develop new assets which can respond to emerging literary and cultural consumer needs.

Purpose of the Survey

As an identified business stakeholder we would appreciate your help and assistance. As a starting point there is quite limited information on the literary tourism sector at the moment. This element of the project seeks to help quantify both the existing and potential impacts of the development of the literary tourism sector in relation to stimulating SME activity and growth. It is about setting and understanding the baseline and identifying various business opportunities.

We kindly ask if you would spend approximately 15 minutes on the survey. By answering the questions you will help complete the first evaluation of the current sectoral situation and the future prospects for literary tourism across not just in our region, but also across the Northern Periphery and Arctic areas, and beyond.

The information we collect will be used solely for the purposes of the project and in creating a Baseline Report. Individual contributions will be kept anonymous throughout. The project adheres to a strict GDPR Policy.

* Required



Background

In this section we kindly ask you to answer questions related to the company/organisation you represent and your position in the company/organisation.

1. The company/organisation is located in *

Mark only one oval.

- ☐ Northern Ireland
- ☐ Cavan-Monaghan

2. Choose the core business of the company/organisation represented in this survey. If applicable, choose more than one option. *

Check all that apply.

- ☐ Festivals/events
- ☐ Restaurant/bar/café
- ☐ Artisan food and drink production
- ☐ Accommodation
- ☐ Guided tours and/or other guided activities
- ☐ Museum
- ☐ Arts & crafts
- ☐ Theatre
- ☐ Creative industries
- ☐ Retail outlet
- ☐ Transportation
- ☐ Travel agency and/or tour operator
- ☐ Other: _____

3. Your role/job title is

Mark only one oval.

- ☐ CEO or Chairman of the Board (no ownership in the organisation)
- ☐ Entrepreneur
- ☐ Manager
- ☐ Officer
- ☐ Expert and/or consultant
- ☐ Artist and/or author
- ☐ Content curator
- ☐ Product/service developer
- ☐ Researcher
- ☐ Customer service staff (e.g. guide, receptionist, waiter)
- ☐ Other: _____

4. The average number of full-time employees in the company/organisation during the last financial year is *

Mark only one oval.

- ☐ none
- ☐ 1–3 employees
- ☐ 4–6 employees
- ☐ 7–10 employees
- ☐ 11–20 employees
- ☐ 21–50 employees
- ☐ more than 50

5. The average number of part-time employees in the company/organisation during the last financial year is

Mark only one oval.

- ☐ none
- ☐ 1–3 employees
- ☐ 4–6 employees
- ☐ 7–10 employees
- ☐ 11–20 employees
- ☐ 21–50 employees
- ☐ more than 50

6. If applicable, please estimate the number of volunteers in the company/organisation during the last financial year.

7. The company's/organisation's turnover during the last financial year is *

Mark only one oval.

- ☐ under 100,000 £
- ☐ 100,000–299,999 £
- ☐ 300,000–499,999 £
- ☐ 500,000–999,999 £
- ☐ 1,000,000–1,999,999 £
- ☐ 2,000,000–4,999,999 £
- ☐ 5,000,000 £ or over



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Linkages Between Business and Literature

8. Does the company/organisation provide literary tourism products/services? *

Mark only one oval.

- ☐ No *Skip to question 19.*
- ☐ Yes



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Linkages Between Business and Literature

This section seeks to examine the product/service linkages between the company/organisation and the literary market.

9. Evaluate how strongly the products/services are connected to literature and/or an author?

Mark only one oval.

	1	2	3	4	5	
There is a slight connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	There is an extremely strong connection

10. If appropriate, please give details of your most important literary tourism products/services.

11. Estimate the monetary value of literary tourism products/services to the company/organisation during the last financial year. *

Mark only one oval.

- ☐ less than 10 % of the turnover
- ☐ 10–19 % of the turnover
- ☐ 20–29 % of the turnover
- ☐ 30–49 % of the turnover
- ☐ 50–75 % of the turnover
- ☐ More than 75 % of the turnover

12. Estimate the number of customers consuming literary tourism products/services sold by the company/organisation during the last financial year.

13. Evaluate the importance of the following elements to the company/organisation in the delivery of literary tourism products/services. *

Mark only one oval per row.

	Not important at all	Very Low	Low	Average	High	Very High
Authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storytelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interaction & communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of senses (sensescape)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertaining elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Escapist elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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Marketing, Distribution and Selling of Literary Tourism Products/Services

Marketing, distribution and sales channels are changing rapidly and they may overlap and be mixed. Therefore, in question #15, there is a lengthy list of different types of channels which can be used.

14. Evaluate the importance of the following target markets for literary tourism business of the company/organisation. *

Mark only one oval per row.

	Not important	Very low	Low	Average	High	Very High
Local	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic (other than local)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ireland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Northern Ireland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Great Britain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Germany, Austria, Switzerland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
France, Italy, Spain, Portugal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Benelux countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordic countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Russia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
North America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle & South America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Africa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oceania	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If other, please specify.

15. Choose the most important marketing, distribution and sales channels that are used for literary tourism products/services in the company/organisation. Multiple answers are possible.

Check all that apply.

- ☐ Company's web pages
- ☐ Email
- ☐ Social media (YouTube, Instagram, TripAdvisor, blogs, etc.)
- ☐ Printed media (posters, flyers, etc.)
- ☐ Word of mouth (WOM) or eWOM
- ☐ Newspapers
- ☐ Billboards
- ☐ Personal marketing and sales
- ☐ Webshop
- ☐ Pop-up marketing
- ☐ Networking events
- ☐ Online travel agency (OTA), e.g. Booking.com
- ☐ Radio and/or TV
- ☐ Traditional travel agencies
- ☐ Tour operators
- ☐ Tourism conventions
- ☐ Affiliate marketing (Performance based rewards, e.g. Tradedoubler)
- ☐ Search engine optimisation (SEO)
- ☐ Pay per click (PPC)
- ☐ Public relations (PR)
- ☐ Other: _____

16. What are the main opportunities for the company/organisation in marketing, distribution and selling literary tourism products/services?

17. What are the main challenges for the company/organisation in marketing, distribution and selling literary tourism products/services?



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Future Prospects

18. Does the company/organisation have plans to develop literary tourism products/services in the next 5 years?

Mark only one oval per row.

	Strongly disagree	Disagree	Not disagree nor agree	Agree	Strongly agree
New products/services will be developed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New target markets will be attracted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Significant investments will be executed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New marketing/distribution/sales channels will be used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If other, please specify.

19. Estimate the growth rate of the turnover in literary tourism business of the company/organisation in the next 5 years? *

Mark only one oval.

	1	2	3	4	5	
Stays the same	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely strong growth

**ON BEHALF OF THE SPOTLIT PROJECT, THANK YOU
FOR PARTICIPATING IN THIS SURVEY!**



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Developing Literary Tourism in Western Ireland

SpotLit is a new EU funded project which aims to grow the literary tourism sector in the Northern Periphery and Arctic region by supporting the organisations and businesses in this culturally-rich region. The partner countries in this project include: Ireland, Northern Ireland, Scotland, Finland and Iceland.

It is about enhancing the marketing of existing literary tourism assets, and to help develop new assets which can respond to emerging literary and cultural consumer needs.

Purpose of the Survey

As an identified business stakeholder we would appreciate your help and assistance. As a starting point there is quite limited information on the literary tourism sector at the moment. This element of the project seeks to help quantify both the existing and potential impacts of the development of the literary tourism sector in relation to stimulating SME activity and growth. It is about setting and understanding the baseline and identifying various business opportunities.

We kindly ask if you would spend approximately 15 minutes on the survey. By answering the questions you will help complete the first evaluation of the current sectoral situation and the future prospects for literary tourism across not just in our region, but also across the Northern Periphery and Arctic areas, and beyond.

