



University of Wales, Trinity St David

**The importance of branding several
spa and wellness concepts
within one hotel group**

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Section 1 Project Proposal

1.1. Introduction- The Context

In her book, Davis (2009, p.12) mentioned how important a brand and its impact to a company is. If a brand suffers, so does the company. A solid brand, in contrary, will boost the company's value.

"Central to the brand process is to understand the brand's audience. It sounds simple, but like people, brands grow and transform" (Davis, 2009, p.70).

In 2018, The Lux Collective hotel group has established four hotel brands called LUX*, SALT, Tamassa, and SOCIO. Each with a different concept and targets different markets.

1.2. Justification

Heyes and Gehrels (2015 p. 93-97) mentioned in their research, the importance of having a wellness facility within a luxury hotel, be it relaxation or the active fitness part.

There is however no material found that mentions a brand differentiation of spa and wellness division within one hotel group, e.g. Eforea Spa is created for Hilton hotels, however no specific brand is implemented at Conrad, Waldorf, and Curio, all under the same Hilton portfolio.

This research is to identify and recognize the importance of having different spa and wellness concepts that are in line with the concept of each hotel.

1.3. The Intended Impact

The Lux Collective has launched LUX* ME concept in all their LUX* properties, which is a lighter version of luxury spa. The second brand, SALT, has SALT EQUILIBRIUM, focuses on salt-based products and natural process of healing.

Two other brands are being conceptualised with the suggestion as follows:

Hotel Brand	Concept	Spa and wellness Concept
Tamassa	Joy, happiness, reconnecting individual	Facilities and services that are designed to reconnect people, sparkling products, activities that focus around happiness
SOCIO	Urban, social hub, place to be seen	Using integrated space within the hotel, well-known products brands, membership

1.4. The Outlined Intention

The research was based on obtaining both quantitative and qualitative data through both surveys and interviews.

1.4.1. Survey

Participants were in-house guests who used spa and wellness facilities, researcher's ex-colleagues, and colleagues.

Participants voluntarily shared their opinions on their own needs towards their preferred hotel brand along with their indications on the importance of having distinguished spa and wellness facilities, products, and services.

1.4.2 Interview and benchmarking

The benchmarking was to understand and evaluate the reasons, whether there was a strong need in differentiating a concept for spa and wellness department within one hotel group.

1.5. The Ethics and Insider Research

The questionnaire consisted of a cover letter where participation was voluntary and data were dealt in strict confidentiality. Data were analysed and represented through analysis tables.

1.6. The Learning Outcomes

- Develop a better understanding of branding a business
- Develop a better awareness of the importance of company culture, internally and externally, when creating a sustainable brand
- Acquire general knowledge behind spa and wellness brands, including trends and inquired aspects, as well as hotel development trends
- Develop skills in establishing a spa and wellness brand

Section 2 Project Report

2.1. Introduction

The aim of this project was to explore the importance of having different concepts of spa and wellness department within a hotel group, rather than providing generic or common facilities.

The researcher was keen to prove the need of spa and wellness brand differentiation in line with the hotel brands since there had been no material found that mentioned a brand differentiation of spa and wellness division within one same hotel group.

The survey was designed to find out customer's preferences on different hotel concepts and spa and wellness brands, including the impact on their choices. This research only involved participants who were familiar with staying in a hotel and experienced its spa and/or wellness facilities and services.

The outcome confirmed the need of concept differentiation and it had supported the researcher in acquiring knowledge, understanding trends, and developing skills in establishing a spa and wellness brand that is in line with its hotel concept.

2.2. Literature Review

Gone is the time of only creating a name with logo to define a brand...

In her book, Davis (2009 p.20) explained that creating an identity for a business had developed beyond the 'look and feel'. It also involved the emotional connection with audiences, ability to deliver the full branding experience, company values, environmental and social impacts.

Physical products were not unique without strong stories that connected a brand with its consumer. This fundamental aspect, seeking for a meaningful life, was a natural process resulted from storytelling passing down for generations. Today's strong leaders were differentiated from how inspiring they were in telling a story. Religious 'brands' provided such meaningful stories for their audience, with perhaps the Bible being the most obvious and sustainable one (Fog et al., 2010, p.18, 23, 224).

Davis (2009, p.78), mentioned that dividing audiences into segments could help identify targeted market resulting in bigger followers, 'mass exclusive' audience, and consequently might adopt various tools in gaining the customer's attention, resulting to new audiences within the brand. For example followers of 'Tween' brands in the US, targeting young girls 8-12 years of age who shared similar interests in fashion, was popularised by the Olsen twins and Britney Spears in the late

1990s, were estimated to spend over US \$10 billion every year on themselves, with their parents spending over US \$175 billion.

According to Foster, in *Understanding the global spa industry: Spa management*, the process of branding was the concept of differentiation: one spa could not be all things to all people and therefore it was essential to target an audience who would be most responsive to the concept and product offering (Cohen, M. and Bodeker, G., 2008 p.193).

A strong brand creates a relationship; a relationship creates trust, and trust encourages purchase behaviour without having to calculate all details.

Authenticity that was supported by solid reason to believe in it, would allow the audience to live up to the brand promise. In developing a concept, however, it required more than a point of difference. The brand must be aligned with the business objectives, type of spa, and location (Cohen, M. and Bodeker, G., 2008 p.194-195).

Matthews and Wells mentioned that Mandara Spa, founded in 1996 in Bali, was part of a family company that operated 70 land-based spas and over 130 cruise lines. The brand introduced the tropical Asian spa concept and took this approach globally (Cohen, M. and Bodeker, G., 2008, p.154).

Schweder and his team provided a strategy document for discussion amongst the key company stakeholders of Mandarin Oriental Hotel Group (MOHG) in 2001 due to the high necessity to identify own brand for excellence in spa and wellness services within the hotel group. The concept was to enliven a sincere understanding of wellness and holistic services that are linked to the Asian roots of the company, including design of facilities.

A worldwide MOHG spa brand with logo was developed to identify the spa as a stand-alone business model and an extension of the group brand (Cohen, M. and Bodeker, G., 2008, p.177).

