



Visitor survey Vatnajökull National Park summer 2021/22

Hornafjörður Research Centre

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Introduction

This report presents the findings of a visitor survey of visitors of south part of Vatnajökull National Park (VNP). The survey is part of the Innovation-Education-Research project (Ný-Me-Ra) and the Science Tourism project and was developed to support scientific tourism developed in southeast Iceland.

Objective

The survey's objectives are twofold. Firstly, it aims to offer a deeper understanding of the perspectives and actions of park visitors and tour participants. This survey serves as a valuable resource for local tour operators in shaping their product development strategies. By gaining insights into visitor preferences and attitudes, including aspects like knowledge and climate change awareness, the survey helps pinpoint areas for enhancement, predict upcoming trends, and foster customer loyalty. Provision of this collected information, can support tour operators in the design of captivating and tailor-made experiences that align with visitor expectations, heighten overall satisfaction, and fuel business expansion.

Secondly, the survey seeks to identify distinctive traits of a specific target group – scientific tourists. It accomplishes this by distinguishing between the "science-interested" visitors and the general visitor population. This differentiation is achieved by meticulously detecting and analyzing notable contrasts based on various visitor characteristics. This facet of the survey aims to spotlight significant characteristics that set the scientific tourism target group apart, thereby contributing to a more targeted and effective approach in catering to this specialized audience.

Methodology

The survey questionnaire was developed in collaboration with local tour companies operating in VNP and the park managers. Input from these stakeholders helped ensure the inclusion of relevant questions in the final survey. Survey data was collected through a digital survey available in Icelandic, English, French, and German languages using the SurveyMonkey© platform.

The survey was administered face-to-face using phones or tablets at various locations in Skaftafell and Jökulsárlón within the National Park during July-August 2021 and August 2022. The digital questionnaire, lasting approximately 10 minutes each, were conducted randomly with selected respondents. Additionally, tour operator companies distributed the survey to their customers during July-October 2021.

The overall sample size of the survey is 392 respondents, which provides a confidence level of 95% with a margin of error (confidence interval) of 5%. This means that the survey results can be considered an accurate reflection of the overall views within the park, with a confidence level of 95% and a maximum deviation of 5% in either direction.

To delineate distinctive characteristics within the targeted group of scientific tourists, this research undertakes a differentiation between the "science-interested" visitors and the broader visitor population on basis of their motivation to visit the VNP or take part in a commercial tour in VNP. Respondents that stated that *learn about the area* was a very important motivation to visit VNP or take part in a commercial tour in VNP were considered for this study as 'science-interested' tourists. Respondents that gave another response were considered for this study as 'general' tourists. The

analysis was conducted by means of cross tabulation with Chi-square testing and mean comparison with ANOVA testing in SPSS.

Results

Vistor profile

Gender division among the visitors is almost equal between male (51%) and female (48%), with a small percentage identifying as non-binary (1%) (Fig.1). The age profile (Fig. 2) shows that the largest age group among respondents is 25-34, accounting for 33% of the total. The 18-24 and 35-44 age groups follow with 15% each. Older age groups have a lower representation, with those aged 65 and above comprising only 6% of respondents.

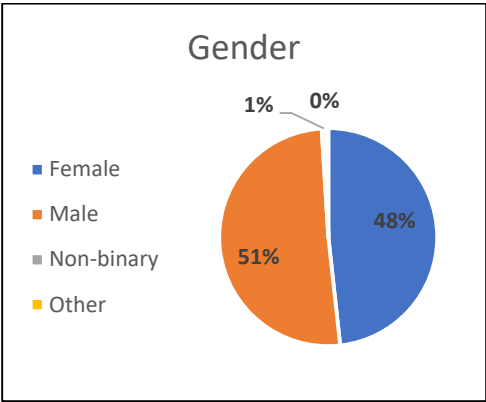


Figure 1a: Gender division

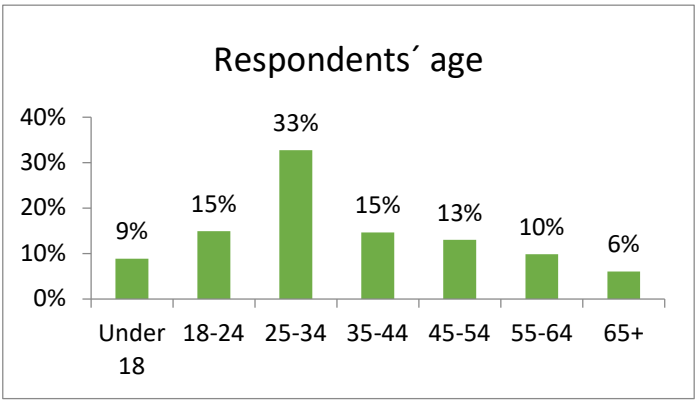


Figure 1b: Age distribution

The Vatnajökull NP is visited by foreign tourists that reside in a broad mix of countries (Fig. 2). A large part of respondents are from the USA, accounting for 28% of the total. Germany and France also have a significant representation, with 12% and 8% of respondents respectively. Additionally, there is a notable presence of respondents from other countries, comprising 17% of the total. It's important to take into account that the survey was conducted during the COVID-19 period, during which numerous countries imposed travel restrictions to Iceland. As a result, certain countries of residence are either underrepresented or overrepresented in the responses to this survey question.

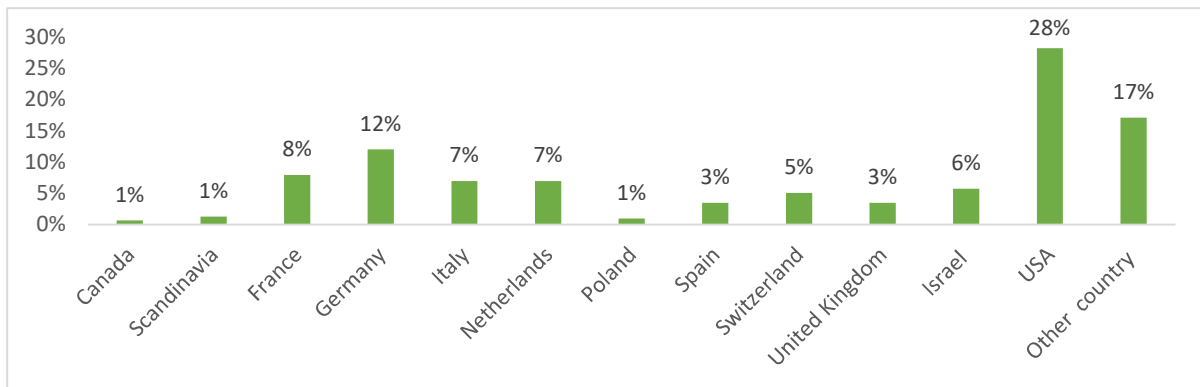


Figure 2: Visitors' country of residence

Furthermore, a majority of respondents have a high level of education, with 51% having completed a university postgraduate degree. Additionally, 27% have an undergraduate degree, while high school education accounts for 11% of respondents. The result show an extraordinary high percentage of visitors with a university degree (78%).

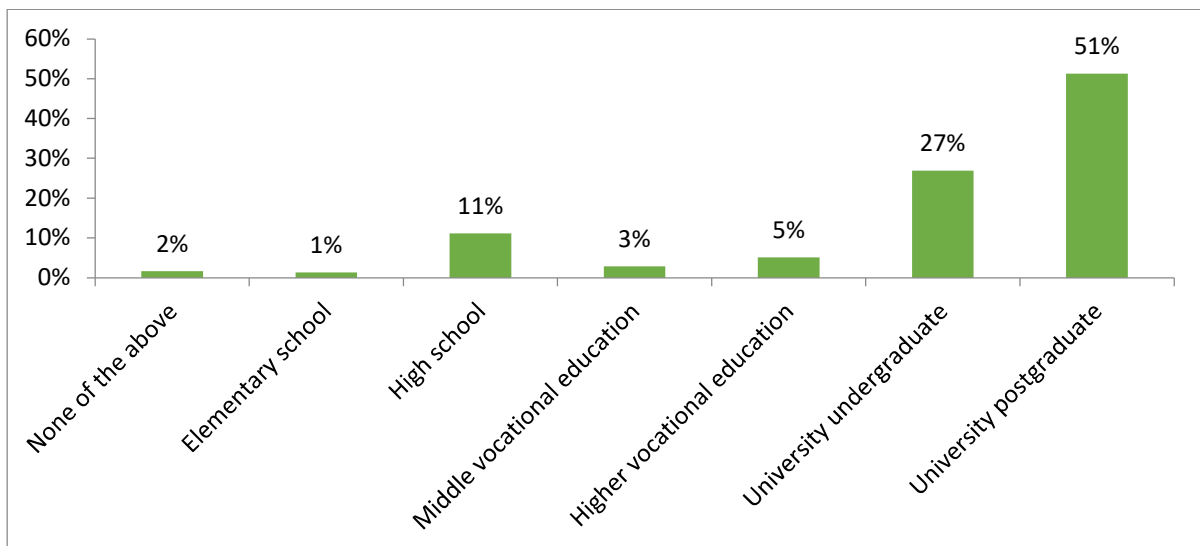


Figure 3: Visitors' level of education

Travel information

Many respondents (40%) are traveling with their spouse, partner, or friend, indicating the importance of companionship in their travel plans (fig. 4). Family members also play a significant role, with 26% of respondents traveling with their family. Small groups of fewer than 10 people are more common (16%) compared to larger groups of 10 or more (12%).