The information we collect will be used solely for the purposes of the project and in creating a Baseline Report. Individual contributions will be kept anonymous throughout. The project adheres to a strict GDPR Policy.

* Required



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Background

In this section we kindly ask you to answer questions related to the company/organisation you represent and your position in the company/organisation.

1. The company/organisation is located in *

Mark only one oval.

- ☐ Donegal
- ☐ Leitrim
- ☐ Sligo
- ☐ Mayo
- ☐ Roscommon
- ☐ Galway
- ☐ Clare
- ☐ Other

If other, please specify.

2. Choose the core business of the company/organisation represented in this survey. If applicable, choose more than one option. *

Check all that apply.

- ☐ Festivals/events
- ☐ Restaurant/bar/café
- ☐ Artisan food and drink production
- ☐ Accommodation
- ☐ Guided tours and/or other guided activities
- ☐ Museum
- ☐ Arts & crafts
- ☐ Theatre
- ☐ Creative industries
- ☐ Retail outlet
- ☐ Transportation
- ☐ Travel agency and/or tour operator
- ☐ Other: _____

3. Your role/job title is

Mark only one oval.

- ☐ CEO or Chairman of the Board (no ownership in the organisation)
- ☐ Entrepreneur
- ☐ Manager
- ☐ Officer
- ☐ Expert and/or consultant
- ☐ Artist and/or author
- ☐ Content curator
- ☐ Product/service developer
- ☐ Researcher
- ☐ Customer service staff (e.g. guide, receptionist, waiter)
- ☐ Other: _____

4. The average number of full-time employees in the company/organisation during the last financial year is *

Mark only one oval.

- ☐ none
- ☐ 1–3 employees
- ☐ 4–6 employees
- ☐ 7–10 employees
- ☐ 11–20 employees
- ☐ 21–50 employees
- ☐ more than 50

5. The average number of part-time employees in the company/organisation during the last financial year is

Mark only one oval.

- ☐ none
- ☐ 1–3 employees
- ☐ 4–6 employees
- ☐ 7–10 employees
- ☐ 11–20 employees
- ☐ 21–50 employees
- ☐ more than 50

6. If applicable, please estimate the number of volunteers in the company/organisation during the last financial year.

7. The company's/organisation's turnover during the last financial year is *

Mark only one oval.

- ☐ under 100.000 €
- ☐ 100.000–299.999 €
- ☐ 300.000–499.999 €
- ☐ 500.000–999.999 €
- ☐ 1.000.000–1.999.999 €
- ☐ 2.000.000–4.999.999 €
- ☐ 5.000.000 € or over



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Linkages Between Business and Literature

8. Does the company/organisation provide literary tourism products/services? *

Mark only one oval.

- ☐ No *Skip to question 20.*
- ☐ Yes



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Linkages Between Business and Literature

This section seeks to examine the product/service linkages between the company/organisation and the literary market.

9. Evaluate how strongly the products/services are connected to literature and/or an author?

Mark only one oval.

	1	2	3	4	5	
There is a slight connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	There is an extremely strong connection

10. If appropriate, please give details of your most important literary tourism products/services.

11. Estimate the monetary value of literary tourism products/services to the company/organisation during the last financial year. *

Mark only one oval.

- ☐ less than 10 % of the turnover
- ☐ 10–19 % of the turnover
- ☐ 20–29 % of the turnover
- ☐ 30–49 % of the turnover
- ☐ 50–75 % of the turnover
- ☐ More than 75 % of the turnover

12. Estimate the number of customers consuming literary tourism products/services sold by the company/organisation during the last financial year.

13. Evaluate the importance of the following elements to the company/organisation in the delivery of literary tourism products/services. *

Mark only one oval per row.

	Not important at all	Very Low	Low	Average	High	Very High
Authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storytelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interaction & communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of senses (sensescape)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertaining elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Escapist elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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Marketing, Distribution and Selling of Literary Tourism Products/Services

Marketing, distribution and sales channels are changing rapidly and they may overlap and be mixed. Therefore, in question #15, there is a lengthy list of different types of channels which can be used.

14. Evaluate the importance of the following target markets for literary tourism business of the company/organisation. *

Mark only one oval per row.

	Not important	Very low	Low	Average	High	Very High
Local	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic (other than local)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ireland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Northern Ireland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Great Britain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Germany, Austria, Switzerland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
France, Italy, Spain, Portugal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Benelux countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordic countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Russia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
North America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle & South America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Africa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oceania	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If other, please specify.

15. Choose the most important marketing, distribution and sales channels that are used for literary tourism products/services in the company/organisation. Multiple answers are possible.

Check all that apply.

- ☐ Company's web pages
- ☐ Email
- ☐ Social media (YouTube, Instagram, TripAdvisor, blogs, etc.)
- ☐ Printed media (posters, flyers, etc.)
- ☐ Word of mouth (WOM) or eWOM
- ☐ Newspapers
- ☐ Billboards
- ☐ Personal marketing and sales
- ☐ Webshop
- ☐ Pop-up marketing
- ☐ Networking events
- ☐ Online travel agency (OTA), e.g. Booking.com
- ☐ Radio and/or TV
- ☐ Traditional travel agencies
- ☐ Tour operators
- ☐ Tourism conventions
- ☐ Affiliate marketing (Performance based rewards, e.g. Tradedoubler)
- ☐ Search engine optimisation (SEO)
- ☐ Pay per click (PPC)
- ☐ Public relations (PR)
- ☐ Other: _____

16. What are the main opportunities for the company/organisation in marketing, distribution and selling literary tourism products/services?

17. What are the main challenges for the company/organisation in marketing, distribution and selling literary tourism products/services?



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Future Prospects

18. Does the company/organisation have plans to develop literary tourism products/services in the next 5 years? *

Mark only one oval per row.

	Strongly disagree	Disagree	Not disagree nor agree	Agree	Strongly agree
New products/services will be developed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New target markets will be attracted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Significant investments will be executed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New marketing/distribution/sales channels will be used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If other, please specify.

19. Estimate the growth rate of the turnover in literary tourism business of the company/organisation in the next 5 years? *

Mark only one oval.

	1	2	3	4	5	
Stays the same	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely strong growth

**ON BEHALF OF THE SPOTLIT PROJECT, THANK YOU
FOR PARTICIPATING IN THIS SURVEY!**



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Kainuun kirjallisuusmatkailun kehittäminen

SpotLit on uusi EU-rahoitteinen hanke, joka pyrkii kasvattamaan

Pohjoinen periferia ja Arktinen -alueen kirjallisuusmatkailusektoria tukemalla organisaatioita ja yrityksiä tällä kulttuuriltaan rikkaalla alueella. Tämän hankkeen jäsenalueet ovat Irlanti, Pohjois-Irlanti, Skotlanti, Suomi ja Islanti.

Pyrkimyksenä on vahvistaa olemassa olevien kirjallisuusmatkailun voimavarojen markkinointia sekä auttaa kehittämään uusia voimavaroja, joilla vastataan nouseviin kirjallisuuden ja kulttuurin kuluttajan tarpeisiin.

Kyselyn tarkoitus

Arvostaisimme apuasi yrityksen/organisaation sidosryhmäedustajana.

Kirjallisuusmatkailusektorista on melko rajallisesti tietoa tällä hetkellä. Niinpä tämä hankkeen osa pyrkii auttamaan määrittämään kirjallisuusmatkailun kehityksen sekä nykyisiä ja potentiaalisia vaikutuksia PK-yritysten toimintaan ja kasvuun. Kyse on lähtötilanteen määrittämisestä ja moninaisten YRITYSTOIMINNAN MAHDOLLISUUKSIEN tunnistamisesta.

