

Introduction to the study and me – Hi I'm Paul Hanna and I am studying for my PhD at the University of Brighton. I am currently just over a year into the PhD and it is expected that it will be complete by January 2011. My PhD is looking into tourism and in particular responsible or sustainable forms of tourism. I am interested in gaining an insight into tourist's motivations and expectations for choosing such holidays, experiences whilst on holiday, and overall meanings and satisfaction of these holidays. I have with me a series of questions that I will ask you over the next hour or so and I have also asked you to bring some photos with you. The photographs which are there for you to use at any point to help you discuss different aspects of your holiday and also to help you remember particular experiences. If at any point you would like a break or wish to withdraw then feel free to let me know. The interview is set up to let you talk freely about your holiday

- The structure –
 - For the first part I will be talking about your holiday in relations to how you came to choose it, your experiences whilst away and your overall feelings
 - Then I will go on to discuss with you various different labels which I have found relating to these types of tourism – in particular I will ask you what different labels mean to you and which ones you identify with
 - Finally I shall be asking you more generally about how you see your day to day life and activities in relation to ethics and sustainability

Interview questions

Section 1 – The holiday

- Can you describe how you booked your holiday – were there any difficulties?
- What made you book this holiday over a high street or package holiday?
- Did you see any conflicts with flying to the destination/what made you decide not to fly?
- Can you describe what you expected your holiday to be like
 - What did you expect to be doing day to day
 - Did you expect it to be different from holidays in the past?
 - What was appealing about this specific holiday over others?
 - What did you find appealing about the tour operator?
- What were the highlights of your holiday?
 - Were there any experiences you didn't like?
 - Shall we look at some of the photographs?
 - Did you do any excursions or day trips?

- Overall do you feel that the holiday lived up to your expectations?
- Was this holiday different from holidays you have been on in the past?
- Do you feel this holiday has provided you with an insight and understanding of the local culture and environment?
- Do you feel that this holiday was different from a mainstream/high-street holiday?
- Do you think more people should be encouraged to go on this type of holiday?
 - Should there be more of these holidays available?

Section 2 – Tourism and ethics (explain that there are a range of labels)

- How would you define your particular holiday?
- How do you feel that differs from –
 - Sustainable tourism
 - Ethical tourism
 - Eco tourism
 - Green Tourism
 - Responsible Tourism
- Are there any other labels which you feel are significant in this area
- Do you have any preference over the labels used?
- What made you interested in this type of tourism?

Section 3 – Everyday ethics

- In your general day to day life, do you feel you are conscious about
 - Environmental issues?
 - Cultural issues?
 - Issues around sustainability?
- Are
 - Environmental issues?
 - Cultural issues?
 - Issues around sustainability?

Important to you in your general life?

- Would you consider yourself as a responsible or ethical consumer in general?

- Do you feel your holiday has changed the way you view the environment or culture?
 - Do you feel it has changed any day to day practices? For example made you recycle more?

Concluding remarks

- Is there anything you would like to add that hasn't been discussed?
- Would you go on this type of holiday again?