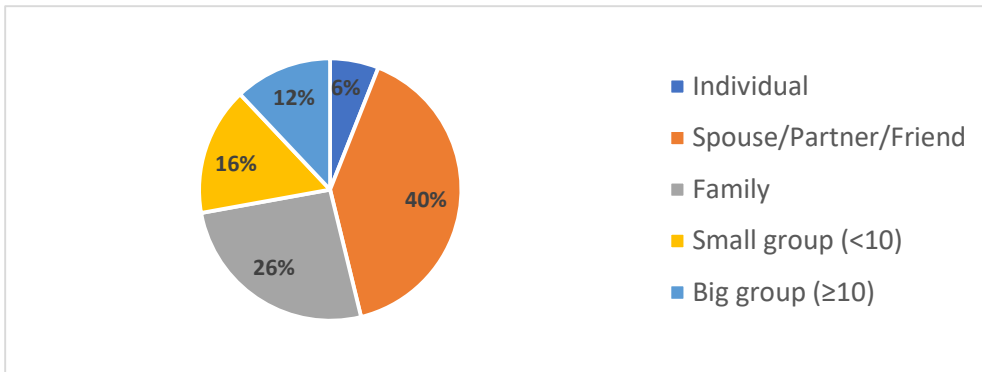


Figure 4: Visitors' travel company

Figure 5 shows that the majority of respondents (58.5%) planned to stay in the region (Southeast Iceland) for 2-3 days. A significant portion (20.4%) plan to stay for 4 days or more, while a smaller percentage (20.1%) plan to stay for one day or less. No respondents identified as residents of Southeast Iceland, and a small number (1%) were uncertain about their duration of stay. Furthermore, almost all respondents (87%) were visiting Southeast Iceland for the first time. A smaller proportion had visited the region 2-4 times before (10%), and an even smaller percentage had visited 5 times or more (3%).

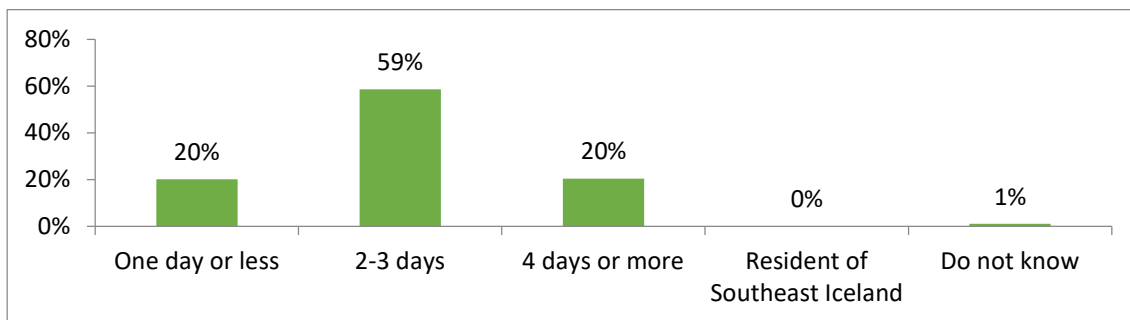


Figure 5: Visitors' days of stay

The respondents were interested in a broad array of activities to conduct in the Southeast Iceland (fig.6). The most popular activities of interest or activities already undertaken during the stay in the region were hiking (75%), sight-seeing (65%), and photography (66%). Other activities such as glacier walking tours, bird watching, and glacier boat tours also garnered significant interest. Activities like hunting and other specified activities had lower levels of interest.

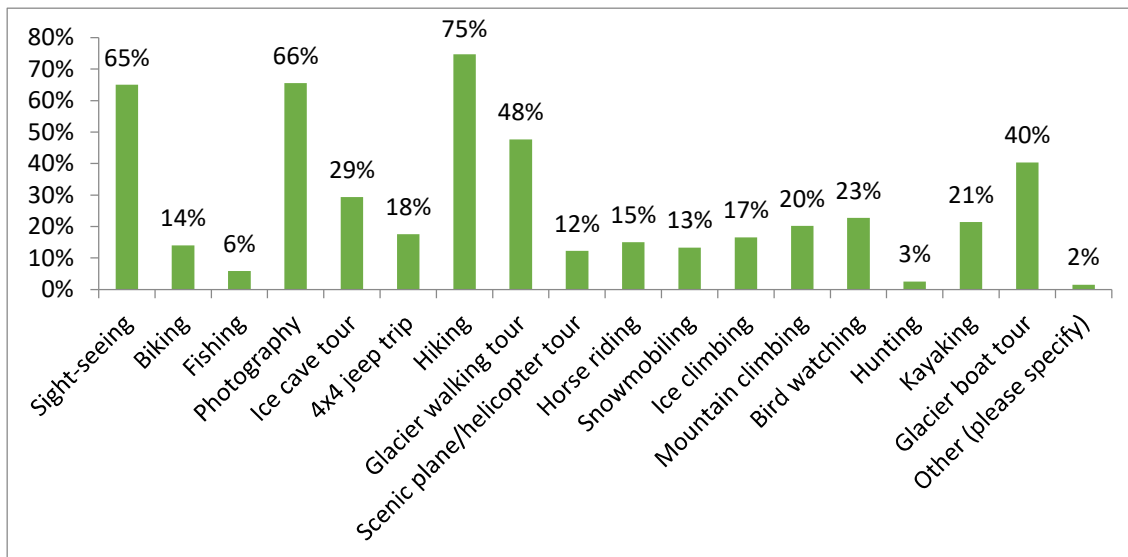


Figure 6: Visitors' activity interest in Southeast Iceland

A significant portion of respondents (66%) organized their trip to Southeast Iceland independently. However, a notable percentage also relied on travel agencies in their home country (25%) and online booking sites (11%). Smaller proportions of respondents utilized local tour companies, travel agencies or tourist information centers in Iceland, and other specified methods for organizing their trip.

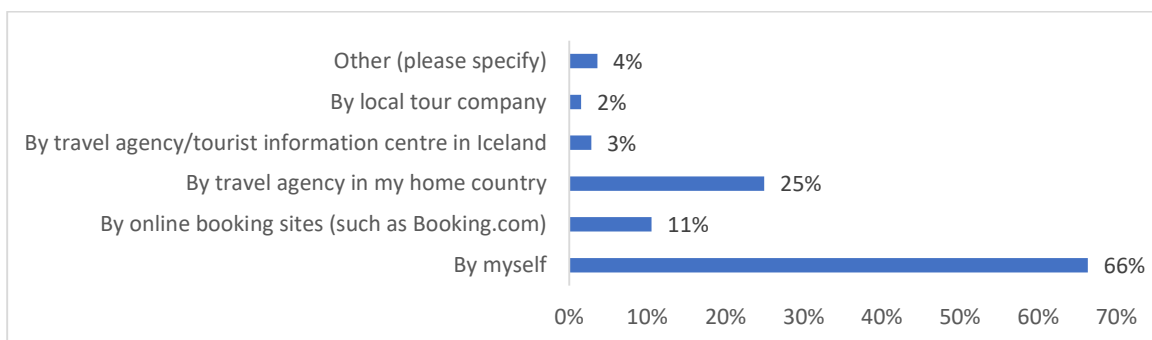


Figure 7: Visitors' trip organization

The overall satisfaction levels of visitors are generally positive for all the mentioned services in Southeast Iceland, with the majority of respondents expressing satisfaction or high levels of satisfaction (fig. 8). Tourist attractions received the highest level of satisfaction, with 64% of respondents expressing that they were very satisfied with their availability. Travel facilities also received high levels of satisfaction, with 44% of respondents stating that they were very satisfied. Hotels/guesthouses and restaurants had a significant proportion of respondents who were either satisfied or very satisfied, accounting for 66% and 51% of the responses, respectively. Guided tour activities had a higher proportion of respondents who were either satisfied or very satisfied (52%) compared to those who were dissatisfied (4%).

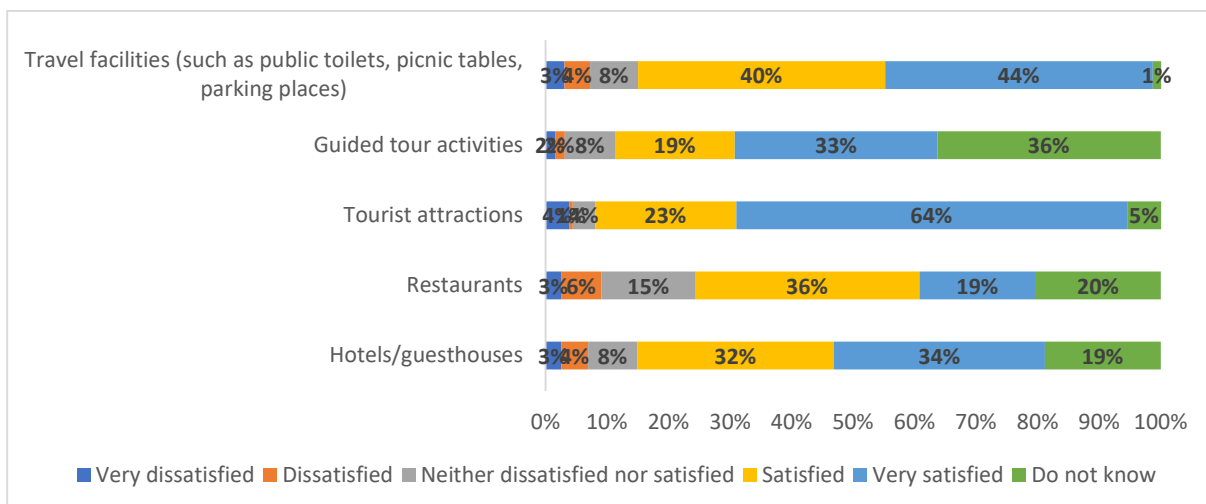


Figure 8: Visitors' satisfaction with availability services in Southeast Iceland.

Visitors and the Vatnajökull National Park

With regard to Vatnajökull familiarity among the visitors, the results a relatively even split between respondents who had prior knowledge of VNP (52%) and those who did not (48%). This indicates that a significant portion of the respondents were aware of the national park before their visit to Iceland, while the remaining respondents were not familiar with it beforehand.

The information of the Vatnajökull park among visitors that were familiar with the park prior their visit came from various sources (fig. 9). The most common sources of information about Vatnajökull National Park were travel guidebooks (52%), followed by internet review sites (41%) and internet news/background articles (38%). Other sources, such as social media, recommendations from family or friends, and travel agencies at home, were also mentioned by a significant number of respondents.