2.3. Methodology

The survey used was a mix of quantitative and qualitative methods. Participants were in-house hotel guests who used spa and wellness facilities and services, researcher's ex-colleagues, and colleagues. All participants were used to hospitality business and familiar with spa and wellness facilities and services.

The purpose of the research was explained prior to the survey. Partaking was voluntary and anonymous; however, participants were able to indicate their contact details in case of further explanation needed. Each feedback was a complete individual opinion that helped the insider researcher to conclude the finding objectively.

Once participants responded and confirmed their consent to take part in the study, the researcher sent questionnaires by e-mail or through other applications such as Whatsapp and Messenger, and/or printed for in-house hotel guests and colleagues (Appendix 1).

The questionnaires were designed to be relatively short with multiple-choice type of answer and some open questions. The questions needed to be responded in a chronological order in order not to mix opinions between a hotel concept and a spa and wellness concept, while thereafter participants were given a question where they would respond on the importance of the relationship between concepts.

To obtain the information, participants were given four different imaginative hotel brands and four different spa and wellness concepts to choose from as their preference and inquired the reasons of their choice.

The information on whether participants use a certain hotel for business purpose, holiday, or both were also inquired.

Participants were required to respond on the importance of their preferred choices as part of collecting the quantitative data. The researcher was also interested in finding out the reasons and the relation between the participants' preferred hotel and the choice of his/ her spa and wellness services, which was an indicative of qualitative information.

Where more details were needed, participants were invited for an interview and partaking was again voluntary. Interviews were done by a phone call or in person using another set of new questions or by asking for more details on the participants' initial feedback.

The researcher anticipated at least 50 responses from 80 questionnaires in order to obtain more accurate finding. 56 or 70% of the total participants responded on the questionnaires sent.

2.4. Research Finding

The survey used a mix of quantitative and qualitative data with a sample population of hotel guests and colleagues, aged 18 to 65+ years.

Out of 80 questionnaires that were sent out, 56 people responded to the quantitative survey, in which 37 participants also responded to the qualitative survey. 31 respondents were in-house guests of various hotels with different concepts: classic luxury resort, green sustainable boutique hotel, and family friendly beach resort. The other 25 participants were researcher's (ex) colleagues and friends.

All participants were familiar with hotels, had either spa treatments and/or used spa, fitness, and other wellness facilities and services.

The analysis and justification were based on **Table A, Qualitative survey report, and Table B.**

2.4.1. Table A (Quantitative survey report)

BRANDING SURVEY						ANALYSIS
Respondents	guests 31	colleagues 25				
1. What is your age group?	18-25	26-40	41-55	55-65	above 65	Majority of travellers age group was 26 - 55 (79%)
Total	9	29	15	2	1	
%	16%	52%	27%	4%	2%	
2. When using a hotel, do you normally travel for:	Business	Pleasure	Both			98% travelled somehow for pleasure
Total	1	40	15			
%	2%	71%	27%			
3. Which one of the below is your favourite type of hotel to visit?	Private, classic luxury, formal, all served	Organic food, cultural, green conscious, 'do it yourself' DIY style, a transformational place	Place to reconnect with friends & family, beach club setting, and parties	Place to be seen, place to mix with locals and meet new people, trendy bar and restaurants, coffee shop, high tech and app savvy	like all	Although classic luxury had the biggest audience, there were other favoritisms of hotel choice when traveling
Total	21	10	16	8	1	
%	38%	18%	29%	14%	2%	
4. How important is your choice of hotel:	not at all	not so much	somewhat important	important	very important	The hotel choice indicates (very) important to majority of the respondents (70%).
Total	1	11	5	15	24	
%	2%	19%	9%	27%	43%	
5. Which spa and wellness experiences below are your favourite:	Exclusive products, state-of-the-art gym	Natural spa products, outdoor activities	Spa catered with friends, joyful experiences	well-known branded spa products, trendy	like all	There were mix preferences on spa and wellness experiences
Total	19	22	4	10	1	
%	34%	39%	7%	18%	2%	
6. How important is your choice of spa & wellness experience:	not at all	not so much, like to try different	somewhat important	important	very important	The spa and wellness experience in the hotel was (very) important to majority of respondents (77%)
Total	0	7	6	21	22	
%	0%	13%	11%	38%	39%	
7. How important it is for you, the relation between the hotel type and its spa & wellness facilities and services:	not at all	not so important, I adjust	somewhat important	important	very important	Respondents found the relation between the type of hotel chosen and its spa & wellness facilities was (very) important (82%).
Total	0	4	6	26	20	
%	0%	7%	11%	46%	36%	

Analysis of Table A

Question 1 (age group)

Most respondents were between 26 to 55 years of age, *an age group that was deemed diverse enough to represent this survey.*

Question 2 (purpose of hotel stay)

Majority of participants had stayed in a hotel for pleasure or for both pleasure and business. One colleague used a hotel for business purpose only. *This major participation on 'pleasure' supported the study on having various hotel concepts to cater different preferences for people on vacation as opposed to when they were on a business trip, which the uniqueness of spa and wellness facilities and services would be less in demand.*

Question 3 (favorite hotel type)

17 out of 31 guests and 4 out of 25 colleagues preferred to stay at classic luxury hotels. In contrary to the green conscious type of hotel where 8 colleagues preferred to stay here and only 2 guests chose for this type of concept. Guests chose their second favorite hotel type of the one that was ideal to reconnect with family and friends, while colleagues equally chose this type of concept along with the luxury type. The second favorite hotel chosen by colleagues was the trendy concept, which was the least favorite for guests. 1 guest liked all types of concept.

The different preferences above showed the researcher of the need of segmentation in having or developing concepts for hotels.

Question 4 (importance of the hotel type)

39 participants or 70% of the respondents found the hotel choice was important or very important, while 30% of respondents did not find it as important. Both guests and colleagues had similar opinion in responding to this question with 'very important' as first choice, followed by 'important', then 'not so much', 'somewhat', and 'not important'.

This not such a significant percentage, although still a majority, indicated that participants did not fully depend on one type of hotel only.