Kyselyyn vastaaminen vie noin 15 minuuttia. Vastaamalla autat valmistamaan ensimmäisen arvioinnin kirjallisuusmatkailun nykytilanteesta ja tulevaisuuden mahdollisuuksista paitsi meidän alueellamme myös pohjoisen periferian ja arktisella alueella ja muuallakin.

Tiedot kerätään ainoastaan hankkeen tarkoituksiin ja lähtötilanneraportin tekemiseen. Vastaukset käsitellään täysin anonymisti. Hanke noudattaa GDPR-asetuksen tiukkoja tietosuojavaatimuksia.

* Required



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Tausta

Tämän osion kysymykset koskevat edustamaasi yritystä/organisaatiota sekä asemaasi siinä.

1. Yrityksen/organisaation sijainti *

Mark only one oval.

- ☐ Hyrynsalmi
- ☐ Suomussalmi
- ☐ Ristijärvi
- ☐ Kajaani
- ☐ Kuhmo
- ☐ Puolanka
- ☐ Sotkamo
- ☐ Paltamo

2. Valitse edustamasi yrityksen/organisaation ydintoiminto. Voit valita myös useamman vaihtoehdon. *

Check all that apply.

- ☐ Festivaalit/tapahtumat
- ☐ Ravintola/baari/kahvila
- ☐ Artesaaniruoka ja -juoma
- ☐ Majoitus
- ☐ Opastetut kierrokset ja/tai muut opastetut aktiviteetit
- ☐ Museo
- ☐ Käsityöt
- ☐ Teatteri
- ☐ Luovat alat
- ☐ Vähittäismyymälä
- ☐ Kuljetus
- ☐ Matkatoimisto ja/tai matkanjärjestäjä
- ☐ Other: _____

3. Roolisi/työnimikkeesä on

Mark only one oval.

- ☐ Toimitusjohtaja tai hallituksen puheenjohtaja (ei omistajuutta organisaatiossa)
- ☐ Yrittäjä
- ☐ Johtaja/päällikkö
- ☐ Virkamies
- ☐ Asiantuntija ja/tai konsultti
- ☐ Taiteilija ja/tai kirjailija
- ☐ Sisällön kuratoija
- ☐ Tuote-/palvelukehittäjä
- ☐ Tutkija
- ☐ Asiakaspalveluhenkilö (esim. opas, vastaanottovirkalija, tarjoilija)
- ☐ Other: _____

4. Yrityksessä/organisaatiossa oli kokoaikaisia työntekijöitä viime tilikautena keskimäärin *

Mark only one oval.

- ☐ ei yhtään
- ☐ 1–3 työntekijää
- ☐ 4–6 työntekijää
- ☐ 7–10 työntekijää
- ☐ 11–20 työntekijää
- ☐ 21–50 työntekijää
- ☐ yli 50 työntekijää

5. Yrityksessä/organisaatiossa oli osa-aikaisia työntekijöitä viime tilikautena keskimäärin

Mark only one oval.

- ☐ ei yhtään
- ☐ 1–3 työntekijää
- ☐ 4–6 työntekijää
- ☐ 7–10 työntekijää
- ☐ 11–20 työntekijää
- ☐ 21–50 työntekijää
- ☐ yli 50 työntekijää

6. Arvioi mahdollisten vapaaehtoisten määrä yrityksessä/organisaatiossa viime tilikautena.

7. Yrityksen/organisaation liikevaihto viime tilikautena oli *

Mark only one oval.

- ☐ alle 100.000 €
- ☐ 100.000–299.999 €
- ☐ 300.000–499.999 €
- ☐ 500.000–999.999 €
- ☐ 1.000.000–1.999.999 €
- ☐ 2.000.000–4.999.999 €
- ☐ 5.000.000 € tai enemmän



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Yritystoiminnan ja kirjallisuuden sidokset

8. Tarjoaako yritys/organisaatio kirjallisuuteen tai kirjailijaan liittyviä tuotteita/palveluita? *

Mark only one oval.

- ☐ Ei *Skip to question 19.*
- ☐ Kyllä



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Yritystoiminnan ja kirjallisuuden sidokset

Tässä osassa pyritään tutkimaan yrityksen/organisaation ja kirjallisuusmarkkinoiden välisiä tuote/palvelusidoksia.

9. Arvioi kuinka vahvasti tuotteet/palvelut liittyvät kirjallisuuteen ja/tai kirjailijaan

Mark only one oval.

	1	2	3	4	5	
heikosti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	erittäin vahvasti

10. Kerro yksityiskohtaisesti tärkeimmistä kirjallisuuteen ja/tai kirjailijoihin liittyvistä tuotteista/palveluista, jos sellaisia on.

11. Arvioi kirjallisuuteen ja/tai kirjailijaan liittyvien tuotteiden/palveluiden rahallinen arvo yritykselle/organisaatiolle viime tilikauden aikana. *

Mark only one oval.

- ☐ alle 10 % liikevaihdosta
- ☐ 10–19 % liikevaihdosta
- ☐ 20–29 % liikevaihdosta
- ☐ 30–49 % liikevaihdosta
- ☐ 50–75 % liikevaihdosta
- ☐ Yli 75 % liikevaihdosta

12. Arvioi niiden asiakkaiden määrä, jotka käyttivät yrityksen/organisaation myymiä kirjallisuuteen ja/tai kirjailijaan liittyviä tuotteita/palveluita viime tilikauden aikana.

13. Arvioi kuinka tärkeitä seuraavat tekijät ovat yritykselle/organisaatiolle kirjallisuuteen ja/tai kirjailijaan liittyviä tuotteita/palveluita tuotettaessa. *

Mark only one oval per row.

	Ei lainkaan tärkeä	Hieman tärkeä	Jonkin verran tärkeä	Melko tärkeä	Tärkeä	Erittäin tärkeä
Aitous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teema	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tarinankerronta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asiakaspalvelun laatu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hinnoittelu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ilmapiiri	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vuorovaikutus ja kommunikaatio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aistien käyttö (aistimaisema)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viihdyttävät elementit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opettavat elementit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esteettiset elementit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Todellisuuspakoiset (eskapistiset) elementit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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Kirjallisuusmatkailutuotteiden/palveluiden markkinointi, jakelu ja myynti

Markkinointi-, jakelu- ja myyntikanavat muuttuvat nopeasti ja ne saattavat mennä päällekkäin ja sekoittua. Sen vuoksi kysymyksessä #15 on pitkäkö lista erityyppisistä kanavista, joita voidaan käyttää..

14. Arvioi kuinka tärkeitä seuraavat kohdemarkkinat ovat yrityksen/organisaation kirjallisuuteen ja/tai kirjailijaan liittyville tuotteille/palveluille. *

Mark only one oval per row.

	Ei lainkaan tärkeä	Hieman tärkeä	Jonkin verran tärkeä	Melko tärkeä	Tärkeä	Erittäin tärkeä
Paikalliset kohdemarkkinat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kotimaa (muu kuin paikalliset markkinat)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irlanti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pohjois-Irlanti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Iso-Britannia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saksa, Itävalta, Sveitsi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ranska, Italia, Espanja, Portugali	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Benelux-maat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pohjoismaat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venäjä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aasia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pohjois-Amerikka	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lähi- ja Etelä-Amerikka	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Afrikka	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oseania	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Jos muu, tarkenna

15. Valitse tärkeimmät markkinointi-, jakelu- ja myyntikanavat, joita yritys/organisaatio käyttää kirjallisuuteen ja/tai kirjailijaan liittyvien tuotteiden/palveluiden yhteydessä. Voit valita monta vaihtoehtoa.

Check all that apply.