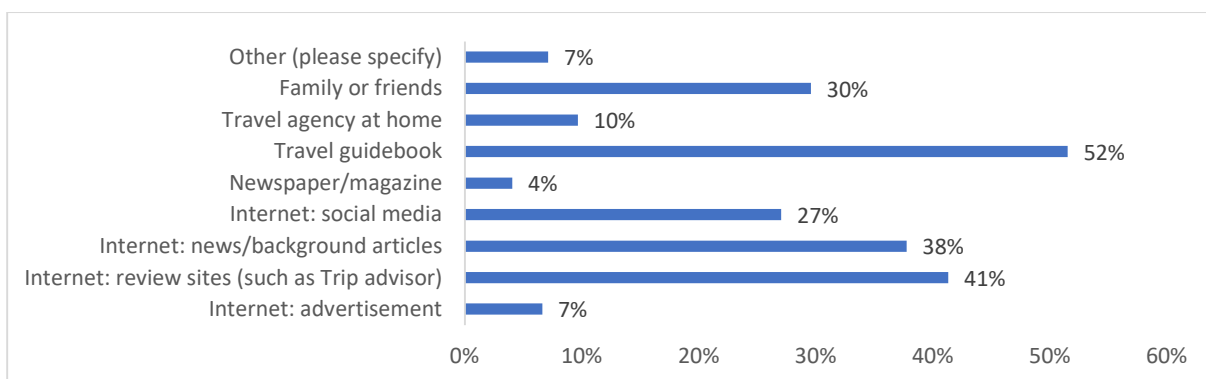


Figure 9: Sources about the VNP that informed visitors prior their visit.

The motivations to visit VNP vary among respondents (fig. 10). The data reveals that for respondents visiting VNP, important motivations include having a thrilling experience (42% important, 25% very important), having a story to tell (30% important, 15% very important), experiencing new and different things (46% important, 45% very important), and seeing a glacier in real-life (37% important, 52% very important). Additionally, learning about the area is important to a significant majority (54% important,

22% very important), as well as visiting a glacier before it disappears (31% important, 46% very important). Overall, the desire for unique and adventurous experiences, along with an appreciation for nature and environmental concerns, play a crucial role in motivating people to visit the park.

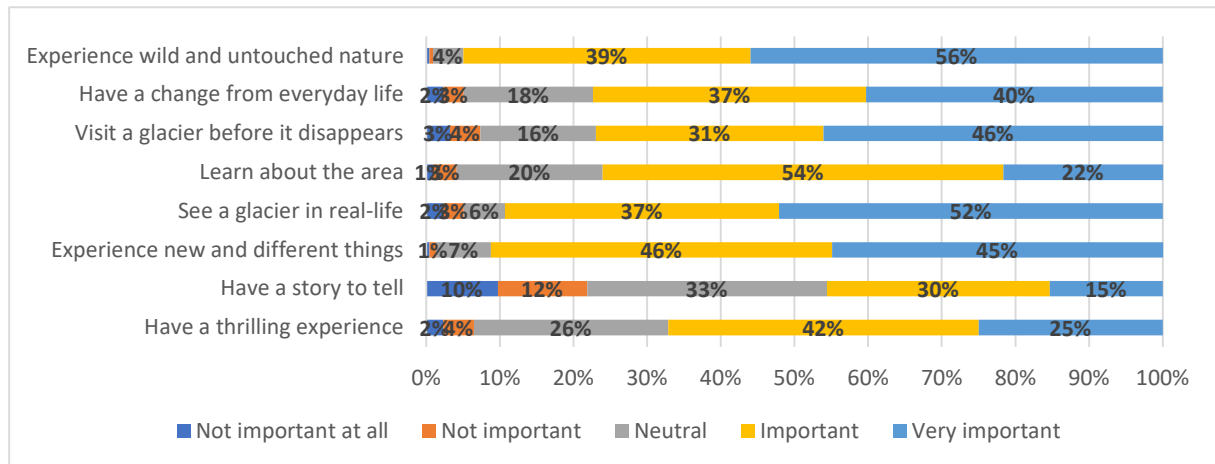


Figure 10: Visitor’s motivation to visit VNP.

With regard to the park’s facilities and services, the results show that the high quality of facilities is considered important or very important by most respondents (62.4%), indicating the significance of well-maintained amenities in the park (fig.11). The diversity of hiking trails is also highly valued, with over three-quarters of respondents (75.3%) considering it important or very important. Information provision about the natural environment and climate change is seen as important or very important by a majority of respondents, highlighting the desire for knowledge and awareness during their visit. However, the importance placed on information provision about cultural history is relatively lower, with only 69.6% considering it important or very important. Overall, the data suggests that visitors prioritize high-quality facilities, diverse hiking trails, and comprehensive information about the natural environment and climate change during their visit to VNP.

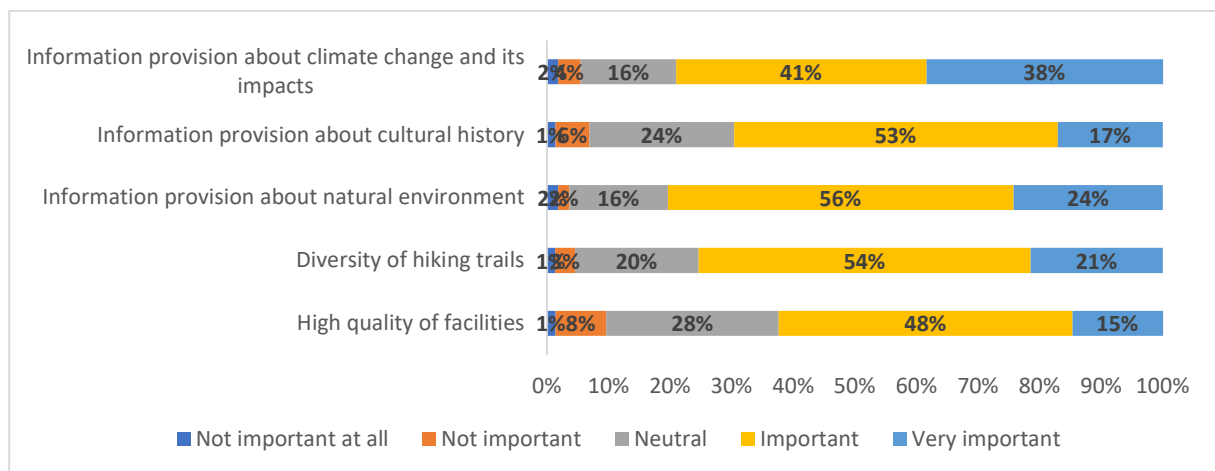


Figure 11: Visitors’ value of services and facilities of VNP

Most respondents are satisfied or very satisfied with the quality of facilities at VNP, with a satisfaction rate of 88.9%. The diversity of hiking trails also receives positive feedback, with 74.8% of respondents expressing satisfaction or higher. Information provision about the natural environment is well-received, with 70.8% of respondents reporting satisfaction or higher. However, satisfaction levels are relatively lower for information provision about cultural history and climate change, with 57.4% and 59.6% of respondents expressing satisfaction or higher, respectively. Overall, the data suggests a generally positive satisfaction level with the park's facilities, hiking trails, and information provision about the natural environment, while highlighting the potential areas for improvement in providing information about cultural history and climate change.

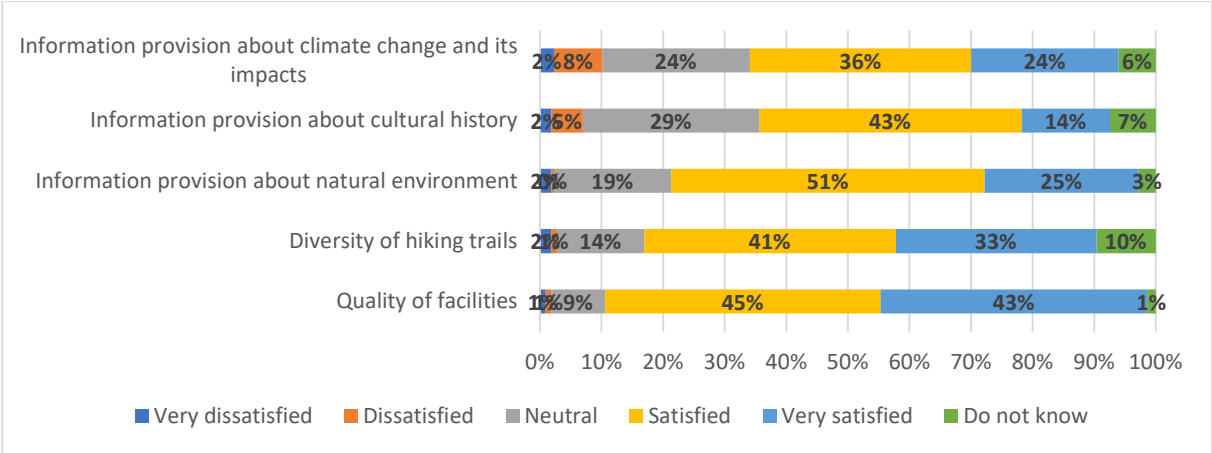


Figure 12: visitors' satisfaction with services and facilities of VNP.

Regarding social and environmental quality of the VNP a significant portion of respondents consider the employment of local people as rangers and staff members in national parks to be important or very important, with 71% expressing these levels of importance. The adoption of the Sustainable Development Goals is also valued, with 81% of respondents reporting it as important or very important. Similarly, the importance of national parks being carbon neutral and having a social responsibility policy is emphasized, with 77% and 80% of respondents expressing importance or higher, respectively. The data highlights the significance of incorporating local employment, sustainable development goals, carbon neutrality, and social responsibility policies in national parks to meet visitors' expectations.

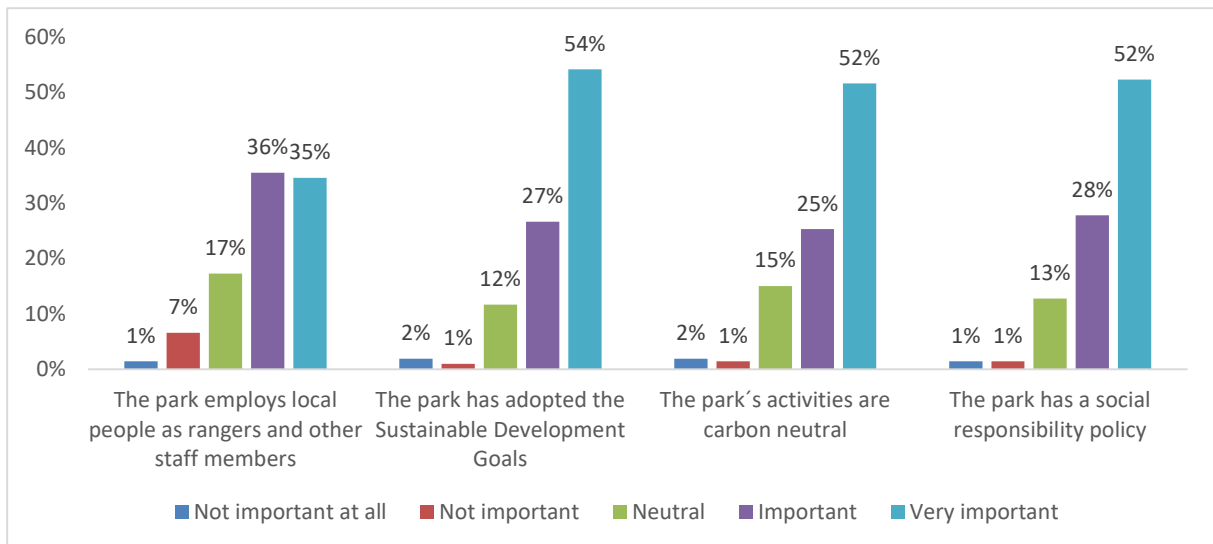


Figure 13: Importance of VNP's social and environmental quality among visitors.

