

## Participant Information Sheet

**Research Title:** Whale watching, responsible tourism and social marketing

**Chief Investigator:**

**Main Investigator:** Dr Aaron Tkaczynski, Senior Lecturer in Tourism & Events, UQ Business School, The University of Queensland, St Lucia 4072. Ph: 0424 245 070; Email: [a.tkaczynski@uq.edu.au](mailto:a.tkaczynski@uq.edu.au)

Thank you for your interest in participating in this research project which has been approved by the University of Queensland Ethics committee and Prince of Whales Adventures. Please read the following information about the project so that you can decide whether you would like to take part in this research.

If you decide to participate in this research, please keep in mind that your participation is voluntary. If you do not wish to take part, you do not have to. If you decide to take part and later change your mind, you are free to stop at any time, and you would not need to give any explanation for your decision to stop participating. If you choose to stop participating, your data will not be used in the research.

### What is this research about?

This research project seeks to identify your thoughts relating to your recent whale watching experience with Prince of Whales Adventures. The research is undertaken by the main investigator who is a Senior Lecturer in the School of Business in the Faculty of Business, Economics & Law at the University of Queensland.

### What will I need to do?

To participate, please click on the begin survey button. It will take approximately 10 minutes for you to complete. All information collected from this survey is anonymous and confidential. Your participation in this survey is completely voluntary and you have the right to refuse to answer any questions. Also, you are free to withdraw your participation at any time you wish without any penalties. Once completed, you will go into a draw to win a CAD\$50 voucher from iTunes.

### What are the possible benefits of taking part?

By completing this research you will be helping the Chief Investigator and Prince of Whales Adventures in understanding how you perceived your whale watching experience. It also helps to understand how interested whale watchers are in whale watching and protecting the environment.

### What are the possible risks and disadvantages of taking part?

There will be no foreseeable risks associated with participation in this research. You will be asked questions related to responsible tourism and whale watching. The questions relate to your opinion. There will also be a few descriptive items for classification purposes. There are no personal or sensitive questions.

**What will happen to the information about me?**

All information collected about you will remain confidential. All survey responses will be kept on Qualtrics which has a password and only allows protected access. Data will be deleted permanently after being retained for a maximum of seven years. It is anticipated that the results of this research project will be published in an academic journal article. Should the article be published, information will be provided in such a way that you cannot be identified.

**What will happen if I decide to withdraw?**

Your participation in this research is voluntary and you are free to withdraw from the research anytime without needing to provide any explanation, and you would not receive any penalty or bias as a result of your withdrawal. Should you decide to withdraw, all the information collected from/about you will be destroyed and will not be used in the research.

**Can I hear about the results of this research?**

It is expected that this research will be published in an academic journal. If you wish to hear about the results of this research prior to publication, you may provide your email address to the main investigator at the end of the interview who will then notify you when this research gets published.

**Who can I contact if I have any concerns about the project?**

This study adheres to the Guidelines of the ethical review process of The University of Queensland and the National Statement on Ethical Conduct in Human Research. Whilst you are free to discuss your participation in this study with the researcher contactable on [a.tkaczynski@uq.edu.au](mailto:a.tkaczynski@uq.edu.au). If you would like to speak to an officer of the University not involved in the study, you may contact the Ethics Coordinator on 0061 7 3365 3924 or 0061 7 3443 1656 or email [humanethics@research.uq.edu.au](mailto:humanethics@research.uq.edu.au)

This research Ethics ID number: 2024/HE000747

**Please click on the link below.**

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