- ☐ Yrityksen verkkosivusto
- ☐ Sähköposti
- ☐ Sosiaalinen media (YouTube, Instagram, TripAdvisor, blogit jne.)
- ☐ Painettu media (julistet, esitteet jne.)
- ☐ Puskaradio (WOM ja eWOM)
- ☐ Sanomalehdet
- ☐ Mainostaulut
- ☐ Henkilökohtainen markkinointi ja myynti
- ☐ Verkkokauppa
- ☐ Pop-up markkinointi
- ☐ Verkostoitumistapahtumat
- ☐ Verkkomatkatoimisto (OTA), esim. Booking.com
- ☐ Radio ja/tai TV
- ☐ Perinteiset matkatoimistot
- ☐ Matkanjärjestäjät
- ☐ Matkailukonferenssit
- ☐ Kumppanuusmarkkinointi (affiliate-markkinointi, esim. Tradedoubler)
- ☐ Hakukoneoptimointi (SEO)
- ☐ Hakusanamainonta (PPC)
- ☐ Suhdetoiminta (PR)
- ☐ Other: _____

16. Mitkä ovat yrityksen/organisaation päämahdollisuudet kirjallisuuteen ja/tai kirjailijaan liittyvien tuotteiden/palveluiden markkinoinnissa, jakelussa ja myynnissä?

17. Mitkä ovat yrityksen/organisaation päähaasteet kirjallisuuteen ja/tai kirjailijaan liittyvien tuotteiden/palveluiden markkinoinnissa, jakelussa ja myynnissä?



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Tulevaisuudennäkymät

18. Onko yrityksellä/organisaatiolla suunnitelmia kehittää kirjallisuuteen ja/tai kirjailijaan liittyviä tuotteita/palveluita seuraavien 5 vuoden aikana? *

Mark only one oval per row.

	Vahvasti eri mieltä	Eri mieltä	Ei samaa eikä eri mieltä	Samaa mieltä	Vahvasti samaa mieltä
Kehitetään uusia tuotteita/palveluita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Houkutellaan uusia kohdemarkkinoita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tehdään huomattavia investointeja	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Käytetään uusia markkinointi-/jakelu-/myyntikanavi a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tarkenna, jos valitsit Muu

19. Arvioi yrityksen/organisaation kirjallisuuteen ja/tai kirjailijaan liittyvistä tuotteista/palveluista saatavan liikevaihdon kasvuaste seuraavien 5 vuoden aikana.

*

Mark only one oval.

	1	2	3	4	5	
Pysyy samana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kasvaa erittäin voimakkaasti

SPOTLIT-HANKE KIITTÄÄ, KUN OSALLISTUIT TÄHÄN KYSELYYN!



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Developing Literary Tourism in Dumfries and Galloway

SpotLit is a new EU funded project which aims to grow the literary tourism sector in the Northern Periphery and Arctic region by supporting the organisations and businesses in this culturally-rich region. The partner countries in this project include: Ireland, Northern Ireland, Scotland, Finland and Iceland.

It is about enhancing the marketing of existing literary tourism assets, and to help develop new assets which can respond to emerging literary and cultural consumer needs.

Purpose of the Survey

As an identified business stakeholder we would appreciate your help and assistance. As a starting point there is quite limited information on the literary tourism sector at the moment. This element of the project seeks to help quantify both the existing and potential impacts of the development of the literary tourism sector in relation to stimulating SME activity and growth. It is about setting and understanding the baseline and identifying various BUSINESS OPPORTUNITIES.

We kindly ask if you would spend approximately 15 minutes on the survey. By answering the questions you will help complete the first evaluation of the current sectoral situation and the future prospects for literary tourism across not just in our region, but also across the Northern Periphery and Arctic areas, and beyond.

The information we collect will be used solely for the purposes of the project and in creating a Baseline Report. Individual contributions will be kept anonymous throughout. The project adheres to a strict GDPR Policy.

* Required



Background

In this section we kindly ask you to answer questions related to the company/organisation you represent and your position in the company/organisation.

1. The company/organisation is located in *

Mark only one oval.

- ☐ Wigtownshire
- ☐ Nithsdale
- ☐ Annandale & Eskdale
- ☐ Stewartry

2. Choose the core business of the company/organisation represented in this survey. If applicable, choose more than one option. *

Check all that apply.

- ☐ Festivals/events
- ☐ Restaurant/bar/café
- ☐ Artisan food and drink production
- ☐ Accommodation
- ☐ Guided tours and/or other guided activities
- ☐ Museum
- ☐ Arts & crafts
- ☐ Theatre
- ☐ Creative industries
- ☐ Retail outlet
- ☐ Transportation
- ☐ Travel agency and/or tour operator
- ☐ Other: _____

3. Your role/job title is

Mark only one oval.

- ☐ CEO or Chairman of the Board (no ownership in the organisation)
- ☐ Entrepreneur
- ☐ Manager
- ☐ Officer
- ☐ Expert and/or consultant
- ☐ Artist and/or author
- ☐ Content curator
- ☐ Product/service developer
- ☐ Researcher
- ☐ Customer service staff (e.g. guide, receptionist, waiter)
- ☐ Other: _____

4. The average number of full-time employees in the company/organisation during the last financial year is *

Mark only one oval.

- ☐ none
- ☐ 1–3 employees
- ☐ 4–6 employees
- ☐ 7–10 employees
- ☐ 11–20 employees
- ☐ 21–50 employees
- ☐ more than 50

5. The average number of part-time employees in the company/organisation during the last financial year is

Mark only one oval.

- ☐ none
- ☐ 1–3 employees
- ☐ 4–6 employees
- ☐ 7–10 employees
- ☐ 11–20 employees
- ☐ 21–50 employees
- ☐ more than 50

6. If applicable, please estimate the number of volunteers in the company/organisation during the last financial year.

7. The company's/organisation's turnover during the last financial year is *

Mark only one oval.

- ☐ under 100,000 £
- ☐ 100,000–299,999 £
- ☐ 300,000–499,999 £
- ☐ 500,000–999,999 £
- ☐ 1,000,000–1,999,999 £
- ☐ 2,000,000–4,999,999 £
- ☐ 5,000,000 £ or over



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Linkages Between Business and Literature

8. Does the company/organisation provide literary tourism products/services? *

Mark only one oval.

- ☐ No *Skip to question 19.*
- ☐ Yes



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Linkages Between Business and Literature

This section seeks to examine the product/service linkages between the company/organisation and the literary market.

9. Evaluate how strongly the products/services are connected to literature and/or an author?

Mark only one oval.

	1	2	3	4	5	
There is a slight connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	There is an extremely strong connection

10. If appropriate, please give details of your most important literary tourism products/services.

11. Estimate the monetary value of literary tourism products/services to the company/organisation during the last financial year. *

Mark only one oval.

- ☐ less than 10 % of the turnover
- ☐ 10–19 % of the turnover
- ☐ 20–29 % of the turnover
- ☐ 30–49 % of the turnover
- ☐ 50–75 % of the turnover
- ☐ More than 75 % of the turnover

12. Estimate the number of customers consuming literary tourism products/services sold by the company/organisation during the last financial year.

13. Evaluate the importance of the following elements to the company/organisation in the delivery of literary tourism products/services. *

Mark only one oval per row.

	Not important at all	Very Low	Low	Average	High	Very High
Authenticity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storytelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pricing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interaction & communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of senses (sensescape)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertaining elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Escapist elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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Marketing, Distribution and Selling of Literary Tourism Products/Services

Marketing, distribution and sales channels are changing rapidly and they may overlap and be mixed. Therefore, in question #15, there is a lengthy list of different types of channels which can be used.

14. Evaluate the importance of the following target markets for literary tourism business of the company/organisation. *

Mark only one oval per row.

	Not important	Very low	Low	Average	High	Very High
Local	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic (other than local)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ireland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Northern Ireland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Great Britain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Germany, Austria, Switzerland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
France, Italy, Spain, Portugal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Benelux countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordic countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Russia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
North America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle & South America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Africa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oceania	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If other, please specify.