The majority of respondents (53%) consider the number of visitors at the sites they visited in VNP to be suitable (fig. 14). However, a significant portion expressed concerns, with 11% perceiving the number of visitors as too many and 28% considering it to be many. It is worth noting that a small percentage (1%) found the number of visitors to be too few. These findings indicate a range of opinions regarding visitor numbers and suggest the need for careful management to balance visitor experience and site preservation.

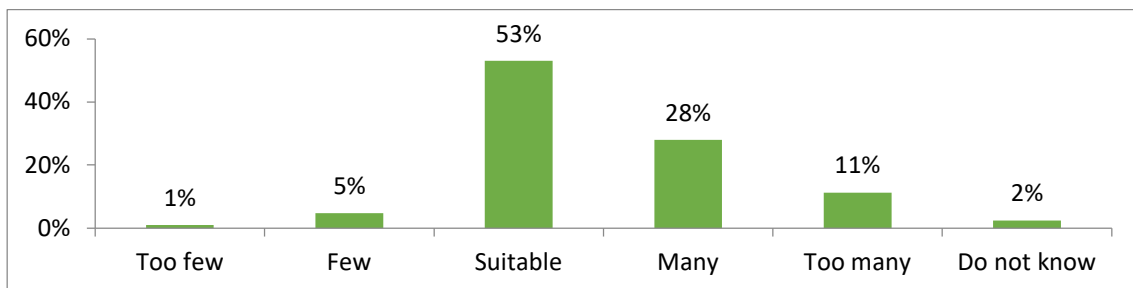


Figure 14: Visitors' perception of the number of visitors in VNP.

A significant portion of respondents (40%) are likely to recommend visiting VNP on social media, while 30% indicated they would be very likely to do so (fig.5). On the other hand, a smaller percentage expressed reservations, with 5% finding it very unlikely and 7% unlikely to recommend. A significant part of respondents (18%) fell in the "neither likely nor unlikely" category. These findings suggest a generally positive sentiment towards promoting VNP on social media, highlighting the potential for positive word-of-mouth and online recommendations.

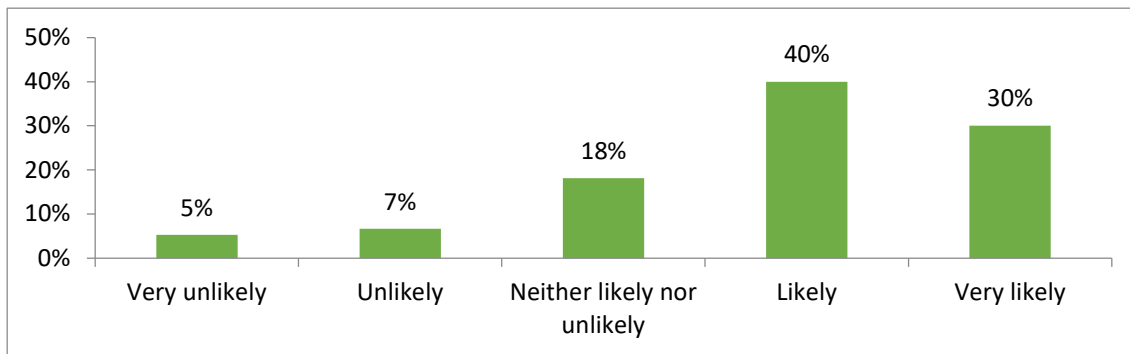


Figure 15: Visitors' likelihood to recommend VNP on social media.

Visitors and commercial tours in the VNP

The majority of respondents (68%) did not participate in a commercial tour in VNP, while a significant proportion (32%) did engage in a commercial tour. This suggests that there is a diverse range of experiences and activities undertaken by visitors in the national park, with a notable portion choosing to explore the park independently or through non-commercial means.

Figure 16 shows that the most popular types of commercial tours taken in VNP during the summer were glacier walking tours (59%), followed by motorized boat tours (31%), ice climbing tours (23%), and guided hiking tours (8%). Other activities, such as photography tours, ice cave tours, snowmobiling tours, bird watching tours, scenic plane/helicopter flights, and kayak tours, were also mentioned by a smaller portion of respondents.

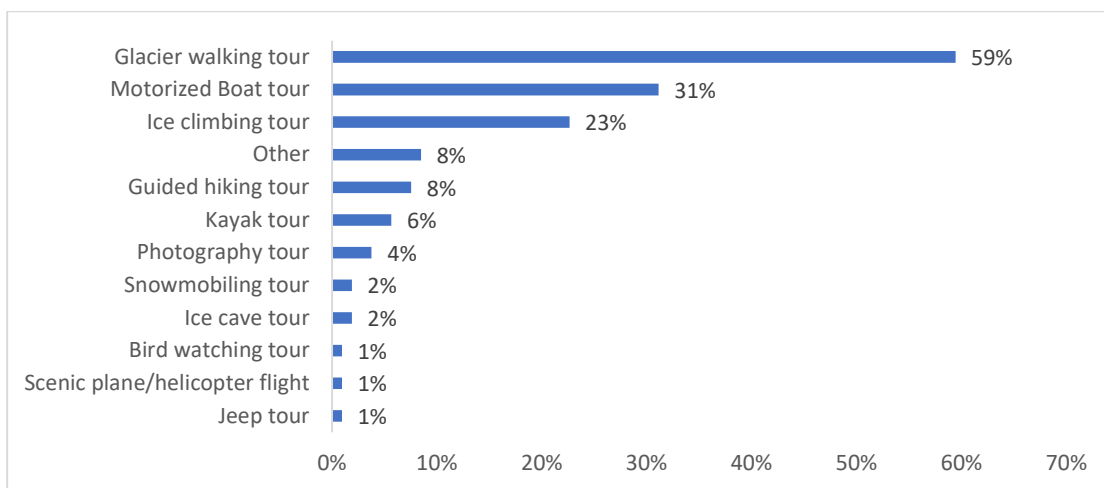


Figure 16: Tours visitors participate in inside VNP.

Most common sources for locating the company for the tour were the internet, including the company's website/advertisements (29%) and review sites (24%) (fig.17). Additionally, a significant number of respondents relied on travel agencies in their home country (34%) and recommendations from family or friends (8%). Other sources, such as tourist information centers in Iceland, social media, news/background articles, and information from local sources, were also mentioned by a smaller portion of respondents. This suggests that a combination of traditional and online channels, as well as personal recommendations, are important factors in how individuals locate tour companies.

Companies should consider optimizing their online presence, maintaining positive reviews, and fostering positive relationships with travel agencies to attract and engage potential customers effectively.

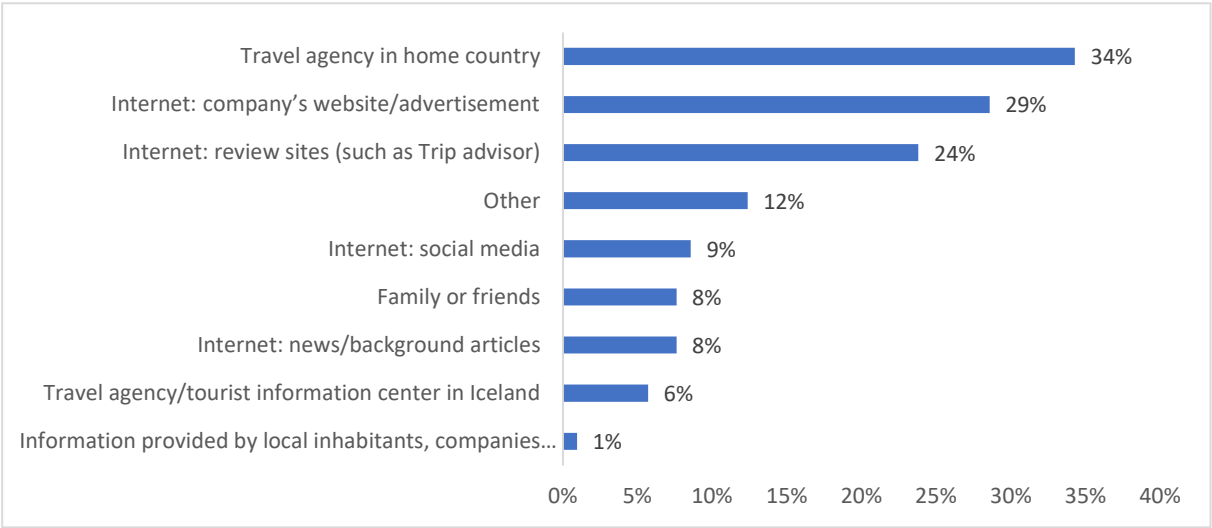


Figure 17: Sources that visitors used to find their tour company.

With regard to motivation among visitors to buy a tour, experiencing new and different things, seeing a glacier in real-life, and learning about the area were motivations considered important or very important by a significant proportion of respondents (fig. 18). Additionally, having a thrilling experience, having a story to tell, visiting a glacier before it disappears, and having a change from everyday life were motivations that also received considerable importance. Experiencing wild and untouched nature was considered very important by the majority of respondents. These findings suggest that visitors to Vatnajökull NP are primarily driven by the desire for unique experiences, thrill, and the opportunity to witness natural wonders. Understanding these motivations can assist in developing tour offerings and experiences that cater to these desires, enhancing visitor satisfaction and engagement.

