

Data Collection from Service Providers

Instructions for Data Collectors

Before Starting You Will Need

- **A detailed itinerary of the package** you are collecting data for. You can request it from the tour operator or protected area.
- **A list of all the service providers and services included in the package. You can give them a code.** *You can use a table, like the one below, to list all the service providers included in the package. Then name the files of the surveys as a template or use a similar table.*

Service Provider Name	Category	Number (one per provider)	Comment or notes
<i>Hotel Big Tree</i>	Accommodation	1	3 nights
<i>Hotel Mediterranean</i>	Accommodation	2	2 nights
<i>Restaurant Casa Paco</i>	Food	3	
<i>Ecotourism Adventures</i>	Activity	2	Bike tour
<i>Sustainable transfers</i>	Transport	1	Station to hotel

General Considerations for Data Collection

- Introduce yourself when approaching the service providers, and, when applicable, present an appointment letter from the corresponding partner or pilot action that hired you.
- Ensure the signature of the consent form is signed by all service providers providing data.
- Use the talking points at the end of this document to help you engage service providers.

Social Impact Assessment Data Collection

- For the social impact assessment, data must be collected for the indicators that make up the set of social indicators.
- Mark the performance indicators (PI's) in the printable sheets with a tick to establish whether the service provider meets the requirements.
- Enter the data into the monitoring platform.

Talking Points to Help You Engage Service Providers

Feel free to use some of the talking points below to help you engage with service providers you are approaching for the data collection.

Business Opportunities

- Your business can become part of an **ecotourism product/brand** – that is not another greenwashing label, but one that measures impacts to manage the sustainability of the tourism packages and their impact on destinations.
- Your business could **expand into a new market**, which focuses tourists who are environmentally and socially aware. You can **be a front-runner and pave the way for new business**.

Contributing to Your Destination

- You will be able to **understand and measure the environmental and socio-economic impact of the tourism packages' activities and services on the local community**, allowing you to reduce the negative impacts and improve the positive.
- You will be able to **raise awareness of sustainability issues and good practices** amongst your own stakeholders, who otherwise may not have understood.

Reducing Costs

- The data can help you **understand the drivers of environmental pressures** which enables you to identify what needs to be improved.
- You may **receive guidance on how to make activities “greener” and how to become more efficient**. This could provide the opportunity to **reduce and optimize operational costs**, such as utilities.

Customer Experience and Communications

- It can help you to **communicate sustainability issues with your customers**, including the implications of travelling, and what they can do to leave a lighter footprint behind.
- You can **maintain the quality of your tourism experience** for your customers, while reducing any negative environmental or social impacts.

Reasonable Effort

- You are **likely to have the required data available**, or it will be relatively easy to find (e.g., utility bills).