

APPLICATION FOR ETHICAL APPROVAL

SECTION A: About You (Principal Researcher)

Full Name:		Laura Mihaela Ciubotariu			
Tick all boxes which apply:		Member of staff:	☐	Honorary research fellow:	☐
Undergraduate Student	☒	Taught Postgraduate Student	☐	Postgraduate Research Student	☐
Institute/Academic Discipline/Centre:		Business School Or Other			
Campus:		Swansea			
E-mail address:		2117512@student.uwtsd.ac.uk			
Contact Telephone Number:					
For students:					
Student Number:		2117512			
Programme of Study:		International Hotel Management			
Director of Studies/Supervisor:		Christopher Wilkin			

SECTION B: Approval for Research Activity

Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)		YES	☒	NO	☐
				Date	
If Yes, please indicate source of approval (and date where known): Approval in principle must be obtained from the relevant source prior to seeking ethical approval	Research Degrees Committee		☒		
	Institute Research Committee		☐		
	Other (write in)		☐		

SECTION C: Internal and 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.	
UWTSD Research Ethics & Integrity Code of Practice	☒
UWTSD Research Data Management Policy	☒
	☐

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 and confirmation this person has consented to their personal data being shared as part of this collaboration.					
Institution					
Contact person name					
Contact person e-mail address					
Has this individual consented to sharing their details on this form?		YES	☐	NO	☒
Are you in receipt of a KESS scholarship?		YES	☐	NO	☒
Is your research externally funded		YES	☐	NO	☒
Are you specifically employed to undertake this research in either a paid or voluntary capacity?	Voluntary	YES	☐	NO	☒
	Employed	YES	☐	NO	☒
Is the research being undertaken within an existing UWTSD Athrofa Professional Learning Partnership (APLP)	If YES then the permission question below does not need to be answered.	YES	☐	NO	☒
Permission to undertake the research has been provided by the partner organisation	(If YES attach copy) If NO the application cannot continue	YES	☐	NO	☒

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:	Hotel Placement Project		
Proposed start date:	04/05/23	Proposed end date:	12/06/23
Introduction to the Research (maximum 300 words) Ensure that you write for a Non-Specialist Audience when outlining your response to the three points below: • Purpose of Research Activity • Proposed Research Question • Aims of Research Activity • Objectives of Research Activity Demonstrate, briefly, how Existing Research has informed the proposed activity and explain • What the research activity will add to the body of knowledge • How it addresses an area of importance.			
Purpose of Research Activity This research addresses the case of York Hotel Best Western (Eastbourne)			
Research Questions Q1: Does the influence of staff shortages affect the quality of customer service? Q2: Does the hotel manage to find a good strategy to improve the quality of service and avoid customers dissatisfaction?			
Aims of Research Activity The research aims to investigate the influence of staff shortages on the customer service and how the hotel finds new strategies to survive.			
Objectives of Research Activity 1. To conduct an extant literature review of causes for staff shortages 2. To evaluate how staff shortages affect hotel operations, guest satisfaction, and business performance. 3. To analyse potential solutions to shortages, such as improving recruitment processes, increasing employee retention, and using technology. 4. To make recommendations for a better rescue plan considering health issues or covid 19-epidemic environments, economic crises or emigrant's new laws.			

Proposed methods (maximum 600 words)

In this research the methods selected as most appropriate are interview, questionnaire and analysing the customers reviews.

Interviews:

The goal is to gain qualitative understanding of employees' perspectives and experiences about staffing issues.

Format: I will choose a select group of participants (about seven to ten) who represent a wide variety of responsibilities within the hotel and will participate in semi-structured interviews. The five to seven core questions in the interview guides will allow for flexibility while maintaining focus on the most important subjects.

Impact Minimization: In order to respect participants' time, interviews will be arranged at times that work for them. Sessions will also be limited to no more than 15-20 minutes.

Questionnaires:

My objective is to accumulate quantifiable data on employee opinions of job satisfaction, workload, and turnover causes.

Design: The questionnaire will have a small number of well-chosen questions (about 15), all of which will be directly related to the study's goals. Participants' answer times will be kept to a minimum by using closed-ended questions to make analysis simple.

Impact Minimisation: To minimise the load on participants, surveys will be made available electronically for convenient completion.

Analyzing customer satisfaction:

The goal is to see if the staff shortages had a huge impact on customer satisfaction.

Format: I will analyses the online reviews of customers and I will compare the positive and negative reviews, and I will check the period to see if the negative reviews are direct related when the hotel had issues with staff shortages.

Impact: I will respect the confidentiality of customers and analyze the online database privately.

Following these rules will help the study collect insightful data while maintaining a focus on ethical considerations and the well-being of all respondents.

Location of research activity

The location of the research activity it will take place at Best Western hotel in Eastbourne, UK. To ensure adherence to ethical standards in research, all methods will follow the laws and regulations of the British government. This entails getting participants' informed consent, maintaining confidentiality, and abiding with rules established by pertinent authorities, such as the UK Data Protection Act and any laws governing the hospitality sector.