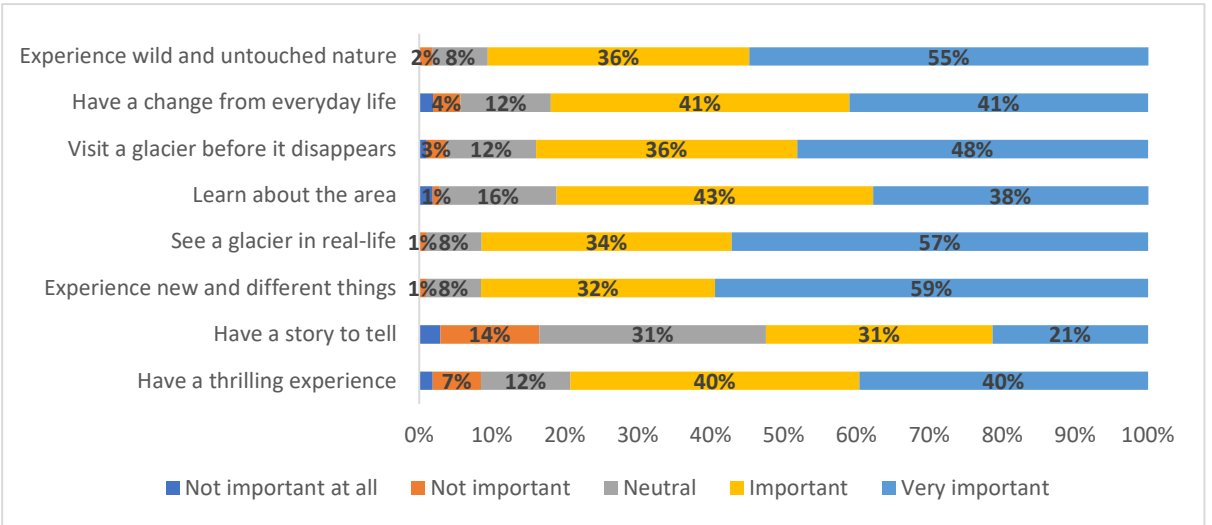


Figure 18: Visitors' motivation to do a commercial tour in VNP

With regard to specific aspects of a commercial tour in VNP value for money, safety on the tour, and receiving information about the nature of the area were aspects considered important or very important by a significant proportion of respondents (fig. 19). Additionally, the skills of the guide and small group size were also regarded as important factors in booking a tour. Receiving information about climate change and its impacts received considerable importance as well. These findings suggest that tourists prioritize aspects related to the value they receive for their money, safety during the tour, and the provision of information about the natural environment and climate change. Understanding these aspects can assist tour operators in designing and promoting their offerings to align with these important considerations, enhancing customer satisfaction and overall tour experience.

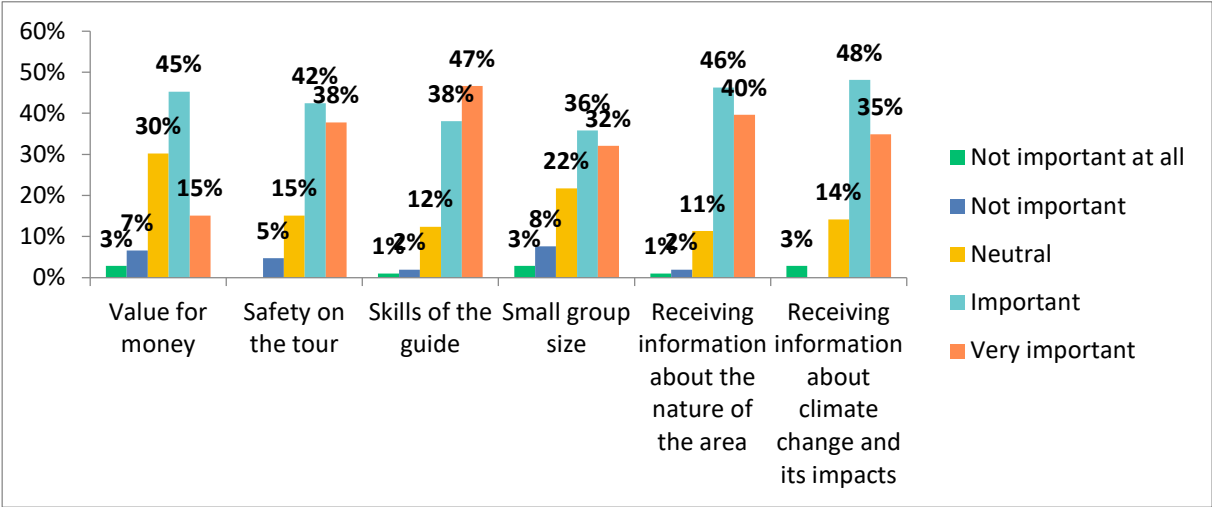


Figure 19: Visitors value of specific aspects of the commercial tour they took in VNP.

The majority of respondents were satisfied or very satisfied with the value for money, safety on the tour, skills of the guide, provision of information about the nature of the area, and provision of information about climate change and its impacts. However, there were some dissatisfied responses regarding the size of the group. These findings suggest that tour operators have generally provided satisfactory experiences in terms of value for money, safety, guide skills, and provision of information. Addressing concerns related to group size could further enhance overall satisfaction. It is important for tour operators to continually monitor and improve these aspects based on customer feedback to ensure high levels of satisfaction and deliver exceptional tour experiences.

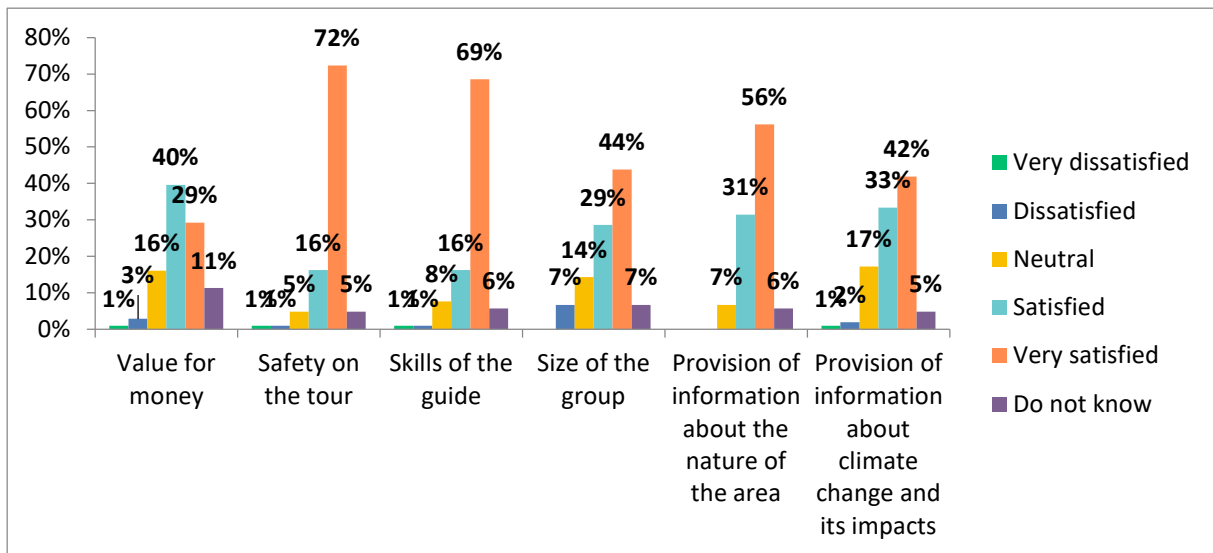


Figure 20: Visitors' satisfaction specific aspects of the commercial tour they took in VNP.

The majority of respondents considered the following aspects important or very important for booking a tour with a company: the company being local in origin, adopting the Sustainable Development Goals, having carbon-neutral activities, and having a social responsibility policy. These findings indicate that customers value companies that have a local presence, prioritize sustainability by adopting the SDGs and carbon-neutral practices, and demonstrate a commitment to social responsibility. These results highlight the importance of companies aligning their values and practices with the preferences of their target customers. By emphasizing their local origin, sustainability efforts, carbon-neutral activities, and social responsibility policies, companies can enhance their appeal and attract customers who prioritize these aspects when making tour bookings. Additionally, companies should communicate these aspects clearly to potential customers to build trust and differentiate themselves in the market.

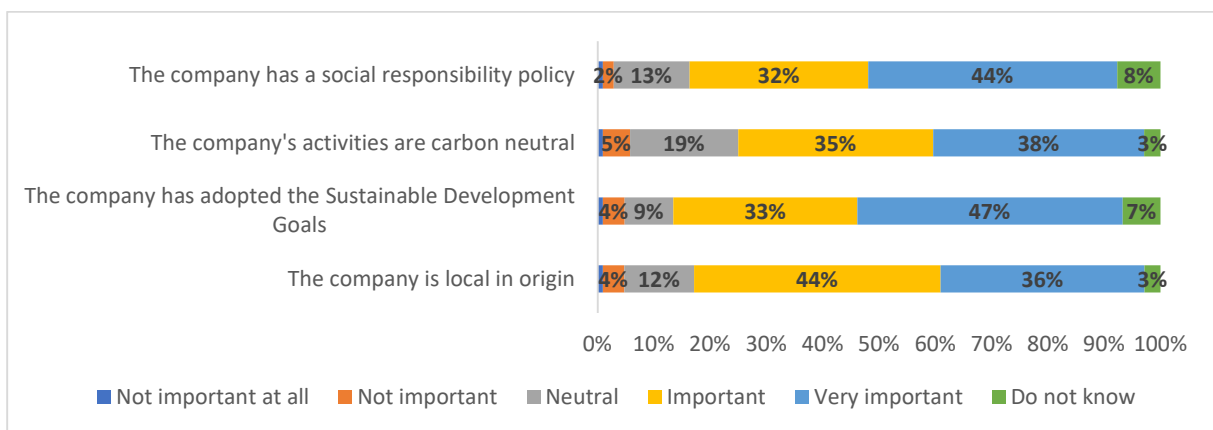


Figure 21: Importance of tour companies' social and environmental quality among visitors

The survey results reveal further that a majority of respondents considered the number of tourists at the places they visited during their tour to be suitable. However, a relative significant part of the respondents (28%) considers the number of visitors during the tour as many or too many. It is important to consider these perceptions for the management of these places and the products/services provision to ensure that the quantity aligns with the expectations and preferences of the target visitors.