Question 5 (favorite spa & wellness experiences)

39% of the total respondents preferred natural products and nature activities, followed by 34% on exclusive products and state-of-the-art gym. These two highest percentages were contributed by 42% of guests who chose for exclusive spa and gym, while 60% of colleagues preferred natural spa and outdoor wellness.

From the remaining two types of spa and wellness experiences: 2% of the respondents liked all the offerings, 7% preferred joyful spa and wellness experiences, and 18% on well-known branded products and trendy type of activities.

Similar to the hotel preferences on question 4, this diversity showed certain spa and wellness experiences attracted certain audiences, which would be useful as a foundation to develop different concepts.

Question 6 (importance of spa & wellness choices)

77% of the respondents, almost equally contributed by guests and colleagues, found their choices on experiencing the spa and wellness facilities and offerings were important or very important. The remaining of the respondents found their choices less or somewhat important, 13% due to preferences on trying different experiences.

This percentage showed how important well-being experiences were to the participants and to the researcher in how to best facilitate them in a hotel.

Question 7 (importance of relation between hotel and its spa & wellness offerings)

4 respondents (7%) did not find it important as they would adjust with the facilities available while 6 respondents (11%) found the relation somewhat important.

46 out of 56 respondents or 82% found it important or very important to experience spa and wellness facilities and/or services that relate to the hotel concept.

To the researcher, the feedback of this question was the most important input in order to know whether there was any need of a brand or concept differentiation. 82% of the total participant showed a high need.

2.4.2. Qualitative survey report

BRANDING SURVEY

Participants/ interviewees: 37

Justification of the hotel type of choice

9 interviewees liked the hotel because they can go on holiday with family and friends to reconnect

1 interviewee chose for full facilities incl. pool, Wi-Fi, and gym

5 interviewees chose for excellent food and beverage

8 interviewees liked luxurious hotel with immaculate ambient, where they were looked after, high expectation, could just relax and not doing anything

8 interviewees chose the hotel that was more conscious and where they could learn different cultures

4 interviewees chose the hotel for privacy

2 chose for the location

3 chose because of the price and value

Note:

5 of the interviewees did not find important to choose for a specific concept of hotel. 27 found it either important or very important.

BRANDING SURVEY

Participants/ interviewees: 37

Reason to explain your choice of spa and wellness experience

1 liked to experience as part of the holiday purpose
11 liked the serenity of spa, good therapists, being pampered, relax and calm rooms
9 liked simple, energy healing, nature, and nature friendly products
2 liked to use spa heat facilities
1 liked state-the-art gym and updated activities
1 good price
7 participants also liked trendy experiences, branded products, various techniques
3 participants also appreciated outdoor wellness experiences
1 liked dynamic and fun experiences
1 unique experience and discover new things
3 participants liked to do research for their choices
2 participant liked all spa & wellness offerings and experience different things

Note:

9 of the participants did not find important of their spa and wellness experiences.

Some liked to experience different things.

12 of the participants found it important and 15 very important of their choice of spa and wellness experiences.

5 of the participants found somewhat important the relation of their chosen hotel to its spa & wellness facilities and offerings.

29 out of 37 interviewees (78%) found it important or very important.

Interview and analysis on hotel choice

Most of the participants chose to spend their holiday in a hotel that offered facilities for family and friends activities so they could reconnect as they normally did not spend time together back home. Some participants liked this type of hotel where they could celebrate events or relax together with their loved ones.

The second preferred hotel type was chosen because of its luxurious concept with an immaculate ambience where participants would be looked after, could just relax, and be served. Equally as second preferred hotel type was one with a green concept, offered facilities and services that were more sustainable, green conscious, and where participants could enjoy different cultures. Other participants chose their hotel for various reasons, such as excellent food and beverage, privacy, price and value, location, and full-equipped facilities.

From 37 participants, 27 found their hotel choice was either important or very important. Here under were the reasons:

- great location and value
- place to relax*
- luxurious facilities*
- high-end service*
- excellent food*
- place to do nothing
- immaculate ambience and surroundings*
- comfortable rooms and clean*
- complete modern facilities*
- serenity*
- suitable for family*
- conscious concept*
- healthy*
- soul balancing*
- place which offers cultural activities and can meet locals*
- place to discover
- place to transform*
- trendy bars
- easy going

**these reasons could also indicate the relation to spa and wellness preferences*

Other interviewees did not find the hotel type or concept as important as long as they could connect with family and friends, explore new experiences, have good food, have emotional value, enjoy beach and sun lounges, enjoy good service that was not intrusive.

Interview and analysis on spa and wellness experiences

Most of participants preferred to have their spa experiences in relaxing atmosphere and calm treatment rooms, being pampered, by good therapists.

Second most favorite type of spa and wellness experiences were chosen by participants who liked to be in the nature, received energy healing type of treatments, and used nature friendly products. Trendy experiences, treatments with various techniques, and branded products were the third reason why participants used the spa and wellness facilities within a hotel.

Other participants indicated various reasons of their preferences such as discover new and unique experiences, like to experience spa and wellness facilities during holiday, like indoor and outdoor facilities, like dynamic and fun experiences, and good prices.

3 participants chose their experiences by doing their own research while other 2 liked all types of offerings and therefore liked to experience different things.

From 37 participants, 27 found their spa & wellness choice was either important or very important. Here under were the reasons:

- holiday was about experience**
- liked massages and facials
- liked various ways of spa's and different experiences
- spa was good
- to feel good, special**
- liked to do own exercise and outdoor wellness
- liked branded products and quality, easy to search on website**
- serenity**
- loved nature friendly products
- liked full-equipped facilities including heat experiences**
- loved to take care inside out**
- liked energy healing
- liked to connect with oneself, physical and spiritual
- liked nature and organic**
- liked to feel special**
- liked simplicity and therapist intuition
- liked excellent techniques
- conscious offerings**
- easy going**

*** these reasons could also indicate the relation to hotel preferences*

9 interviewees liked to use spa and wellness facilities or take spa treatments, however did not find the experiences important. Some because they just wanted to exercise or had a massage, some because they preferred to experience different things but not to a specific concept of experience: "a massage is a massage" or "I don't care running on a treadmill or in the forest".

