

Q17 Using a scale where 1 = strongly disagree and 5 = strongly agree, please rate your level of agreement with each of the following statements.

	1	2	3	4	5
There are staff training schemes for new and serving members of staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff are encouraged to develop new skills at whatever level in the business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff are encouraged to observe good working practice in other businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have regular team meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff are encouraged to discuss stress and work issues with their supervisor or another member of staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The remuneration scheme rewards hard work and performance over basic pay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tips are distributed to all staff as an addition to their basic pay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is an area where staff can rest at appropriate times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have a clear health and safety policy which is regularly discussed with staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff have easy access to medical facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have a well-developed incentive programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have regular competitions and fun events for staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We provide late night transport for our workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have a policy for dealing with difficult customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff rotas/shifts are rarely changed at short notice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff have some degree of autonomy in their job roles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff are encouraged to make suggestions for improvements/changes in the way things are carried out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New staff are allocated an informal 'buddy/mentor'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management are regularly appraised for their leadership skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our business has a philosophy that is clear and constantly reinforced with all staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for completing this survey. Please return to: The Market Research Group, Bournemouth University, Talbot Campus, Fern Barrow, Poole, BH12 5BB



ID

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FeelGood Business Survey

Health and wellbeing are increasingly the focus of product development in tourist destinations. We have used the term ‘FeelGood’ to embrace all aspects of this trend and would appreciate your feedback in this survey in order to get a destination overview of the current importance of ‘FeelGood’ business to Bournemouth in order to guide future strategic action.

Destination FeelGood offers the opportunity for connecting different destination stakeholders, with the specific aim of facilitating innovation in healthy lifestyle products while contributing to a competitive local tourism economy. The concept of wellness tourism is an area where strategic priority is being given in many European destinations and there is momentum building locally in this topic area.

Section A: All respondents to answer

Business name.....  Your name.....

Q1 Please indicate the type of business you work for or operate. (Please select one option only)

Hotel (open all year) .....	<input type="checkbox"/>	Hotel (open seasonally) .....	<input type="checkbox"/>
Guest house (open all year) .....	<input type="checkbox"/>	Guest house (open seasonally) .....	<input type="checkbox"/>
B&B (open all year) .....	<input type="checkbox"/>	B&B (open seasonally) .....	<input type="checkbox"/>
Restaurant (open all year) .....	<input type="checkbox"/>	Restaurant (open seasonally) .....	<input type="checkbox"/>
Visitor attraction (open all year) .....	<input type="checkbox"/>	Visitor attraction (open seasonally) .....	<input type="checkbox"/>
Health fitness centre (open all year) .....	<input type="checkbox"/>	Health fitness centre (open seasonally) .....	<input type="checkbox"/>
Other (open all year) (please specify below) .....	<input type="checkbox"/>	Other (open seasonally) (please specify below) .....	<input type="checkbox"/>

Q2 How many members of staff does your business employ? (Please select one option per row)

	0	1 - 5	6 - 10	11 - 25	26 - 50	50+
Full-time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part-time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seasonal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3 What percentage of staff at your business are paid at the minimum wage?

0%	1 - 10%	11 - 20%	21 - 30%	31 - 40%	41 - 50%	50+%
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4 Does your business offer training and development opportunites to staff?

Yes..... ☐ No..... ☐

Q5 For who, if anyone, does your business pay for regular health checks? (Please tick all that apply)

Senior management	Middle management	Junior staff members	No one	I don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6 Does your business have a written policy on breaks and working hours?

Yes..... ☐ No..... ☐ I don't know..... ☐

Section B: Accommodation providers only

Please only answer Section B if your business is an accommodation provider (hotel / guest house / B&B).

Q7

How many guest rooms does your business have?

1 - 5

6 - 10

11 - 25

26 - 50

50+

Q8

Please indicate whether your business has the following, and if so, who can use them.  
(Please tick all that apply in each row)

Open to guests

Open to non-guests

N/A, my business does not have this facility

Restuarant

Gym

Pool

Spa

Section C: Restaurants only

Please only answer Section C if you indicated that your business is a restaurant in Q1.

Q9

Please provide the following details regarding the restaurant you work for.

Number of covers

Most expensive main food item

Least expensive main food item

Average spend per head (£)

Q10

Does your restaurant use locally sourced products?

Yes, all of our products are locally sourced .....

Yes, some of our products are locally sourced .....

Yes, most of our products are locally sourced .....

No .....

Q11

If you answered yes to the previous question, do you incorporate locally sourced products in your marketing?

Yes .....

No .....

Section D: Businesses with catering facilities

Please only answer Section D if your business has catering facilities.

Q12

Using a scale where 1 = strongly disagree and 5 = strongly agree, please rate your level of agreement with each of the following statements.

1

2

3

4

5

My customers have a very good awareness of the type of food that contributes to health and fitness

Our menus contain details of nutritional values such as levels of salt, sugar, and calories

There are a range of non-meat dishes on the menu

All menus should provide details of where the food comes from

Customers are interested in local foods

Organic food is an important requirement for many of my customers

We try to develop menus that combine healthy nutritional balance and exceptional customer experience

Using menus drawn from different countries and cultures, e.g. Italian, Indian, American , French are very popular with my customers

We are innovative in our approach to menu and dish design

Our customers are increasingly asking about allergen information

We embrace the use of new technology for ordering and keeping track of our stores

Section E: All respondents

Q13 Using a scale where 1 = not at all important and 5 = very important, please indicate to what extent each of the following services and products are important to your business.

	1	2	3	4	5
Information and advice for customers on jogging, cycling, swimming and other outdoor activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities and equipment for customers wanting to engage in outdoor activities such as hire bikes, canoes, jogging equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support for customers wanting to engage in more formal participation sports such as golf and tennis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advice on walking routes and scenic walks in the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing facilities for meditation and reflection, with specialist staff knowledgeable of techniques such as Yoga	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offering seminars and instruction sessions for customers on healthy lifestyles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offering seminars and events on healthy eating, diet and nutrition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paying guest speakers and specialists to provide support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing beauty therapy services and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spa facilities and other therapeutic services for rest and relaxation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organised events for customers to attend art exhibitions and other cultural events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing information on menus about the nutritional value of the food and drink on offer, such as calories, levels of fat, sugar salt etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing areas for rest and relaxation with friends or family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing access of the services and facilities listed above to staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 Using a scale where 1 = strongly disagree and 5 = strongly agree, please rate your level of agreement with each of the following statements.

	1	2	3	4	5
FeelGood factors are essential components of my offer to the market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I recognise the importance of FeelGood factors but am unsure which aspects to prioritise for investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I include health and fitness images in my marketing it makes little difference to my business performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My customers seem to be more aware of health and fitness as part of their routine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My customers appreciate the importance of an environment that helps them relax and unwind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical exercise and activities in the local area are important to my customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customers want easy access to beauty and cosmetic services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We offer facilities for customers to engage in mind challenging games and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competitors seem to be offering more health and fitness type facilities and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think customers are willing to pay a premium for accommodation that offers health and wellness facilities / services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15

Does your business operate a website?

Yes.....

Go to Q16

No.....

Go to Q17

Q16

Please indicate which of the following health and well-being themes your website features.  
(Please tick all that apply)

Physical activity .....

Participation sports .....

Environmental and outdoor therapy .....

Meditation and reflection .....

Education.....

‘Food for the brain’ heritage and culture .....

Beauty and cosmetic therapy .....

Nutrition and gastronomy .....

Social and family events.....

Exhibitions and venues.....