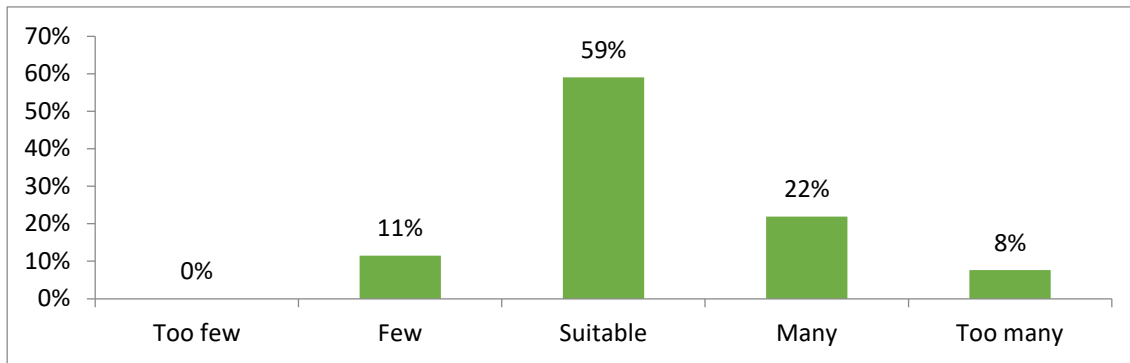


Figure 22: Visitors' perception of the number of visitors during the tour they took in VNP.

A majority of the respondents (77%) are inclined to recommend the guided tour on social media, with a significant portion considering it very likely (fig.23). This indicates a positive impression and satisfaction with the tour experience.

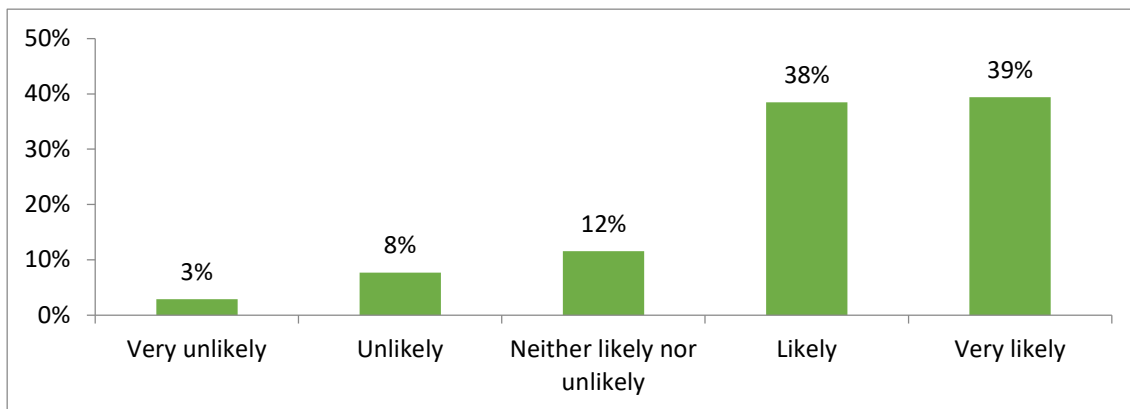


Figure 23: Visitors' likelihood to recommend the tour they took in the VNP on social media.

Analysis of science tourists

The analysis of the distinctions between science-interested visitors and general visitors of VNP revealed that there were almost no significant differences with regard to personal and travel characteristics based on the results obtained from Chi-square and ANOVA tests. These tests were conducted to evaluate various variables including personal characteristics such as gender, age, place of residence, education level, and travel-related information such as the year of travel (summer of 2021 or 2022), composition of the travel party, duration of stay in southeast Iceland, and whether there was a prior visit to Iceland. The analyses indicated a lack of statistically significant disparities between the two visitor groups across these aspects. This suggests that, in terms of these specific attributes, the inclinations of science-interested visitors align closely with those of general visitors to VNP. The absence of significant differences emphasizes that there are shared traits in certain demographic and travel-related factors that transcend the distinction between science enthusiasts and the general tourist population. However, the results reveal three attributes that are significantly different between the science-interested visitors and general visitors of VNP, namely, information provision, motivation, tour participation. The three attributes will be addressed in the following paragraphs.

Information provision importance

Mean calculation with ANOVA test showed (table 1) there is a significant difference ($p=0.000$) between science enthusiasts and general tourists with regard to the perceived importance of two distinct categories of information services offered during visits or tours within VNP, specifically 'Information about the natural environment' and 'Information about climate change and its impacts. The results show that science-interested visitors assigned notably higher mean importance scores to both categories in comparison to their general tourist counterparts. In the case of 'Information about the natural environment,' science tourists exhibited a substantially higher mean importance score (4.55) than general tourists (3.89). Similarly, for 'Information about climate change and its impacts,' science tourists demonstrated a greater mean importance score (4.53) as opposed to general tourists (3.96). These results support the assumption that science interested visitors search more for information about scientific related topics during their trip than the general tourists, an indication that these visitors are more interested in learning about science related phenomenon during their visit. Furthermore, these results also show that how much someone likes science really affects how they think about the information they get while exploring VNP.

Table 1: Difference of mean scores of 5-point Likert scale (1= not important at all, 5= very important) between general and science interest visitors concerning the importance of information service types offered during visits or tours within VNP.

Respondents (N=320)	Information provision about natural environment ($p=0.000$)	Information provision about climate change and its impacts ($p=0.000$)
General tourist	3,89	3,96
Science tourist	4,55	4,53

Commercial tour participation

Another variable that exhibits statistically significant distinctions between visitors with a specific interest in science and those categorized as general visitors is the participation in commercial tours within VNP. The data highlights a substantial discrepancy in tour participation between the two visitor groups (table 2). Among general tourists, 28% reported engaging in commercial tours, whereas a significantly higher ($p=0.001$) proportion of science-interested tourists, accounting for 47%, indicated their involvement in such tours. Conversely, the proportion of visitors who did not partake in commercial tours was 72% for general tourists and 53% for science tourists. The significant higher number of science interest visitors that participate in the commercial tours can indicate that provided science based information during tours by for example guides can be an important aspect for science interested visitor to take a commercial tour in.

Table 2: Crosstabulation with Chi square testing results between types of visitors and participation in commercial tour in Vatnajökull National Park

		General visitor	Science visitor	Total (N=321)	$\chi(1) = 10.3, p = .001$
Commercial tour participation in Vatnajökull National Park	Yes	28%	47%	33%	
	No	72%	53%	67%	

Motivation to visit/do a tour in Vatnajökull National Park

Other variables that showed significant variation between science enthusiasts' visitors and general visitors are two distinct categories of motivation to visit Vatnajökull National Park, "see a glacier in real-life" and "visit a glacier before it disappears,". The ANOVA statistical analysis (table 3) to calculate differences between mean values yielded a significance p-value of 0.000. The results show that science-interested visitors exhibited markedly higher mean motivation scores in both aspects compared to their general tourist counterparts. Specifically, science tourists displayed a higher mean motivation level (4.71) than general tourists (4.26) in their desire to witness a glacier in real-life. Similarly, the motivation to experience a glacier before its disappearance also exhibited a significant difference, with science tourists recording a higher mean motivation score (4.54) in contrast to general tourists (3.98). The close relationship between the motivation learning, experiencing glaciers directly and connection to an environment that may not exist in the future have been found in different research on Last Chance Tourism in glacial environments (e.g., Lemieux et al., 2017 and Salim et al., 2022). It indicates that particular in environments that are heavily impacted by climate change, visitors that are interested in learning are prompted by place attachment and their reflection on how humans are impacting the environment. Lemieux and colleagues (2017) argue that discussing subjects involving emotional, demanding, or controversial content such as climate change can pose challenges when communicated within a recreational setting. Such instances can be seen as inciting passionate interpretations, encouraging individuals to reconsider their pre-existing convictions and viewpoints on distinct social, ecological, or ethical matters. Consequently, tactics aiming to foster intense interpretation within the VNP should encompass elements such as narratives drawn from diverse personal experiences, messages striking a balance between optimism and acknowledging negative shifts, an emphasis on education over direct persuasion, mechanisms to stimulate individual perception, and communications that draw lessons from the past to show the path forward. Such elements should be packaged in a scientific tourism product from local tour operators.

Table 3: Difference of mean scores of 5-point Likert scale (1= not important at all, 5= very important) between general and science interest visitors concerning motivation categories to visit the VNP.

Respondents (N=320)	See a glacier in real-life (p=0.000)	Visit a glacier before it disappears (p=0.000)
General tourist	4.26	3.98
Science tourist	4.71	4.54

Conclusion

In conclusion, the visitor survey provided value information that is useful for park management and local tour entrepreneurs to develop tailor-made products based on science and learning. The analysis of results related to those with a keen interest in science visiting VNP has provided valuable insights into their motivations and preferences. By distinguishing "science-interested" visitors from the general tourist population based on their motivation to explore the park, we have gained a better understanding of this specialized group. The survey's analysis, utilizing methods such as cross tabulation with Chi-square testing and mean comparison via ANOVA testing in SPSS, has enabled us to identify several distinctive traits within this segment. This comprehensive study contributes not only to our understanding of the science-interested tourist demographic but also provides a foundation for

tailoring experiences that align with their preferences, thereby enhancing their overall satisfaction and engagement with the park.

Although this research did not find many attributes on which science interest visitors differ from general visitors of the VNP, the survey results show that people who are interested in science have a big effect on how they see the information services at VNP. This suggests making special plans to talk to them in a way that suits what they like and care about. The way someone likes science influences how much they think the information services are important, so information needs to be shared in a way that matches their interests, whether they are science lovers or just regular tourists. This also implicated that separate plans need to be made to manage the park and make visitors happy based on what they like. In the end, the survey tells us that people who enjoy science have their own reasons for exploring VNP, so we need to use special ways to explain things to them and do things that make them excited about visiting the park.