15. Choose the most important marketing, distribution and sales channels that are used for literary tourism products/services in the company/organisation. Multiple answers are possible.

Check all that apply.

- ☐ Company's web pages
- ☐ Email
- ☐ Social media (YouTube, Instagram, TripAdvisor, blogs, etc.)
- ☐ Printed media (posters, flyers, etc.)
- ☐ Word of mouth (WOM) or eWOM
- ☐ Newspapers
- ☐ Billboards
- ☐ Personal marketing and sales
- ☐ Webshop
- ☐ Pop-up marketing
- ☐ Networking events
- ☐ Online travel agency (OTA), e.g. Booking.com
- ☐ Radio and/or TV
- ☐ Traditional travel agencies
- ☐ Tour operators
- ☐ Tourism conventions
- ☐ Affiliate marketing (Performance based rewards, e.g. Tradedoubler)
- ☐ Search engine optimisation (SEO)
- ☐ Pay per click (PPC)
- ☐ Public relations (PR)
- ☐ Other: _____

16. What are the main opportunities for the company/organisation in marketing, distribution and selling literary tourism products/services?

17. What are the main challenges for the company/organisation in marketing, distribution and selling literary tourism products/services?



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Future Prospects

18. Does the company/organisation have plans to develop literary tourism products/services in the next 5 years? *

Mark only one oval per row.

	Strongly disagree	Disagree	Not disagree nor agree	Agree	Strongly agree
New products/services will be developed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New target markets will be attracted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Significant investments will be executed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New marketing/distribution/sales channels will be used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If other, please specify.

19. Estimate the growth rate of the turnover in literary tourism business of the company/organisation in the next 5 years? *

Mark only one oval.

	1	2	3	4	5	
Stays the same	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely strong growth

**ON BEHALF OF THE SPOTLIT PROJECT, THANK YOU
FOR PARTICIPATING IN THIS SURVEY!**



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The Effects of COVID-19 on Businesses Involved with Literature Tourism in Western Ireland, Northern Ireland, and the Border Counties of Ireland as well as Dumfries and Galloway

SpotLit is an EU funded project which aims to grow the literary tourism sector in the Northern Periphery and Arctic region by supporting the organisations and businesses in this culturally-rich region. The partner countries in this project include Ireland, Northern Ireland, Scotland and Finland.

It is about enhancing the marketing of existing literary tourism assets, and to help develop new assets which can respond to emerging literary and cultural consumer needs.

Purpose of the Survey

As an identified public stakeholder, we would appreciate your help and assistance. As a starting point, there is rather limited information on the effects of COVID-19 on the literary tourism sector at the moment. This element of the project aims to help us gain deeper knowledge of the effects the global pandemic has had on companies involved with literature tourism in the project regions as well as their future prospects.

We kindly ask you to spend approximately 15 minutes on the survey. By answering the questions you will help us gain an understanding of the impact of COVID-19 on the tourism industry in your region.

The information we collect will be used solely for the purposes of the project. Individual contributions will be kept anonymous throughout. The project adheres to a strict GDPR Policy.

* Required



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Background

In this section we kindly ask you to answer questions related to the organisation and region you represent and your position in the organisation.

1. The type of organisation represented in this survey is *

Mark only one oval.

- ☐ local government
- ☐ central government / state body
- ☐ public organisation (other than municipal/governmental)
- ☐ semi-public organisation
- ☐ destination marketing and/or management organisation (DMO)
- ☐ Other: _____

2. The organisation is represented *

Mark only one oval.

- ☐ at a local level
- ☐ at a regional level
- ☐ Scotland-wide
- ☐ Republic of Ireland-wide
- ☐ Northern Ireland-wide
- ☐ United Kingdom-wide

3. Your position in the organization is *

Mark only one oval.

- ☐ CEO or Chairman of the Board (no ownership in the organisation)
- ☐ Director
- ☐ Entrepreneur
- ☐ Manager
- ☐ Officer
- ☐ Expert and/or consultant
- ☐ Researcher
- ☐ Artist and/or author
- ☐ Content curator
- ☐ Product/service developer
- ☐ Customer service staff
- ☐ Other: _____

4. You have been involved with literary tourism activities in the region for *

Mark only one oval.

- ☐ less than 1 year
- ☐ 1–3 years
- ☐ 4–5 years
- ☐ more than 5 years

5. Which region does your survey responses refer to? *

Mark only one oval.

- ☐ Western Ireland
- ☐ Northern Ireland
- ☐ Border Counties of Cavan and Monaghan
- ☐ Dumfries and Galloway

6. Does any organisation collect data on the impacts of COVID-19 on the tourism industry in your region? *

Mark only one oval.

- ☐ Yes
- ☐ No

7. If yes, from which bodies have you received surveys related to COVID-19?

Check all that apply.

- ☐ Local council
- ☐ Chambers of commerce
- ☐ Entrepreneurial associations
- ☐ Research organizations
- ☐ National/regional tourism organisations
- ☐ Development agency

Other: ☐ _____

Trading status of the businesses in the current situation

8. Estimate the current number of tourists in comparison to the period of last year. *

Mark only one oval.

- ☐ The number of tourists has increased.
- ☐ The number of tourists has remained the same.
- ☐ The number of tourists has decreased by 10–25%.
- ☐ The number of tourists has decreased by 26–50%.
- ☐ The number of tourists has decreased more than 50%.

9. Has the number of domestic tourists increased due to COVID-19? *

Mark only one oval.

- ☐ Yes
- ☐ No *Skip to question 13*

10. If yes, estimate the number of domestic tourists in tourism businesses in your region.

Mark only one oval.

- ☐ The number of tourists has increased less than 10%.
- ☐ The number of tourists has increased by 11–25%.
- ☐ The number of tourists has increased by 26–50%.
- ☐ The number of tourists has increased more than 50%.

11. Estimate the current trading status between tourism business and clients/suppliers.

Mark only one oval.

- ☐ Trading frequency has increased.
- ☐ Trading frequency has remained the same.
- ☐ Trading frequency has decreased by 10–25%.
- ☐ Trading frequency has decreased by 26–50%.
- ☐ Trading frequency has decreased more than 50%.
- ☐ Trading status has been permanently ended.
- ☐ Trading status has been temporarily ended.

12. Estimate the current number of bookings in comparison to last year.

Mark only one oval.

- ☐ The number of bookings has increased.
- ☐ The number of bookings remains the same.
- ☐ The number of bookings has decreased by 10–25%.
- ☐ The number of bookings has decreased by 26–50%.
- ☐ The number of bookings has decreased more than 50%.

State of Literary Tourism Businesses in the Region due to the Effects of COVID-19

13. Estimate how different tourism sectors have been affected by COVID-19 in your region.

Mark only one oval per row.

	Very negatively affected	Negatively affected	Not affected	Positively affected	Very positively affected
Festivals/events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant/bar/café	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artesan food and beverages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guided tours and/or other guided activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Theatre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creative businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. If others, please specify

15. Estimate the average percentage of staff furloughed in the tourism sector due to the imposed COVID-19 restrictions from March 2020 until the present date.

Mark only one oval.

- ☐ 0–10%
- ☐ 11–25%
- ☐ 26–50%
- ☐ 51–75%
- ☐ 76–100%

16. Estimate the average percentage of staff laid off in the tourism sector due to the imposed COVID-19 restrictions from March 2020 until the present date.

Mark only one oval.

- ☐ 0–10%
- ☐ 11–25%
- ☐ 26–50%
- ☐ 51–75%
- ☐ 76–100%

17. Estimate the average effects of COVID-19 on the business activity of tourism businesses in your region.

Mark only one oval.

- ☐ The business activity has increased.
- ☐ There have been no considerable effects.
- ☐ The business activity has decreased by 10–25%.
- ☐ The business activity has decreased by 26–50%.
- ☐ The business activity has decreased by more than 50%.
- ☐ The business has closed down.