Justification on the relation between preferred hotel and its spa and wellness experiences

5 of the participants found the relation of their chosen hotel to its spa & wellness facilities and offerings somewhat important. 17 found it important and 12 found it very important. A total of 29 participants found it important to have a specific type of hotel and its spa and wellness facilities.

The preferences on wellness experiences however were subjective and different from each other. This finding was in line with the feedback from the total respondents on the Table A. These findings were also reflected on the Table B below.

2.4.3. Table B

SPA & WELLNESS CONCEPT HOTEL	Exclusive products, state-of- the-art gym	Natural spa products, outdoor activities	Spa catered with friends, joyful experiences	Well-known branded spa products, trendy exercises
Private, classic luxury, formal, full service	8	2	2	1
Organic food, cultural, green conscious, 'do it yourself' DIY style, a transformational place	1	10	-	1
Place to reconnect with friends & family, beach club setting, and parties	4	1	-	2
Place to be seen, place to mix with locals and meet new people, trendy bar and restaurants, coffee shop, high tech and app savvy	-	3	-	4

The numbers on Table B were originated from 39 participants who indicated the importance of the relation between a hotel and its spa and wellness experiences on Table A (important and very important) and also indicated their preferences in both hotel and its spa and wellness. This table shows the most important result to find out the link in differentiating the spa and wellness amongst different hotel concepts.

The majority of participants (8) who preferred a classic luxury hotel chose for exclusive products and state-of-the-art gym. This type spa and wellness facilities are typically provided in a luxury hotel, however some participants preferred different types of spa and wellness offerings.

Similar to the green and conscious hotel, majority or 10 of the participants who chose this concept also chose to use natural products and activities that were related to the nature. It did not however stop other participants to choose other spa and wellness offerings.

More than half of participants who preferred a trendy hotel also chose a trendy spa while the other hotel type, family friendly, chose various products and activities.

2.5. Conclusion and Recommendation

This project had given the researcher a better understanding of the importance in having a strong and clear concept of a brand. Emotional connection, strong stories that connect with audiences, experience deliveries, values, environmental and green, and community impacts play big roles in creating a brand. This trend is both valid in the hospitality as well as spa and wellness industry.

The researcher also found out that it was almost impossible to fix one brand in the hospitality industry to suit everyone's needs, not even within one same hotel group.

Although personal choice differed and was not necessarily related to the choice of a hotel in relation to its spa and wellness products and services, there was somewhat of a trend in making the choice. For example, survey participants who preferred a classic luxury hotel tended to choose exclusive products, the ones preferred green conscious hotel, also liked nature related products and activities.

In the researcher's opinion, this is an indication of a need in differentiating a spa and wellness concept that follows its hotel concept and brand it accordingly.

The overlapping facilities and services however will inevitably happen in certain areas and need to be incorporated in any type of hotel brand in order to reach a wider market.

The researcher suggests that each spa and wellness development starts with understanding the uniqueness of the hotel brand, define which facilities and services fit into the brand and can be elaborated, and leave out some areas to be developed generically.

The Lux Collective had already started in segmentation of their audiences by creating four different brands of hotels. The spa and wellness concept differentiation is therefore also recommended within this group, each to create its own identity.

LUX* resorts with their LUX*ME spa and wellness experiences, SALT with its SALT EQUILIBRIUM, and upcoming Tamassa with the recommendation of Tamassa Delight, and SOCIO with the suggestion of SOCIO VIBE.

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Section 3 - Appendices

Appendix 1 – Survey Questionnaire

Survey on hotel concept and spa & wellness facilities

Date of survey:

Dear wellness guest,

The purpose of this survey questionnaire is to collect subjective information about hotel concepts and their spa and wellness offerings. The results of this survey will assist me in having better understanding of the brand needs.

Thank you for taking the time to provide feedback. Please answer every question in order to gain well-founded information.

1. Please circle your age group:
 - a. 18 – 25
 - b. 26 – 40
 - c. 41 – 55
 - d. 56 – 65
 - e. 65 – above
2. When using a hotel, do you normally travel for:
 - a. Business
 - b. Pleasure
 - c. Both of the above
3. Which one of the below is your favourite type of hotel to visit? They are all at the same price range with the same comfort of rooms and facilities:
 - a. Private, classic luxury, formal, international and specialty restaurants, all prepared and served
 - b. Organic food, vegan cuisine option, cultural and local explorations, green conscious, close interaction with hotel team members, high tech and app savvy, 'do it yourself' DIY style, a transformational place
 - c. Place to reconnect with friends, family, or colleagues, parties, family style food, upmarket food stalls, barbeque, beach club setting, and bars
 - d. Place to be seen, place to mix with locals and meet new people, trendy bar and restaurants, coffee shop, high tech and app savvy
4. Please justify your choice of hotel:
5. How important is your choice of hotel type when you travel:
 - a. Not at all important (1)

- b. Not so much, I like to try different hotels (2)
 - c. Somewhat important (3)
 - d. Important (4)
 - e. Very important (5)
6. Which spa and wellness experiences below are your favourite:
- a. Exclusive products, different techniques from all over the world, spa journeys that last hours, spa wet facilities with service, state-of-the-art gym equipment, workshops
 - b. Natural and/or organic DIY spa products, tailor made treatment techniques, all natural amenities, outdoor and nature activities, mindful wellness experiences, wellness workshops and retreats, self-service spa facilities
 - c. Spa facilities and/ or treatment catered with friends, joyful experiences, post-party treatments, glamorous spa products, group wellness activities such as boot camp, functional gym
 - d. Various well-known branded spa products to choose from, result oriented spa treatments, shorter spa experiences, state-of-the-art gym equipment, trendy exercises with various trainers, supervised spa facilities
7. Please give one reason to explain your choice of spa and wellness experience:
8. How important is your choice of spa & wellness experience:
- a. Not at all important (1)
 - b. Not so much, I like to try different experiences(2)
 - c. Somewhat important (3)
 - d. Important (4)
 - e. Very important (5)
9. How important it is for you, the relation between the hotel type and its spa & wellness facilities and services:
- a. Not at all important (1)
 - b. Not so important, I adjust (2)
 - c. Somewhat important (3)
 - d. Important (4)
 - e. Very important (5)

Thank you for participating in this survey.