N/A

Use of documentation not in the public domain: Are any documents <u>NOT</u> publicly available?	NO	☒
	YES	☐

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 For example, 'focus groups'. Please indicate the type of data collection method(s) in this box and tick the accompany box.	☐	☒
Details of any other primary data collection method:		

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 and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)	☐	☒
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 specifically any group who may be unable to give consent) please indicate here and tick the appropriate box.		
Other – please indicate here: (this box should expand as you type)	☐	☒

Participant numbers and source	
Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?	
How many participants are expected?	N/A
Who will the participants be?	N/A
How will you identify the participants?	N/A

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

(this box should expand as you type)

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			
<i>(this box should expand as you type)</i>			

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?			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">Yes</td> <td style="width: 50%; text-align: center;">☐</td> </tr> <tr> <td style="text-align: center;">No</td> <td style="text-align: center;">☒</td> </tr> </table>	Yes	☐	No	☒
Yes	☐						
No	☒						
Risks to participants For example: emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information							
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							
<i>(this box should expand as you type)</i>							
Risks to investigator For example: personal safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest							
University/institutional risks For example: adverse publicity, financial loss, data protection							
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				
Does your research require you to hold a current DBS Certificate?	☐	☒	☐				

SECTION I: Feedback, Consent and Confidentiality

Feedback

What de-briefing and feedback will be provided to participants, how will this be done and when?

A summary report will be produced upon the completion of the study and analysis of the results. A brief summary of the main conclusions regarding staffing shortages and possible recommendations for the hotel will be included in this report.

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 in accordance with prevailing data protection legislation.

I will adhere to obtain a verbal consent instead of formal paper consent because I think people in general feel uncomfortable when they must sign a document. I will choose the relaxing way voting for verbal consent, obtaining first the management agreement. I will make sure the staff is well informed before starting. I will explain all the objectives and procedure and reassure them regarding all the information are kept safe and their identity remains anonymous.

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.

I will ensure to respect several methods to keep the anonymity of participants and the confidentiality of their responses in the research on staff shortages at the Best Western Hotel. These methods are first, I will gain their consent, making sure they are informed with the research purpose and second, I will reassure them regarding all the information gathered will be safely stored and protected with a password system.

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://uwtsd.ac.uk/library/research-data-management/>).

Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 “GDPR” and the Data Protection Act 2018 “DPA”)?	YES	NO
“Personal data” means any information relating to an identified or identifiable natural person (‘data subject’). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.	☒	☐
If YES, provide a description of the data and explain why this data needs to be collected:		
To provide an evaluation of how appropriate these determinants are perceived by a defined sample of tourists to the area, age, gender, position, location data, experience will be part of the research.		
Does it involve special category data (as defined by the GDPR)?	YES	NO
“Special category data” means sensitive personal data consisting of information as to the data subjects’ – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes),	☐	☒
If YES, provide a description of the special category data and explain why this data needs to be collected:		
(this box should expand as you type)		
Will the research activity involve storing personal data and/or special category 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 the security of the data collected, data confidentiality, including details of password protection, encryption, anonymisation and pseudonymisation:		

All data storage will keep safe, protect in a private system using a password. I will make sure all the interviewed will remain anonyms and i will keep their privacy and dignity. I will guarantee only the authorised persons involved in the research will have access to the research data. Also, there will be a well-defined data retention policy that outlines the duration of data storage.

All Data Storage

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 GDPR and DPA (and/or any international equivalent):

1. I will ensure all the data is secure and protected via strong system. I will make sure my PC will not stay unattended and has a password in place.
2. I will ensure safe communication transfer, i will use anti-virus protection and encrypted communication (SSL/TLS).
3. I will ensure the PC configuration are up to date and the antivirus is working well.

List all who will have access to the data generated by the research activity:

Myself.

List who will have control of, and act as custodian(s) for, data generated by the research activity:

Only myself.

Give details of data storage arrangements, including security measures in place to protect the data, where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.

I can guarantee all the data will be kept safe, stored on my local PC and in the cloud storage on the University Office 365, protected from unauthorised access and modification, using a strong password, and complies with GDPR.
Data will be retained for a short period of time, until the completion of the project and after deleted.

Please indicate if your data will be stored in the UWTSD Research Data Repository (see <https://researchdata.uwt.ac.uk/>). If so please explain. *(Most relevant to academic staff)*

(this box should expand as you type)

Confirm that you have read the UWTSD guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☒
	NO	☐
Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☒
	NO	☐

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 which is published on the website: <https://www.uwtsd.ac.uk/research/research-ethics/>

Signature of applicant:	LC	Date: 23.10.24
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For STUDENT Submissions:

Director of Studies/Supervisor:		Date:
Signature:		

For STAFF Submissions:

Academic Director/ Assistant Dean:		Date:
Signature:		

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) ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT
☐	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 Academic Director.
☐	I have deleted the guidance notes before submitting the PG2 for consideration

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:

<https://www.uwtsd.ac.uk/academic-office/appendices-and-forms/>

Application Process

All staff research projects and all research students must submit the Ethical Approval Form to the **University Research 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 Institute procedures explained below.

Taught masters and taught undergraduate research Ethical Approval Forms are considered **within Institutes**. Institutes will provide details of the specific processes for this. Where the Ethical issues within any single ethical application are of particular concern the Institute will refer these to the University Research 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.