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Annex 1: Questionnaire English version



HÁSKÓLI ÍSLANDS

Visitor survey Vatnajökull National Park

Dear visitor,

Vatnajökull National Park currently seeks insight into the perceptions and opinions of its visitors. Such information is valuable both to gain a better understanding of visitors' needs and to improve services for visitors. The survey is anonymous and therefore no answers can be linked to individual participants. All information obtained through the survey will be handled confidentially. The survey will take 5-10 minutes to complete. Your participation is very much appreciated. Thank you!

Q1 - How many days are you staying in Southeast Iceland (see map of Southeast Iceland hereunder)?

- One day or less
- 2-3 days
- 4 days or more

Q2 - How many times did you visit Southeast Iceland before?

- First time
- 2-4 times before
- 5 times or more

Q3 - Which of the following activities are you interested in doing, or have already undertaken, during your stay in Southeast Iceland? (mark all relevant activities)

- Sight-seeing
- Biking
- Fishing
- Photography
- Ice cave tour
- 4x4 Jeep tour
- Glacier walking tour
- Horse riding
- Hiking
- Ice climbing
- Snowmobiling
- Scenic plane/helicopter tour

- Mountain climbing
- Hunting
- Birdwatching
- Boat tour
- Kayaking
- Other (please specify)

Q4 - How was your trip to Southeast Iceland organized? (mark all relevant options)

- By myself
- By online booking sites (such as Booking.com)
- By travel agency in my home country
- By travel agency/tourist information centre in Iceland
- By local tour company
- By my hotel/guesthouse
- Do not know
- Other (please specify)

Q5 - How satisfied are you with the **availability** of the following services in Southeast Iceland?

- Hotels/guesthouses
- Restaurants
- Tourist attractions
- Guided tour activities
- Travel facilities and services (such as public toilets, picnic tables, parking places)

- Very dissatisfied
- Dissatisfied
- Not dissatisfied or satisfied
- Satisfied
- Very satisfied
- Do not know

Q6- Had you heard or read about Vatnajökull National Park before your arrival to Iceland?

- Yes
- No

Q7 - From which of the following sources did you hear/read about Vatnajökull National Park before your arrival to Iceland? (mark all relevant sources)

- Internet: advertisement
- Internet: review sites (such as Trip advisor)
- Internet: news/background articles
- Internet: social media
- Newspaper/magazine article

- Travel guidebook
- Travel agency at home
- Friends and Family
- Other (please specify)

Q8 - Did you do a commercial tour in Vatnajökull National Park?

- Yes
- No

Q9 - What kind of commercial tour did you take in Vatnajökull NP? (mark all relevant answers)

- Photography tour
- Ice cave tour
- 4x4 Jeep tour
- Glacier walking tour
- Guided hiking tour
- Horse riding tour
- Ice climbing tour
- Snowmobiling tour
- Scenic plane/helicopter tour
- Mountain climbing tour
- Birdwatching tour
- Kayak tour
- Motorized boat tour
- Other (please specify)

Q10 - How did you locate the company which provided your tour? (mark all relevant sources)

- Travel agency in my home country
- Travel agency/tourist information centre in Iceland
- Internet: company's website/advertisement
- Internet: review sites (such as Trip advisor)
- Internet: news/background articles
- Internet: social media
- Newspaper/magazine
- Other visitors you met during your stay in Iceland
- Information provided by local inhabitants, other companies or organizations
- Friends and Family
- Other (please specify)

Q11 - How important were the following motivations for you to undertake the tour you did in Vatnajökull NP?

- Have a thrilling experience
- Have a story to tell

- Experience new and different things
 - See a glacier in real-life
 - Learn about the area
 - Visit a glacier before it disappears
 - Have a change from everyday life
 - Experience wild and untouched nature
- Not important at all
 - Not important
 - Neutral
 - Important
 - Very important

Q12 - How important were the following aspects for you to book the tour that you undertook?

- Value for money
 - Safety on the tour
 - Skills of the guide
 - Small group size
 - Receiving information about natural environment
 - Receiving information about climate change and its impacts
- Not important at all
 - Not important
 - Neutral
 - Important
 - Very important

Q13 - How satisfied were you with the following aspects of the tour that you undertook?

- Value for money
 - Safety on the tour
 - Skills of the guide
 - Size of the group
 - Receiving information about natural environment
 - Receiving information about climate change and its impacts
- Very dissatisfied
 - Dissatisfied
 - Not dissatisfied or satisfied
 - Satisfied
 - Very satisfied
 - Do not know

Q14 - How important are the following aspects of a company for booking a tour with them?

- The company is local in origin

- The company has adopted the Sustainable Development Goals
 - The company's activities are carbon neutral
 - The company has a social responsibility policy
-
- Not important at all
 - Not important
 - Neutral
 - Important
 - Very important
 - Do not know

Q15- In general, how do you consider the number of tourists at the places you visited during your tour?

- Too few
- Few
- Suitable
- Many
- Too many

Q16 - How likely are you to recommend the guided tour that you took in Vatnajökull National Park on social media?

- Very unlikely
- Unlikely
- Neither likely nor unlikely
- Likely
- Very likely

Q17- How important were the following motivations for you to visit Vatnajökull National Park?

- Have a thrilling experience
 - Have a story to tell
 - Experience new and different things
 - See a glacier in real-life
 - Learn about the area
 - Visit a glacier before it disappears
 - Have a change from everyday life
 - Experience wild and untouched nature
-
- Not important at all
 - Not important
 - Neutral
 - Important
 - Very important

Q18 - How important are the following aspects for your visit to Vatnajökull National Park?

- Quality of facilities
 - Diversity of hiking trails
 - Information provision about natural environment
 - Information provision about cultural history
 - Information provision about climate change and its impacts
-
- Not important at all
 - Not important
 - Neutral
 - Important
 - Very important

Q19 – In general, how satisfied are you with the following aspects of Vatnajökull National Park?

- Quality of facilities
 - Diversity of hiking trails
 - Information provision about natural environment
 - Information provision about cultural history
 - Information provision about climate change and its impacts
-
- Very dissatisfied
 - Dissatisfied
 - Not dissatisfied or satisfied
 - Satisfied
 - Very satisfied
 - Do not know

Q20 - How important are the following aspects for your visit to a national park in general?

- The park employs local people as rangers and other staff members
 - The park has adopted the Sustainable Development Goals
 - The park's activities are carbon neutral
 - The park has a social responsibility policy
-
- Not important at all
 - Not important
 - Neutral
 - Important
 - Very important
 - Do not know

Q21 - In the past three months, have you heard, read, or watched anything about the following?

- Wilderness

- Biodiversity
- Glacier retreat
- Geodiversity

- Yes
- No
- Do not know

Q22 – In general, how do you consider the number of visitors at the places you visited during your stay in Vatnajökull National Park?

- Too few
- Few
- Suitable
- Many
- Too many
- Do not know

Q23 - How likely is it that you would visit Vatnajökull National Park if you were not able to come within 1.000 meters of the glaciers?

- Very unlikely
- Unlikely
- Neither likely nor unlikely
- Likely
- Very likely

Q24- How likely are you to recommend visiting Vatnajökull National Park on social media

- Very unlikely
- Unlikely
- Neither likely nor unlikely
- Likely
- Very likely

Q25 - In your opinion, Climate Change is caused

- Entirely by natural processes
- Mainly by natural processes
- About equally by natural processes and human activities
- Mainly by human activities
- Entirely by human activities
- Do not know

Q26 - Who are you traveling with?

- Individual
- Spouse/Partner/Friend
- Family
- Small group (<10)
- Big group (≥10)

Q27 - What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Q28 – In which country do you live?

- Canada
- China
- Denmark
- Finland
- France
- Germany
- Italy
- Japan
- Netherlands
- Norway
- Poland
- Russia
- Spain
- Sweden
- Switzerland
- United Kingdom
- USA
- Other country, namely

Q29 - What is your highest level of education?

- Elementary school
- High school
- Middle vocational education
- Higher vocational education
- University undergraduate
- University postgraduate

Q30 - What is your gender?

- Female
- Male
- Non-binary
- Other

Annex II: Questionnaire Icelandic version



Spurningakönnun fyrir gesti Vatnajökulsþjóðgarðs

Kæri gestur,

Markmið þessarar könnunar er að afla upplýsinga um upplifun og viðhorf gesta í Vatnajökulsþjóðgarði. Slíkar upplýsingar eru mikilvægar bæði til að öðlast betri skilning á þörfum þjóðgarðsgesta og til að bæta þjónustu þjóðgarðsins við gesti sína. Spurningakönnunin er nafnlaus og því ekki hægt að tengja neinar upplýsingar við einstaka svarendur. Gætt verður fyllsta trúnaði við meðferð allra rannsóknargagna. Það tekur 5-10 mínútur að svara könnuninni. Þátttaka þín er afar mikils virði. Bestu þakkir!

Q1 – Hversu marga daga ætlar þú að dvelja á Suðausturlandi (sjá kort hér að neðan)?

- Einn dag eða skemur
- 2-3 daga
- 4 daga eða lengur

Q2 – Hversu oft áður hefur þú heimsótt Suðausturland?

- Fyrsta sinn
- 2-4 sinnum áður
- 5 sinnum áður eða oftar

Q3 – Hvers konar afþreyingu hefur þú áhuga á að stunda, eða hefur þegar lagt stund á, á meðan þú dvelur á Suðausturlandi? (Merktu við alla svarmöguleika sem eiga við).

- Skoðunarferð
- Hjólaferð
- Stangveiði
- Ljósmyndun
- Íshellaferð
- Jeppaferð
- Jökलगöngu

- Hestaferð
- Fjallgöngu
- Ísklifur
- Snjósleðaferð
- Útsýnisflug með flugvél/þyrlu
- Fjallaklifur
- Skotveiði
- Fuglaskoðun
- Bátsferð
- Kajak-ferð
- Annað (vinsamlegast tilgreinið)

Q4 – Hvernig var ferðalag þitt um Suðausturland skipulagt?

- Ég skipulagði ferðina sjálf(ur)
- Af bókunarsíðu (t.d. Booking.com)
- Af ferðaskrifstofu
- Af upplýsingamiðstöð
- Af afþreyingarfyrirtæki innan svæðisins
- Af hóteli/gistiheimili mínu
- Veit ekki
- Annað (vinsamlegast tilgreinið)

Q5 – Hversu ánægð(ur) ert þú með **framboðið** á eftirfarandi þjónustu á Suðausturlandi?