Appendix 2 – Copy of feedback

Survey on hotel concept and spa & wellness facilities

Date of survey: 09.03.19

Dear wellness guest,

The purpose of this survey questionnaire is to collect subjective information about hotel concepts and their spa and wellness offerings. The results of this survey will assist me in having better understanding of the brand needs.

Thank you for taking the time to provide feedback. Please answer every question in order to gain well-founded information.

1. Please circle your age group:
 - ☒ a. 18 – 25
 - b. 26 – 40
 - c. 41 – 55
 - d. 56 – 65
 - e. 65 – above
2. When using a hotel, do you normally travel for:
 - a. Business
 - b. Pleasure
 - ☒ c. Both of the above
3. Which one of the below is your favourite type of hotel to visit? They are all at the same price range with the same comfort of rooms and facilities:
 - a. Private, classic luxury, formal, international and specialty restaurants, all prepared and served
 - ☒ b. Organic food, vegan cuisine option, cultural and local explorations, green conscious, close interaction with hotel team members, high tech and app savvy, 'do it yourself' DIY style, a transformational place
 - c. Place to reconnect with friends, family, or colleagues, parties, family style food, upmarket food stalls, barbeque, beach club setting, and bars
 - d. Place to be seen, place to mix with locals and meet new people, trendy bar and restaurants, coffee shop, high tech and app savvy
4. Please justify your choice of hotel:

I like to experience the culture of the country I am visiting
5. How important is your choice of hotel:
 - a. Not at all important

(0)
✓ important

1

- b. Not so much, I like to try different hotels (1)
 - c. Somewhat important (2)
 - ☒ d. Important (3)
 - e. Very important (4)
6. Which spa and wellness experiences below are your favourite:
- a. Exclusive products, different techniques from all over the world, spa journeys that last hours, spa wet facilities with service, state-of-the-art gym equipment, workshops
 - ☒ b. Natural and/or organic DIY spa products, tailor made treatment techniques, all natural amenities, outdoor and nature activities, mindful wellness experiences, wellness workshops and retreats, self-service spa facilities
 - c. Spa facilities and/ or treatment catered with friends, joyful experiences, post-party treatments, glamorous spa products, group wellness activities such as boot camp, functional gym
 - d. Various well-known branded spa products to choose from, result oriented spa treatments, shorter spa experiences, state-of-the-art gym equipment, trendy exercises with various trainers, supervised spa facilities
7. Please give one reason to explain your choice of spa and wellness experience:
- mindfulness is the way of life I try to live
and like my spa treatment to reflect that
8. How important is your choice of spa & wellness experience:
- a. Not at all important (0)
 - b. Not so much, I like to try different experiences (1)
 - c. Somewhat important (2)
 - d. Important (3)
 - ☒ e. Very important (4)
9. How important it is for you, the relation between the hotel type and its spa & wellness facilities and services:
- a. Not at all important (0)
 - b. Not so important, I adjust (1)
 - c. Somewhat important (2)
 - d. Important (3)
 - ☒ e. Very important (4)

Thank you for participating in this survey.

Section 4 – Ethics Form

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of **research activity**: “creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications”. As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the “principal researcher”.

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity.
Please see Checklist for details of process for different categories of application.

SECTION A: About You (Principal Researcher)

Full Name:	Martini Kerensa Langitan		
Tick all boxes which apply:			
Member of staff:	☐	Student:	☒
Honorary research fellow:	☐		
Faculty/School/Centre:	WIWBL		
Campus:	Carmarthen		
E-mail address:	kerensa.langitan@theluxcollective.com ; klangitan@icloud.com		
Contact Telephone Number:	+230 5258 0457		
For students:			
Student Number:	1715878	Undergraduate	☒
Programme of Study:	Certificate of Higher Education in Professional Practice	Taught Postgraduate	☐
Director of Studies/Supervisor:	Tessa Oosthuizen	Research	☐

SECTION B: Approval for Research Activity

Has the research activity received approval in principle?	YES	☒	NO	☐
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(please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)				
				Date
If Yes, please indicate source of approval (and date where known):	Research Degrees Committee	☐		
	Faculty Research Committee	☐		
	Other (write in) WIWBL Ethics Board Representative	☒		

Approval in principle **must** be obtained from the relevant source prior to seeking ethical approval.

SECTION C: External Ethical Guidance Materials

Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines.	
The Lux Collective Code of Conducts	☒
	☐
	☐

SECTION D: External Collaborative Research Activity

Does the research activity involve collaborators outside of the University?	YES	☐	NO	☒
If Yes, please provide the name of the external organisation and name and contact details for the main contact person:				
Institution				
Contact person name				
Contact person e-mail address				

Where research activity is carried out in collaboration with an external organisation

Does this organisation have its own ethics approval system?	YES	☐	NO	☐
If Yes, please attach a copy of any final approval (or interim approval) from the organisation				

SECTION E: Details of Research Activity

Indicative title:	Spa and wellness branding differentiation within a hotel group		
Proposed start date:		Proposed end date:	
Purpose of research activity (including aims and objectives) Outline the purpose, aims and objectives of the research activity, including key research questions. Show briefly how existing research has informed the proposed activity and explain what the research activity will add and how it addresses an area of importance. (Maximum 300 words)			
Background			

I have responsibility for the development of spa and wellness departments within a hotel group based in Mauritius. The company has currently 23 management contracts on the portfolio, 12 properties are open and the remaining will be opened within the next 4 years, mostly outside of Indian Ocean. The group has created four hotel brands, each with a different concept and targets different markets with similar spending power. Two of the concepts have been already launched and two are scheduled to be implemented within these coming 18 months. I am very keen to prove the need of spa and wellness brand differentiation in line with the hotel brands, rather than only providing common facilities and services.

