

## INTERVIEW PLAN

**Interviewees/Participants:** *Local stakeholders in Longwu Town, Zhejiang Province*

**Research project:** “Integrating a local asset/resource into tourism and leisure offering: The case of Longwu Town, Zhejiang Province, China”

**Purpose:** The main aim of this project is to suggest and test a framework of adequate strategies, prerequisites to and critical success factors for the effective pairing between tea offering and tourism/leisure activities; and accordingly formulate recommendations and guidance to involved stakeholders and authorities for sustainable action plans.

### SECTION 1. Theoretical foundations and rationale

The respondent is asked to consider the following items and express his/her opinion, rate the importance or level of agreement on these (*Please select your answer with an ‘X’*).

#### 1.1 Adequate approaches for sustainable development of tea tourism

Based on the foundations of sustainable development, tea assets and resources can be efficiently and effectively integrated into tourism and leisure activities in a sustainable manner through the following approaches. (*Please select your answer with an ‘X’ for each item*).

	Not at all important	Slightly important	Important	Fairly important	Very important
Sustainable tourism management					
Community-based tourism					
Strategic marketing planning					
Other (please specify) .....					

#### 1.2 Aims and means

	Not at all important	Slightly important	Important	Fairly important	Very important
<b>AIMS</b>					
Protecting local natural resources					
Developing human resources					
Respecting the limits/carrying capacity					
Creating sustainable links between nature, economy and society					

Creating business and job opportunities for local residents					
<b>MEANS/WAYS</b>					
Long-term planning, timely adjustment					
Development based on local stakeholders					
Planning, management and ownership by local stakeholders					
Engagement/involvement by local communities					
Small-scale projects and infrastructure					
Local partnerships and alliances					
Integrated marketing communications					
Designing and offering unique sales value propositions themed products					
Segmenting, Positioning and Targeting through the Theming					
Other (please specify) ...					

## SECTION 2. Rational of implementable/workable framework for managing the strategic partnership between tea resources and tourism/leisure industry

The interviewee is asked to consider the following items and express his/her opinion, rate the level of importance or level of agreement on these (*Please select your answer with an 'X'*).

### 2.1 Appropriate strategies and actions

The appropriate management of the strategic partnership/pairing between tea resources and tourism/leisure industry and offering involves a series of specific strategies and actions.

	Not at all important	Slightly important	Important	Fairly important	Very important
<b>1 CORE/MAISTRATEGIES</b>					
<b>1.1 Strategic partnership</b>					
Collaborative forms: <ul style="list-style-type: none"> <li>• Networks</li> <li>• Clusters</li> <li>• Product clubs</li> </ul>					
<b>1.2 Theming strategy</b>					
1.2.1 Experience opportunities to know,					

taste and value all aspects of tea assets and resources					
1.2.2 Design and creation of theme products					
<b>2 SUPPORT STRATEGIES</b>					
2.1 Development of human resources (skills and know-how)					
2.2 Product development (Creativity and innovation)					
2.3 Quality management (Customer care and continuous improvement)					
2.4 Integrated marketing communications					
2.5 Other (please specify) ...					

## 2.2 General opinion/perception about the suggested implementable framework

What is your general opinion about the value and utility of the suggested implementable framework for the appropriate strategic partnership between tea resources and tourism/leisure industry and offering?

(Please select your answer with an 'x')

	Not all Useful	Slightly useful	Useful	Fairly useful	Very Useful
General opinion					

	Strongly disagree	Disagree	Neutral / Neither agree or disagree	Agree	Strongly agree
It is valuable					
It is useful					

## SECTION 3. The main prerequisites and critical success factors

The participant is asked to express his/her opinion, rate the level of importance or level of agreement about the main prerequisites and key success factors in the field of strategic partnership/pairing between tea and tourism/leisure (Please select your answer with an 'x')

**3.1 The main prerequisites/necessary conditions** for the successful and effective management of the strategic partnership

	Not at all important	Slightly important	Important	Fairly important	Very important
Elaborate on and build up alliances					
Creation of platform of common interests					
Involvement and engagement of local stakeholders					
Teamwork and team-building					
Long term commitment					
Full support					
Leadership					
Achievement of mutually shared benefits					
Resource sharing					
Fair and equitable distribution of results					
Others (please specify) ...					

### 3.2 Critical success factors for successful management of strategic partnership

	Not at all important	Slightly important	Important	Fairly important	Very important
Creation of robust tea resource base /tea tourism project					
Development of complementary competencies, capabilities and skills					
Knowledge and intelligence sharing and dissemination					
Market-orientation and customer-minded					
Coordination and cooperation					
Control, monitoring and assessment					
Continuous improvement in all domains					
Investments: Devote sufficient resources (human and financial)					
Environmental preservation: rational exploitation of resources					

Appropriate institutional framework and managerial structure					
Efficient and financially viable operation					
Elaboration and implementation of effective action plans					
Others (Please specify) ...					
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**3.3 Comments:** Do you wish to add any further comments? Please feel free to do so.

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#### SECTION 4. Profile: Personal information

##### 4.1 Gender:

Male	
Female	

##### 4.2 Age group (years):

18 to 25	
26 to 30	
31 to 35	
36 to 45	
46 to 55	
56 to 65	
65+	

##### 4.3 Educational level

High school	
University degree	
Postgraduate degree	
Other	

##### 4.4 Occupation: What is your work/professional capacity?

Student	
Admin/Office employee	
Services	
Technician/Artisan	
Civil servant	
Professional	
Businessman	
Unemployed	
Other (specify)....	

**4.5 Industry:** in which industry or activity are you active/involved ?

Accommodation	
Catering	
Tea processing	
Trade/retail	
Cultural activity	
Leisure and entertainment	
Other (specify)....	

Position/Capacity: .....

Years of experience: .....

We would like to thank you for your time and cooperation!

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