18. Estimate the importance of different forms of support received by tourism businesses in your region from the government

Mark only one oval per row.

	Not important at all	Very low	Low	Average	High	Very high
SME support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-Employment Income Support Scheme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tax payment relief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job retention support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Statutory sick pay support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business rates support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National business support schemes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mortgage relief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. If others, please specify.

20. Estimate the importance of different forms of support received by businesses in your region from non-governmental organisations (trust, foundations, communities or individuals)

Mark only one oval per row.

	Not important	Very low	Low	Average	High	Very high
Grants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers with discount on rental fees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers to not charge rental fess in a specific period	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees consent to decrease wages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation in program helping businesses recovering after Covid-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events promoting domestic travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. If others, please specify

22. What kind of support that is not currently accessible would be necessary for tourism businesses?

23. Apart from full local or national lockdowns, select the three rules and restrictions that have affected travelling and tourism in your region the most significantly.

Check all that apply.

- ☐ Gathering restrictions
- ☐ Safety distances
- ☐ Event restrictions
- ☐ National travel restrictions
- ☐ International travel restrictions
- ☐ Restrictions concerning the number of customers
- ☐ Restrictions concerning the number of employees

Other: ☐ _____

24. Estimate the three most significant impacts the rules and restrictions have on the operations of tourism businesses in your region.

Check all that apply.

- ☐ Creating additional operational costs
- ☐ Decreasing productivity
- ☐ Increasing the need for additional staff training
- ☐ Increasing the delivery time of needed items/products/services
- ☐ Companies have stopped offering products and services
- ☐ Products and services have been digitized
- ☐ Businesses going into receivership
- ☐ Businesses going bankrupt
- ☐ Reduction of visitors on venues and point of interest
- ☐ Closure of public facilities (e.g. toilets, campsites)

Other: ☐ _____

Actions taken due to COVID-19

25. Estimate the three most common adjustments made by tourism businesses to survive the crisis?

Check all that apply.

- ☐ Laying off staff
- ☐ Furloughing staff
- ☐ Applying for a grace period
- ☐ Taking out new loans
- ☐ Receiving financial support from the government
- ☐ Alternative arrangements in terms of payment
- ☐ Lease arrangements
- ☐ Offering alternative services
- ☐ Temporarily closing the business down

Other: ☐ _____

26. Estimate the importance of different safety measures in use in tourism businesses in your region.

Mark only one oval per row.

	Not important at all	Very low	Low	Average	High	Very high
Additional hand hygiene protocols	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety distances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage of face masks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disinfecting surfaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restricting the number of customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Closing the business down	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remote work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. If other, please specify.

28. Estimate the importance of different development actions tourism businesses may have taken during the pandemic.

Mark only one oval per row.

	Not important at all	Very low	Low	Average	High	Very high
Increasing domestic marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing local marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing international marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing new products and/or services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhanced human resource measures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing new protocols	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. If other, please specify.

30. Estimate the importance of different current marketing messages for tourism businesses in your region.

Mark only one oval per row.

	Not important at all	Very low	Low	Average	High	Very high
Responsibility - travel later	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low cost deals and offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health and safety protocols	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexible booking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital equivalents for services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. If other, please specify.

32. What are the three main marketing objectives for tourism businesses amid the pandemic?

Check all that apply.

- ☐ Acquiring bookings
- ☐ Enhancing the health and safety conditions of the businesses
- ☐ Maintaining brand awareness
- ☐ Promoting deals and offers
- ☐ Reaching new target audiences
- ☐ Restricting the number of customers
- ☐ Attracting attention to digital services

Other: ☐ _____

33. What are the three most important steps taken by businesses in order to digitize their products/services?

Check all that apply.

- ☐ Launching online campaigns in order to support tourism recovery
- ☐ Investing in digital marketing
- ☐ Offering online support services
- ☐ Researching digital equivalents to existing business operations
- ☐ Opening online stores
- ☐ Offering VR experiences
- ☐ Launching online applications
- ☐ Not applicable

Other: ☐ _____

Future Prospects of Literature Tourism Businesses in the Region

34. Estimate the average effects COVID-19 will have on the tourism companies in the region within the next 6 months.

Check all that apply.

- ☐ The businesses are closed down permanently.
- ☐ The businesses are still closed down temporarily.
- ☐ The businesses will have gone into receivership.
- ☐ The businesses will file for company reorganisation.
- ☐ The businesses will continue with certain adjustments.
- ☐ The businesses will continue in a similar manner as prior to the pandemic.

Other: ☐ _____

35. Estimate within how many years tourism businesses in your region are expected to return to similar business activity as prior to COVID-19.

Mark only one oval.

- ☐ 1 year
- ☐ 2 years
- ☐ 3 years
- ☐ 4 years
- ☐ 5 years or more

36. Estimate how the number of laid off employees will change in the time period from October 2020 until March 2021.

Mark only one oval per row.

	Significant decrease	Slight decrease	No changes	Slight increase	Significant increase
Number of laid off employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. Estimate the importance of new investments companies will make due to the impacts of COVID-19 on their business operations.

Mark only one oval per row.

	Not important at all	Very low	Low	Average	High	Very high
Hygiene safety investments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital investments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Construction investments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product development investments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HRM investments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research investments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. If other, please specify

39. How significantly will the businesses' target markets change due to COVID-19 within the time period from September till February? *

Mark only one oval.

	1	2	3	4	5	
No significant changes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very significant changes

40. Estimate which changes will remain as a standard part of tourism businesses' daily operations in your region?

Check all that apply.

- ☐ Additional hand hygiene protocols
- ☐ Safety distances
- ☐ Protective screens at the service counters
- ☐ Usage of face masks
- ☐ Restricting the number of customers
- ☐ Disinfecting surfaces
- ☐ No permanent changes will be made

Other: ☐ _____

ON BEHALF OF THE SPOT-LIT PROJECT, THANK YOU FOR PARTICIPATING IN THIS SURVEY!

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COVID-19:n vaikutukset yrityksiin, jotka osallistuvat kirjallisuusmatkailuun Kainuussa

SpotLit on uusi EU-rahoitteinen hanke, jonka tavoitteena on kasvattaa Pohjoinen periferia ja Arktinen -alueen kirjallisuusmatkailusektoria tukemalla organisaatioita ja yrityksiä tällä kulttuuriltaan rikkaalla alueella. Tämän hankkeen kumppanialueet ovat Irlanti, Pohjois-Irlanti, Skotlanti, Suomi ja Islanti.

Pyrkimyksenä on vahvistaa olemassa olevien kirjallisuusmatkailun voimavarojen markkinointia sekä auttaa kehittämään uusia voimavaroja, joilla vastataan nouseviin kirjallisuuden ja kulttuurin kuluttajan tarpeisiin.

Arvostaisimme apuasi julkisen sektorin sidosryhmän edustajana. Tällä hetkellä COVID-19:n vaikutuksista kirjallisuusmatkailuun on melko rajallisesti tietoa. Hankkeen tämän osan tarkoituksena onkin auttaa meitä saamaan syvällisempää tietoa maailmanlaajuisen pandemian vaikutuksista yrityksiin, jotka ovat mukana hankealueiden kirjallisuusmatkailussa, sekä niiden tulevaisuuden näkymistä.

Kyselyyn vastaaminen vie noin 15 minuuttia. Vastaamalla kysymyksiin autat meitä selvittämään COVID-19:n vaikutuksia matkailualaan hankealueella.

Tiedot kerätään ainoastaan hanketarkoituksiin. Vastaukset käsitellään täysin anonymisti. Hanke noudattaa GDPR-asetuksen tiukkoja tietosuojavaatimuksia.