Aims

The aims of the research will therefore be:

- exploring the importance of branding a business and the impact on customers
- to find out the impact on potential customers when offered various hotel brands and concepts within a same type of price range
- to find out the impact on potential spa and wellness customers when offered various wellness and spa brands, using the same source of hotel customers above
- to recommend different spa and wellness brands within my hotel group

Previous Research:

- Tandy, K. (2011), Spa success relies on business focus, *Hotel Management*, Vol.226(6), p.6.
- Heyes, A., Beard, C. and Gehrels, S. (2015). Can a luxury hotel compete without a spa facility?: opinions from senior managers of London's luxury hotels. *Research in Hospitality Management*, 5 (1), 93-97.

The above researches mentioned the importance of having a wellness facility within a hotel, especially within a luxury one, whether the emphasis will be more on the spa (relaxation) or fitness (active/health) and the importance to have it conceptualised and branded. There is however no material found that mentions a brand differentiation of spa and wellness division within one same hotel group, e.g. Eforia Spa is created for Hilton hotels, but no specific brands are implemented at Conrad, Waldorf, and Curio while all these branded hotels fall under the same Hilton portfolio.

Reference Material:

- Davis, M. (2009) *The fundamentals of branding*, Lausanne: Ava Publishing SA.
- Cohen, M. and Bodeker, G. (2008) *Understanding the global spa industry: spa management*, London: Butterworth-Heinemann.
- Fog, K., Budtz, C., Munch, P., and Blanchette, S. (2010) *Storytelling Branding in Practice* 2nd Berlin, Heidelberg: Springer Berlin Heidelberg.

Learning Outcomes:

- Develop a better understanding of branding a business
- Develop a better awareness of the importance of company culture, internally and externally, when creating a sustainable brand
- Acquire a general knowledge behind spa and wellness brands, including trends and inquired aspects, as well as hotel development trends
- Develop skills in establishing a spa and wellness brand

Proposed methods

Provide a brief summary of all the methods that **may** be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed.
(Maximum 600 words)

1. Survey:

The objective of the survey is to obtain participant's brand preferences and the reasons. Participants will be hotel guests who use spa and wellness facilities and services, researcher's ex-colleagues, and colleagues.

Steps:

- a) Participants (hotel guests) will be invited to take part and given the questionnaire to fill out.
- b) Other participants will be emailed an invitation to take part in the survey, which can be accessed in the email. A file of a questionnaire is attached.
- c) Questions should be filled out in a particular order.
- d) Participants will be given four different imaginative hotel brands with a same price range but different concepts.
- e) Participants are asked to choose their preferred hotel, whether on business or holiday, the importance of it, and their reason.
- f) Participants will be also given different spa and wellness concepts and services, without mentioning any hotel brand, to choose from. The importance and reasons are also inquired
- g) In the end of the questionnaire, participants are invited should they be willing to take part in interviews for further feedback and comments.

The purpose of the research will be explained. The questionnaire will be relatively short, taking approximately 10 minutes to complete. It is anticipated that a minimum of 50 responses are expected. Once a preferred hotel brand is chosen, questions will be predominantly quantitative in nature, using a 1-5 Likert Scale, with 5 indicating strongly agree on the importance of the brand concept and feedback will be also set in multiple choice.

2. Interviews:

The purpose of interviews is to obtain a more detailed qualitative information of the responses that are obtained via the survey:

- a) Participants indicating their availability for interview will be contacted.
- b) Interviews will be telephone-based or personally, and should take approximately 15 minutes, with responses recorded by means of interviewer notes.
- c) A set of questions will be prepared for the interview.
- d) Questions ask about reasons for responses provided in the survey, and will be open-ended so that participants can give more details should they wish.

Location of research activity

Identify all locations where research activity will take place.
Questionnaires at the hotels and by e-mail, and physical interviews at the hotels or public places in Mauritius
Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural sensitivities or vulnerabilities of participants.
Mauritius

SECTION F: Scope of Research Activity

Will the research activity include:	YES	NO
Use of a questionnaire or similar research instrument?	☒	☐
Use of interviews?	☒	☐
Use of diaries?	☐	☒
Participant observation with their knowledge?	☐	☒
Participant observation without their knowledge?	☐	☒
Use of video or audio recording?	☐	☒
Access to personal or confidential information without the participants' specific consent?	☐	☒
Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☒
Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☒
Investigation of participants involved in illegal activities?	☐	☒
Use of procedures that involve deception?	☐	☒
Administration of any substance, agent or placebo?	☐	☒
Working with live vertebrate animals?	☐	☒
Other primary data collection methods, please explain in this box	☐	☒

If NO to every question, then the research activity is (ethically) low risk and **may** be exempt from **some** of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

Who are the intended participants:	YES	NO
Students or staff at the University?	☐	☒
Adults (over the age of 18 and competent to give consent)?	☒	☐
Vulnerable adults?	☐	☒
Children under 18?	☐	☒
Prisoners?	☐	☒
Young offenders?	☐	☒
Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☒
People engaged in illegal activities?	☐	☒
Others (please identify):	☐	☒

Participant numbers and source

Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?

Participants will comprise any adult who is familiar with using a hotel and its spa and wellness facilities and services. The maximum number is 80, but number of expected respondents is expected to be around 50.