- Hótel/gistiheimili
 - Veitingastaðir
 - Áfangastaðir fyrir ferðamenn
 - Afþreying með leiðsögumanni
 - Innviðir og þjónusta fyrir ferðamenn (svo sem almenningsalerni, útiborð, bílastæði)
- Mjög óánægð(ur)
 - Óánægð(ur)
 - Hvorki ánægð(ur) né óánægð(ur)
 - Ánægð(ur)
 - Mjög ánægð(ur)
 - Veit ekki

Q6 – Heimsóttir þú vefsíðu Vatnajökulsþjóðgarðs (www.vatnajokulsthjodgardur.is) fyrir ferðalag þitt til Suðausturlands?

- Já
- Nei

EF JÁ: Q7 – Hversu fræðandi er vefsíða Vatnajökulsþjóðgarðs fyrir þig?

- Alls ekki fræðandi
- Ekki fræðandi
- Hvorki né

- Fræðandi
- Mjög fræðandi
- Veit ekki

Q8 – Hefur þú farið í ferð með afþreyingarfyrirtæki í Vatnajökulsþjóðgarði?

- Já **[Þá fer viðkomandi í spurningar nr. 9-16, en sleppir 17-24]**
- Nei **[Þá fer viðkomandi í spurningar nr. 17-24, en sleppir 9-16]**

Q9 – Í hvers konar ferð(ir) fórstu? (Merktu við allt sem við á).

- Ljósmyndaferð
- Íshelluferð
- Jeppaferð
- Jökलगöngu
- Fjallgöngu með leiðsögn
- Hestaferð
- Ísklifurferð
- Snjósleðaferð
- Útsýnisflug með flugvél/þyrlu
- Fjallaklifurferð
- Fuglaskoðunarferð
- Kajak-ferð
- Ferð með vélknúnum báti
- Annað (vinsamlegast tilgreinið)

Q10 – Hvernig fannst þú fyrirtækið sem bauð upp á ferðina sem þú keyptir? (Merktu við allt sem við á).

- Í gegnum ferðaskrifstofu
- Í gegnum upplýsingamiðstöð
- Internet: vefsíða fyrirtækis/auglýsing
- Internet: ferðasíða (t.d. Trip advisor)
- Internet: frétt eða grein
- Internet: samfélagsmiðlar
- Í dagblaði/tímariti
- Ábending frá öðrum ferðamönnum
- Upplýsingar frá heimamönnum, öðrum fyrirtækjum eða samtökum
- Vinir og fjölskylda
- Annað (vinsamlegast tilgreinið)

Q11 – Hversu mikilvægir voru eftirfarandi þættir fyrir ákvörðun þína um að fara í ferðina með afþreyingarfyrirtæki í Vatnajökulsþjóðgarði?

- Gera eitthvað spennandi
- Fá efnivið í góða frásögn
- Upplifa nýja og öðruvísi hluti

- Sjá jökul með eigin augum
 - Fræðast um svæðið
 - Heimsækja jökul áður en hann hverfur
 - Fá tilbreytingu frá hversdagslífinu
 - Upplifa villta og ósnortna náttúru
- Alls ekki mikilvægt / Ekki mikilvægt / Hlutlaus / Mikilvægt / Mjög mikilvægt

Q12 – Hversu mikilvæg voru eftirfarandi atriði fyrir ákvörðun þína um kaup á afþreyingarferðinni sem þú fórst í?

- Gæði ferðar miðað við kostnað
 - Öryggismál í ferðinni
 - Hæfni leiðsögumannsins
 - Lítil hópastærð
 - Fá upplýsingar um náttúruna
 - Fá upplýsingar um loftslagsbreytingar og áhrif þeirra
- Alls ekki mikilvægt / Ekki mikilvægt / Hlutlaus / Mikilvægt / Mjög mikilvægt

Q13 – Hversu ánægð(ur) varst þú með eftirfarandi atriði í afþreyingarferðinni sem þú fórst í?

- Gæði ferðar miðað við kostnað
 - Öryggismál í ferðinni
 - Hæfni leiðsögumannsins
 - Stærð hópsins
 - Upplýsingagjöf um náttúruna
 - Upplýsingagjöf um loftslagsbreytingar og áhrif þeirra
- Mjög óánægð(ur)/ Óánægð(ur) / Hvorki ánægð(ur) né óánægð(ur) / Ánægð(ur)/ Mjög ánægð(ur)/ Veit ekki

Q14 – Hversu mikilvægir eru eftirfarandi þættir fyrir þig þegar þú ákveður að kaupa ferð með afþreyingarfyrirtæki?

- Fyrirtækið er í eigu heimamanna á svæðinu
 - Fyrirtækið hefur tekið upp heimsmarkmiðin um sjálfbæra þróun
 - Fyrirtækið kolefnisjafnar starfsemi sína
 - Fyrirtækið hefur sett sér stefnu um samfélagslega ábyrgð
- Alls ekki mikilvægt / Ekki mikilvægt / Hlutlaus / Mikilvægt / Mjög mikilvægt/ Veit ekki

Q15 –Hvað fannst þér almennt um fjölda ferðamanna sem þú sást á meðan á afþreyingarferð þinni stóð?

- Of fáir
- Fáir
- Hæfilega margir

- Margir
- Of margir

Q16 – Hversu líklegt er að þú munir mæla með afþreyingarferðinni sem þú fórst í á samfélagsmiðlum?

- Mjög ólíklegt
- Ólíklegt
- Hvorki líklegt né ólíklegt
- Líklegt
- Mjög líklegt

Q17 – Hversu mikilvægir voru eftirfarandi þættir fyrir ákvörðun þína um að heimsækja Vatnajökulsþjóðgarð?

- Gera eitthvað spennandi
- Fá efnivið í góða frásögn
- Upplifa nýja og öðruvísi hluti
- Sjá jökul með eigin augum
- Fræðast um svæðið
- Heimsækja jökul áður en hann hverfur
- Fá tilbreytingu frá hversdagslífinu
- Upplifa villta og ósnortna náttúru

➤ Alls ekki mikilvægt / Ekki mikilvægt / Hlutlaus / Mikilvægt / Mjög mikilvægt

Q18 – Hversu mikilvæg voru eftirfarandi atriði fyrir ákvörðun þína um að heimsækja Vatnajökulsþjóðgarð?

- Gæði aðstöðu og innviða
- Fjölbreytileiki göngustíga
- Upplýsingagjöf um náttúruna
- Upplýsingagjöf um menningu og sögu
- Upplýsingagjöf um loftslagsbreytingar og áhrif þeirra

➤ Alls ekki mikilvægt / Ekki mikilvægt / Hlutlaus / Mikilvægt / Mjög mikilvægt

Q19 – Hversu ánægð(ur) ert þú með eftirfarandi atriði í heimsókn þinni í Vatnajökulsþjóðgarð?

- Gæði aðstöðu og innviða
- Fjölbreytileiki göngustíga
- Upplýsingagjöf um náttúruna
- Upplýsingagjöf um menningu og sögu
- Upplýsingagjöf um loftslagsbreytingar og áhrif þeirra

➤ Mjög óánægð(ur)/ Óánægð(ur) / Hvorki ánægð(ur) né óánægð(ur) / Ánægð(ur)/ Mjög ánægð(ur)/ Veit ekki

Q20 – Hversu mikilvægir eru eftirfarandi þættir fyrir heimsóknir þína í þjóðgarða?

- Þjóðgarðurinn ræður heimamenn við landvörslu og önnur störf
- Þjóðgarðurinn hefur tekið upp heimsmarkmiðin um sjálfbæra þróun
- Þjóðgarðurinn kolefnisjafnar starfsemi sína
- Þjóðgarðurinn hefur sett sér stefnu um samfélagslega ábyrgð

➤ Alls ekki mikilvægt / Ekki mikilvægt / Hlutlaus / Mikilvægt / Mjög mikilvægt/ Veit ekki

Q21 – Hefur þú heyrt, lesið eða horft á efni um eftirfarandi á síðastliðnum þremur mánuðum?

- Óbyggð víðerni
- Líffræðilega fjölbreytni
- Hopun jökla
- Jarðfræðilega fjölbreytni

➤ Já / Nei / Veit ekki

Q22 – Hvað fannst þér almennt um fjölda ferðamanna á þeim stöðum sem þú heimsóttir innan Vatnajökulsþjóðgarðs?

- Of fáir/ Fáir
- Hæfilega margir
- Margir
- Of margir
- Veit ekki

Q23 – Hversu líklegt væri að þú myndir heimsækja Vatnajökulsþjóðgarð ef þú kæmist hvergi nær jöklinum en 1.000 metra?

- Mjög ólíklegt
- Ólíklegt
- Hvorki líklegt né ólíklegt
- Líklegt
- Mjög líklegt

Q24 – Hversu líklegt er að þú munir mæla með heimsókn í Vatnajökulsþjóðgarð á samfélagsmiðlum?

- Mjög ólíklegt
- Ólíklegt
- Hvorki líklegt né ólíklegt
- Líklegt
- Mjög líklegt

Q25 – Loftslagsbreytingar stafa að þínu mati:

- Alfarið af náttúrulegum völdum
- Aðallega af náttúrulegum völdum
- Um það bil jafnt af náttúrulegum völdum og mannavöldum
- Aðallega af mannavöldum
- Alfarið af mannavöldum
- Veit ekki

Q26 – Með hverjum ert þú að ferðast?

- Ein(n) á ferð
- Maka/Sambýlingi/Vini
- Fjölskyldu
- Litlum hópi (<10)
- Stórum hópi (≥10)

Q27 – Hver er aldur þinn?

- Undir 18 [**Eingöngu fyrir þátttakendur í skólahópum**]
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Q28 – Hvar býrð þú?

- Á höfuðborgarsvæðinu
- Í þéttbýli utan höfuðborgarsvæðisins
- Í dreifbýli
- Erlendis

Q29 – Hver er hæsta prófgráða sem þú hefur lokið?

- Grunnskóli
- Mennta-/framhaldsskóli
- Verk-/iðnnám
- Grunnám í háskóla (BS, BA eða sambærilegt)
- Framhaldsnám í háskóla (MS, MA, PhD)

Q30 – Hvert er kyn þitt?

- Kona
- Karl
- Kynsegin
- Annað