* Required



Taustaa

Tämän osion kysymykset koskevat edustamaasi yritystä/organisaatiota sekä asemaasi siinä.

1. Millaista organisaatiota edustat tässä kyselyssä *

Mark only one oval.

- ☐ Paikallishallinto
- ☐ Keskushallinto / valtion toimielin
- ☐ Julkisorganisaatio (muu kuin kunnallinen / valtiollinen)
- ☐ Puolijulkinen organisaatio
- ☐ Matkailun alueorganisaatio (DMO)
- ☐ Other: _____

2. Edustamasi organisaatio on *

Mark only one oval.

- ☐ paikallistasoa
- ☐ aluetasoa
- ☐ kansallista tasoa
- ☐ kansainvälistä tasoa

3. Asemasi organisaatiossa: *

Mark only one oval.

- ☐ toimitusjohtaja tai hallituksen puheenjohtaja (ei omistajuutta organisaatiossa)
- ☐ johtaja
- ☐ yrittäjä
- ☐ päällikkö
- ☐ virkamies
- ☐ asiantuntija ja/tai konsultti
- ☐ tutkija
- ☐ taiteilija ja/tai kirjailija
- ☐ sisällön kuratoija
- ☐ tuote-/palvelukehittäjä
- ☐ asiakaspalveluhenkilö
- ☐ Other: _____

4. Olet ollut mukana alueen kirjallisuusmatkailussa *

Mark only one oval.

- ☐ alle vuoden
- ☐ 1–3 vuotta
- ☐ 4–5 vuotta
- ☐ yli 5 vuotta

5. Mitä aluetta vastauksesi koskevat? *

Mark only one oval.

- ☐ Hyrynsalmi
- ☐ Suomussalmi
- ☐ Ristijärvi
- ☐ Kajaani
- ☐ Kuhmo
- ☐ Puolanka
- ☐ Sotkamo
- ☐ Paltamo

6. Kerääkö mikään organisaatio tietoa COVID-19:n vaikutuksista matkailuun alueellasi?

*

Mark only one oval.

- ☐ Kyllä
- ☐ Ei

7. Jos vastasit kyllä, miltä tahoilta olet vastaanottanut COVID-19:ään liittyviä kyselyjä?

Check all that apply.

- ☐ hallitukselta
- ☐ kauppakamareilta
- ☐ yrittäjäyhdistyksiltä
- ☐ tutkimuslaitoksilta
- ☐ kansallisilta / alueellisilta matkailuorganisaatioilta

Other: ☐ _____

Yrityksien kaupankäynnin asema nykytilanteessa

8. Arvioi matkailijoiden nyky määrää verrattuna viime vuoteen *

Mark only one oval.

- ☐ Matkailijoiden määrä on kasvanut.
- ☐ Matkailijoiden määrä on pysynyt ennallaan.
- ☐ Matkailijoiden määrä on vähentynyt 10–25 %.
- ☐ Matkailijoiden määrä on vähentynyt 26–50 %.
- ☐ Matkailijoiden määrä on vähentynyt yli 50 %.

9. Onko kotimaisten matkailijoiden määrä kasvanut COVID-19:n vuoksi? *

Mark only one oval.

- ☐ Kyllä
- ☐ Ei *Skip to question 14*

10. Jos vastasit kyllä, arvioi kotimaisten matkailijoiden määrää yrityksessäsi.

Mark only one oval.

- ☐ Matkailijoiden määrä on kasvanut alle 10 %.
- ☐ Matkailijoiden määrä kasvanut 11–25 %.
- ☐ Matkailijoiden määrä on kasvanut 26–50 %.
- ☐ Matkailijoiden määrä on kasvanut yli 50 %.

11. Arvio kaupan nykytilaa alueen matkailuyritysten ja asiakkaitten/toimittajien välillä.

Mark only one oval.

- ☐ Kauppaa käydään enemmän kuin ennen.
- ☐ Kauppaa käydään kuten ennenkin.
- ☐ Kauppaa käydään 10–25 % vähemmän.
- ☐ Kauppaa käydään 26–50 % vähemmän.
- ☐ Kauppaa käydään yli 50 % vähemmän.
- ☐ Kaupan käynti on lopetettu kokonaan.
- ☐ Kaupan käynti on keskeytetty.

12. Jos kaupankäynti asiakkaiden / toimittajien kanssa on väliaikaisesti keskeytetty, arvioi milloin sitä jälleen jatkettaisiin. *

13. Arvioi varausten määrää verrattuna viime vuoteen.

Mark only one oval.

- ☐ Varausten määrä on kasvanut.
- ☐ Varausten määrä on pysynyt ennallaan.
- ☐ Varausten määrä on vähentynyt 10–25 %.
- ☐ Varausten määrä on vähentynyt 26–50 %.
- ☐ Varausten määrä on vähentynyt yli 50 %.

Kirjallisuusmatkailuyritysten tilanne alueella COVID-19:n vaikutusten vuoksi

14. Arvioi, miten COVID-19 on vaikuttanut matkailun eri aloihin alueellasi.

Mark only one oval per row.

	Hyvin negatiivisesti	Negatiivisesti	Ei vaikutusta	Positiivisesti	Hyvin positiivisesti
Festivaalit/tapahtumat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ravintola/baari/kahvila	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artesaaniruoka ja -juoma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Majoitus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opastetut kierrokset ja/tai muut opastetut aktiviteetit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Käsityöt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teatteri	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Luovat alat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kuljetus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vähittäismyymälä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Arvioi, kuinka suuri prosentti henkilökunnasta lomautettiin matkailualalla COVID-19:n vuoksi asetettujen rajoitusten takia maaliskuu-elokuun 2020 aikana.

Mark only one oval.

- ☐ 0–10%
- ☐ 11–25%
- ☐ 26–50%
- ☐ 51–75%
- ☐ 76–100%

16. Arvioi, kuinka suuri prosentti henkilökunnasta irtisanottiin matkailualalla COVID-19:n vuoksi asetettujen rajoitusten takia maalis-elokuun 2020 aikana.

Mark only one oval.

- ☐ 0–10%
- ☐ 11–25%
- ☐ 26–50%
- ☐ 51–75%
- ☐ 76–100%

17. Arvio, kuinka COVID-19 on keskimäärin vaikuttanut alueesi matkailuyritysten liiketoimintaan.

Mark only one oval.

- ☐ Liiketoiminta on kasvanut.
- ☐ Huomattavia vaikutuksia ei ole.
- ☐ Liiketoiminta on vähentynyt 10–25 %.
- ☐ Liiketoiminta on vähentynyt 26–50 %.
- ☐ Liiketoiminta on vähentynyt yli 50 %.
- ☐ Liiketoiminta on lakannut.

18. Arvioi, kuinka tärkeitä eri tukimuodot ovat alueesi yrityksille. (partners' feedback needed)

Mark only one oval per row.

	Ei lainkaan tärkeä	Hieman tärkeä	Jonkin verran tärkeä	Melko tärkeä	Tärkeä	Erittäin tärkeä
Pk-yritystuki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Verohuojennukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Työssä pysymisen tuki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lakisääteinen sairauspäiväraha	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yritysten korkotuki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kansalliset yritystukijärjestelmät	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Jos vastasit Muu, tarkenna.

20. Millainen tuki, jota ei ole tällä hetkellä saatavilla, olisi tarpeen matkailuyrityksille?

21. Täyden alueellisen tai kansallisen sulun (lockdown) ohella, mitkä kolme määräystä ja rajoitusta ovat eniten vaikuttaneet matkustamiseen ja matkailuun alueellasi?
(partners' input needed)

Check all that apply.