Information for participants:	YES	NO	N/A
Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	☐
Will you tell participants that their participation is voluntary?	☒	☐	☐
Will you obtain written consent for participation?	☐	☐	☒
Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☒	☐	☐
If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☒
Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	☐
With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☒	☐	☐
Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☒	☐	☐
Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☒	☐	☐
If NO to any of above questions, please give an explanation			
Information for participants:	YES	NO	N/A

Will participants be paid?	☐	☒	☐
Is specialist electrical or other equipment to be used with participants?	☐	☒	☐
Are there any financial or other interests to the investigator or University arising from this study?	☐	☒	☐
Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☒	☐
If YES to any question, please provide full details			

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them.	
If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.	
Full risk assessment completed and appended?	
Yes	☐
No	☒
Risks to participants For example: emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information	
No risks are anticipated	
If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities	
No such issues are anticipated	
Risks to investigator For example: personal safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest	
No risks are anticipated	
University/institutional risks For example: adverse publicity, financial loss, data protection	

No risks are anticipated
Adverse outcomes List measures put in place to limit any adverse effects or outcomes of research activity where appropriate. Include any emergency protocols.
Low response rate of survey: if response rate is below 50%, the survey procedure will be repeated with other volunteers

Disclosure and Barring Service			
If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO	N/A
Has a DBS certificate been obtained?	☐	☐	☒

SECTION I: Feedback, Consent and Confidentiality

Feedback What feedback will be provided to participants, how will this be done and when? No feedback will be provided unless requested. Quantitative, anonymous result can be shared once the survey is completed. This can be done according to the participant's preference: in person, by e-mail or phone.
Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded. Participants are explained the objective of the survey and their subjective answers are inquired. This will be carried out through a questionnaire with multiple choice feedback system. Participants are also explained that their feedback is anonymous, however should they show interest in giving further details, this will be done through a separate interview. Participation is voluntary.
Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case. Not applicable – names will not be used

SECTION J: Data Protection and Storage

In completing this section refer to the University's Research Data Management Policy and the extensive resources on the University's Research Data Management web pages (<http://uwttd.ac.uk/library/research-data-management/>).

	YES	NO
Does the research activity involve personal data (as defined by the Data Protection Act)? "personal data" means data which relate to a living individual who can be identified— (a) from those data, or (b) from those data and other information which is in the possession of, or is likely to come into the possession of, the data controller, and includes any expression of opinion about the individual and any indication of the intentions of the data controller or any other person in respect of the individual.	☐	☒
If YES, provide a description of the data and explain why this data needs to be collected:		
Does it involve sensitive personal data (as defined by the Data Protection Act)? "Sensitive personal data" means personal data consisting of information as to – (a) the racial or ethnic origin of the data subject, (b) his political opinions, (c) his religious beliefs or other beliefs of a similar nature, (d) whether he is a member of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) his physical or mental health or condition, (f) his sexual life, (g) the commission or alleged commission by him of any offence, or (h) any proceedings for any offence committed or alleged to have been committed by him, the disposal of such proceedings or the sentence of any court in such proceedings.	☐	☒
If YES, provide a description of the data and explain why this data needs to be collected:		
Will the research activity involve storing personal data on one of the following:	YES	NO
Manual files (i.e. in paper form)?	☒	☐
University computers?	☐	☒
Private company computers?	☒	☐
Home or other personal computers?	☐	☒
Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☒	☐
"Cloud" storage or websites?	☐	☒
Other – specify:	☐	☒
For all stored data, explain the measures in place to ensure data confidentiality, including details of password protection, encryption and anonymisation:		

Files will be only stored in a company's/ researcher's laptop to collect responses and stored according to company guidelines.		
Will the research activity involve any of the following activities:	YES	NO
Electronic transfer of data in any form?	☐	☒
Sharing of data with others at the University?	☐	☒
Sharing of data with other organisations?	☐	☒
Export of data outside the European Union or importing of data from outside the UK?	☐	☒
Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☒
Publication of data that might allow identification of individuals?	☐	☒
Use of data management system?	☐	☒
Data archiving?	☐	☒
If YES to any question, please provide full details, explaining how this will be conducted in accordance with the Data Protection Act (and/or any international equivalent):		
Most questionnaire will be given to the participants in person, however some will be sent to known colleagues/ ex-colleagues via company's e-mails. Data collected will be the total numbers that relate to participants' opinion, it does not relate to any personal data.		

List all who will have access to the data generated by the research activity:
The researcher only
List who will have control of, and act as custodian(s) for, data generated by the research activity:
The researcher only
Give details of data storage arrangements, including where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.
Data generated by this research will be stored on a company / researcher's laptop, which is password-protected. Data will be used only for the research purposes outlined. All data will be erased/ destroyed once the assignment is complete.

SECTION K: Declaration

The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants.

In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's [Research Ethics and Integrity Code of Practice](#)

Signature of applicant: Kerensa Langitan	Date:
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For students:

Director of Studies/Supervisor:	Tessa Oosthuizen
Signature:	
Date:	

For staff:

Head of School/Assistant Dean:	a.fillery-travis
Signature:	a.fillery-travis
Date:	

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☒	I have read the guidance notes supplied before completing the form.
☒	I have completed ALL RELEVANT sections of the form in full.
☒	I confirm that the research activity has received approval in principle
☐	I have attached a copy of final/interim approval from external organisation (where appropriate)
☒	I have attached a full risk assessment (and have NOT completed Section H of this form) (where appropriate)
☒	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☒	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Head of School.

RESEARCH STUDENTS AND STAFF ONLY

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name.

You will be informed of the outcome of your claim by email; therefore it is important that you check your University and personal email accounts regularly.

STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

This form is available electronically from the Academic Office web pages:

<http://www.uwtsd.ac.uk/academic-office/>

Application Process

All staff research projects and all research students must submit the Ethical Approval Form to the **University Ethics Committee** via the Academic Office (pgresearch@uwtsd.ac.uk). Staff research directly in relation to personal study for taught undergraduate or Masters programmes should be submitted via the Faculty procedures explained below.

Taught masters and taught undergraduate research Ethical Approval Forms are considered **within Faculties**. Faculties will provide details of the specific processes for this. Where the Ethical issues within any single ethical application are of particular concern the Faculty will refer these to the University Ethics Committee. Any student activity that involves the collection of primary data needs to undergo Ethical approval, this includes assignment work as well as dissertations.

Notes for guidance in completion of this form

Section A: About You

Please complete all relevant sections

Section B: Approval for research activity

Research proposals must be approved in principle before applying for Ethical Approval. The proposal approval only becomes final when the ethical approval is received.

The process for proposal approval varies according to the individual and programme of study:

- Research students, by application on form PG1 to the Research Degrees Committee
- Taught students by review of research proposal within Faculties (Faculties provide specific details of these processes)
- Staff, by agreement by the Head of School/Assistant Dean

Section C: External Ethical Guidance materials

Many discipline areas are required to operate with the discipline specific codes of research ethics (for example health, psychology, education etc.), any such codes must be listed and you must tick to confirm that you have consulted with these.

Section D: External Collaborative Research Activity

Provide details of the external collaborative partners, where appropriate you might want to submit a copy of the external collaboration agreement with the Ethical Approval Form. If the partner requires the research to be subject to its own internal Ethical approval process then please provide details of that process and a copy of any final (or interim) approvals received from the organisation.

Section E: Details of Research Activity

Remember that the individuals reviewing this Ethical Approval Form may not have seen your research proposal, and also may not be experts in the specific area of your research. The information provided should therefore be jargon free and clearly stated.

Indicative Title: please use the same title as used on the research proposal.

Purpose: the Ethical approval process will want to ensure that the methods you propose are adequate and appropriate to address the research aims and objectives. Excessive additional data collection can be seen as unethical.

Proposed Methods: the Ethical approval process seeks to ensure that you understand the methods that are intended, and that the implementation of those methods will be appropriate and without unnecessary impact on respondents. Please be specific.

Location: this needs to mention geographical location and also local situation (for example, within Local Authority Offices in Cardiff, using a private room but close to other individuals). If you are collecting data within an organisational setting then you need to explain the permissions that you have obtained to do this.

Research Activity outside of the UK: please complete this section in detail, and note any guidance you have received. Also describe your own familiarity (or not) with the location that you will be utilising.

Section F: Scope of Research Activity

Please tick ALL of the research activities that might be undertaken. If any additional types of activity are intended then please add an extra box and describe these.

If you have answered no to all questions in F then sections G and J do not need to be completed. Section H should be considered, and may be completed. Signatures are still required in section K.

Section G: Intended Participants

Please tick all categories that might apply.

Numbers & Source: if you are using a series of different methods or research activities please list numbers for each stage/phase. Be clear about how you will find respondents. Will you use intermediaries, and if so how? How will you ensure compliance with your sampling strategy?

Information for participants: all participants should be appropriately informed about the research, what is expected of them and what will happen to the information that they provide. The Ethical review process does not ask to see this documentation, but requires this to be reviewed and approved by the Director of Studies in the case of research students, the supervisor/module tutor in relation to students on taught programmes and the Head of School/Assistant Dean in relation to staff research.

Section H: Anticipate Risks

All research carries some level of risk. The answers you provide to questions in this section will be reviewed to ensure that you have an appropriate understanding of the type of risks involved and how you can mitigate against these risks. If you have completed a full risk assessment, as required for example for laboratory work, field work, clinical tests, diving operations, or by a collaborative partner, you may append that to this form. In that case, please tick the box indicating this has been provided. You will not then be required to complete Section H.

Risk to participants Think very carefully about how your actions/questions/discussions might affect the people you are involving as participants. You might identify the risk as small but it would still be a risk. Many types of question have the potential to make respondents less content with their life / job; you need to recognise and try to ameliorate any such effects

If these are business owners, time with you may reduce profit.

In some locations physical risk is very real to both participants and yourself, please consider this.

Risk to you, the researcher Think about where you will meet people, if there are any dangers involved in the location. If you are meeting people as individuals think about using a public place. In general do not visit people in their own homes or remote locations. If you are talking to individuals about certain issues think about how their responses might affect you emotionally. What about the risk of collecting insufficient data?

Risk to the University When undertaking your research, you are acting as a member of the University (student or staff). Professionalism is important, so it is important to be well organised and well prepared. Punctuality, clarity etc. are all part of this. What will you do to ensure this? You must ensure you do not harm the good name of the University in any way and do nothing to undermine the reputation of the research

it conducts and sponsors. Upholding high standards of conduct and integrity are vital in this regard. You must also conduct the research in such a way to minimise the potential for claims of negligence made against the University, its researchers and any collaborating individual or organisation. In this respect you should always comply with ethical, legal and professional frameworks, obligations and standards as required by statutory and regulatory authorities, as well as the university's Research Integrity and Ethics Code of Practice. Research misconduct in this respect can take many forms, including:

- fabrication: making up results or other outputs (eg, artefacts) and presenting them as if they were real
- falsification: manipulating research processes or changing or omitting data without good cause
- plagiarism: using other people's material without giving proper credit
- failure to meet ethical, legal and professional obligations: for example failure to declare competing interests; misrepresentation of involvement or authorship; misrepresentation of interests; breach of confidentiality; lack of informed consent; misuse of personal data; and abuse of research subjects or material
- improper dealing with allegations of misconduct: failing to address possible infringements such as attempts to cover up misconduct and reprisals against whistle-blowers

Adverse Outcomes. Think carefully about the possibilities, and cover here

Section I: Feedback, Consent and Confidentiality

Feedback to participants: outline your approach. Will interview transcripts be shared with respondents to check accuracy? Will summaries of questionnaire analysis be made available to respondents in some way? Will an overview report be provided? How and when?

Informed consent: Draft letter / e-mail / or heading (or footer) section of questionnaire must be approved by DoS/supervisor (if research student), supervisor/module tutor if taught student, or Head of School / Assistant Dean if a member of staff.

Confidentiality/Anonymity. Explain clearly how you will ensure confidentiality and anonymity.

Section J: Data Protection and Storage

Before completing this section it is necessary to read the University's Research Data Management information. The questions that follow are designed to ensure compliance with the Data Protection Act as well as established research protocols.

Many research activities will involve electronic transfer of data and use of data management systems in the summarisation and analysis of data. You will need to explain these in relation to compliance with the Data Protection Act.

Think carefully about who will have access to your data, this will include supervisors and examiners. Also that a thesis will be made available via the University library and the British Library system. If you are seeking an access bar for a period of time after completion then mention it here. If you will provide a copy of your findings, or intend to give a presentation, to a facilitating/ supporting/accessing organisation then explain that in this section. But also think about the general principle of data sharing, as explained in the Research Data Management information.

In terms of storage of data please ensure security, and also mitigate against loss of data.

Section K: Declaration

Ensure the appropriate countersignatures have been provided

Look carefully at the checklist and ensure that you comply with and tick all that are relevant to your research.