- ☐ Kokoontumisrajoitukset
- ☐ Turvavälit
- ☐ Tapahtumarajoitukset
- ☐ Kansalliset matkustusrajoitukset
- ☐ Kansainväliset matkustusrajoitukset
- ☐ Asiakasmääriä koskevat rajoitukset
- ☐ Työntekijämääriä koskevat rajoitukset

Other: ☐ _____

22. Arvioi, mitkä ovat kolme merkittävintä tapaa, joilla määräykset ja rajoitukset ovat vaikuttaneet matkailuyritysten toimintaan alueellasi.

Check all that apply.

- ☐ Aiheuttaneet ylimääräisiä toimintakustannuksia
- ☐ Vähentäneet tuottavuutta
- ☐ Lisänneet tarvetta lisäkouluttaa henkilökuntaa
- ☐ Pidentäneet tarvittavien tuotteiden/palvelujen toimitusaikaa
- ☐ Yritykset ovat lakanneet tarjoamasta tuotteita ja palveluja.
- ☐ Tuotteita ja palveluita on viety verkkoon.
- ☐ Joutuminen selvitystilaan
- ☐ Meneminen vararikoon

Other: ☐ _____

COVID-19:n aiheuttamat toimenpiteet

23. Arvioi, mikä ovat kolme yleisintä toimenpidettä, jotka on tehty kriisistä selviämiseksi.

Check all that apply.

- ☐ Henkilökunnan irtisanominen
- ☐ Henkilökunnan lomauttaminen
- ☐ Maksuaikojen pidentäminen
- ☐ Uusien lainojen ottaminen
- ☐ Rahallisen tuen saaminen hallitukselta
- ☐ Maksuehtojen poikkeusjärjestelyt
- ☐ Leasing-järjestelyt
- ☐ Vaihtoehtoisten palvelujen tarjoaminen
- ☐ Yrityksen väliaikainen sulkeminen

Other: ☐ _____

24. Arvioi, kuinka tärkeitä ovat matkailuyrityksissä käytetyt eri turvallisuustoimenpiteet alueellasi.

Mark only one oval per row.

	Ei lainkaan tärkeä	Hieman tärkeä	Jonkin verran tärkeä	Melko tärkeä	Tärkeä	Erittäin tärkeä
Tiukennetut käsihygieniamääräykset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turvavälit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kasvosuojien käyttö	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pintojen desinfiointi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asiakasmäärien rajoitukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksen sulkeminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Jos vastasit Muu, tarkenna.

26. Arvioi, kuinka tärkeitä ovat matkailuyritysten mahdollisesti tekemät kehitystoimenpiteet pandemian aikana.

Mark only one oval per row.

	Ei lainkaan tärkeä	Hieman tärkeä	Jonkin verran tärkeä	Melko tärkeä	Tärkeä	Erittäin tärkeä
Kotimaan markkinoinnin lisääminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paikallisen markkinoinnin lisääminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kansainvälisen markkinoinnin lisääminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uusien tuotteiden ja/tai palveluiden kehittäminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tehostetut henkilöstötoimenpiteet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Jos vastasit Muu, tarkenna.

28. Arvio, kuinka tärkeitä markkinoinnin eri viestit ovat alueesi matkailuyrityksille.

Mark only one oval per row.

	Ei lainkaan tärkeä	Hieman tärkeä	Jonkin verran tärkeä	Melko tärkeä	Tärkeä	Erittäin tärkeä
Vastuullisuus - matkusta myöhemmin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edulliset tarjoukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Terveysteen ja turvallisuuteen liittyvät määräykset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joustavat varaukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Palveluiden digitaaliset vastineet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. Jos vastasit Muu, tarkenna.

30. Mitkä ovat koronapandemian aikana yritysten kolme tärkeintä markkinoinnin päämäärää?

Check all that apply.

- ☐ Varausten saaminen
- ☐ Yritysten terveyden ja turvallisuuden parantaminen
- ☐ Bränditietoisuuden ylläpitäminen
- ☐ Tarjousten mainostaminen
- ☐ Uusien kohderyhmien tavoittaminen
- ☐ Asiakasmäärien rajoittaminen
- ☐ Huomion kiinnittäminen digitaalisiin palveluihin

Other: ☐ _____

31. Mitkä ovat yritysten kolme tärkeintä vaihetta palvelujen digitalisoimiseksi?

Check all that apply.

- ☐ Verkkokampanjoiden käynnistäminen matkailun elpymisen tukemiseksi
- ☐ Investointi digitaaliseen markkinointiin
- ☐ Sähköisen asiainnin tukipalvelujen tarjoaminen
- ☐ Tutkia, mitä digitaalisia vastineita on nykyiselle liiketoiminnalle
- ☐ Verkkokaupan avaaminen
- ☐ Virtuaalitodellisuuskokemusten tarjoaminen
- ☐ Verkkosovellusten lanseeraus
- ☐ Ei sovellu

Other: ☐ _____

Kirjallisuusmatkailuyritysten tulevaisuuden näkymät alueella

32. Arvioi COVID-19: n keskimääräiset vaikutukset alueen matkailuyrityksiin tulevana ajanjaksona syyskuusta helmikuuhun.

Check all that apply.

- ☐ Yritykset suljetaan pysyvästi.
- ☐ Yritykset ovat edelleen väliaikaisesti kiinni.
- ☐ Yritykset ovat joutuneet selvitystilaan.
- ☐ Yritykset hakevat uudelleenjärjestelyjä.
- ☐ Yritykset jatkavat tietyin mukautuksin.
- ☐ Yritykset jatkavat samalla tavalla kuin ennen pandemiaa.

Other: ☐ _____

33. Arvioi, kuinka monta vuotta alueesi matkailuyrityksiltä kestää palata samanlaiseen liiketoimintaan kuin ennen COVID-19:ää.

Mark only one oval.

- ☐ 1 vuosi
☐ 2 vuotta
☐ 3 vuotta
☐ 4 vuotta
☐ 5 vuotta tai enemmän

34. Arvioi, kuinka lomautettujen työntekijöiden määrä muuttuu syyskuun 2020 ja helmikuun 2021 välisenä aikana

Mark only one oval per row.

	laskee huomattavasti	laskee lievästi	ei muutu	nousee lievästi	nousee huomattavasti
Lomautettujen työntekijöiden määrä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. Arvioi, kuinka irtisanottujen työntekijöiden määrä muuttuu syyskuun 2020 ja helmikuun 2021 välisenä aikana

Mark only one oval per row.

	laskee huomattavasti	laskee lievästi	ei muutu	nousee lievästi	nousee huomattavasti
Irtisanottujen työntekijöiden määrä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36. Arvioi niiden uusien investointien merkitys, jotka yritykset tekevät COVID-19:n vaikutusten vuoksi liiketoimintaansa.

Mark only one oval per row.

	Ei lainkaan merkittävä	Hieman merkittävä	Jonkin verran merkittävä	Melko merkittävä	Merkittävä	Erittäin merkittävä
Investoinnit hygieniaturvallisuuteen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investoinnit digitaalisuuteen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rakennusinvestoinnit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotekehitysinvestoinnit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investoinnit henkilöstöhallintoon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investoinnit tutkimukseen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. Jos vastasit Muu, tarkenna.

38. Kuinka merkittävästi yritysten kohdemarkkinat muuttuvat COVID-19:n vuoksi syyskuusta helmikuuhun? *

Mark only one oval.

	1	2	3	4	5	
Ei huomattavia muutoksia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hyvin huomattavia muutoksia

39. Arvioi, mitkä muutokset jäävät osaksi yritysten päivittäistä toimintaa alueellasi.

Check all that apply.

- ☐ Käsihygienian lisämääräykset
- ☐ Turvavälit
- ☐ Palvelupisteiden suojaseinät
- ☐ Kasvosuojien käyttö
- ☐ Asiakasmäärien rajoittaminen
- ☐ Pintojen desinfiointi
- ☐ Muutokset eivät jää pysyviksi.

Other: ☐ _____

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