Plan Overview

A Data Management Plan created using DMPTuuli

Title: Survey to establish tour operator demand for the development of international tourism products in Eastern Finland

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Survey to establish tour operator demand for the development of international tourism products in Eastern Finland

1. General description of the data

1.1 What kinds of data is your research based on? What data will be collected, produced or reused? What file formats will the data be in? Additionally, give a rough estimate of the size of the data produced/collected.

The research collects qualitative and quantitative data about tourist product demand from tour operator's origin country. Personal data (name of the person answering, their email address, tour operator's name and country) as well as data about their product offering in Lakeland is requested. We also ask tour operator's opinion on tourism products such as operating season, frequency etc. Sample size is expected to be approx. 50-60 tour operators across german speaking Europe.

1.2 How will the consistency and quality of data be controlled?

We will maintain original data in the same format as input.

2. Ethical and legal compliance

2.1 What legal issues are related to your data management? (For example, GDPR and other legislation affecting data processing.)

GDPR. We will collect person's name, email, company and its country as we need to know which tour operators express interest to direct flights. Survey does not collect any sensitive data.

2.2 How will you manage the rights of the data you use, produce and share?

We are showing respondents our privacy policy and are asking them to confirm that they consent to it when answering the survey. KAMK will own the rights to the data and may share relevant data, such as tour operator's name and contact details, who has expressed an interest to develop new tourism products in Lakeland Finland with regional tourist board or a company. After the project has ended in September 2026, KAMK will own the data.

3. Documentation and metadata

3.1 How will you document your data in order to make it findable, accessible, interoperable and re-usable for you and others? What kind of metadata standards, README files or other documentation will you use to help others to understand and use your data?

The data is exported from Webropol in excel and/or pdf-formats and stored on shared file, accessible by KAMK project staff involved in this project.

4. Storage and backup during the research project

4.1 Where will your data be stored, and how will the data be backed up?

Data is initially stored on Webropol and upon completion exported to be analysed. It will be stored on a shared project folder, which is only accessible by project staff.

4.2 Who will be responsible for controlling access to your data, and how will secured access be controlled?

Question not answered.

5. Opening, publishing and archiving the data after the research project

5.1 What part of the data can be made openly available or published? Where and when will the data, or its metadata, be made available?

Data on current product offering, demand and opinions on direct flights can be made openly available. This shows us trends but is not connected to personal data. We may also share personal data i.e. company name with a third party such as regional tourist board or local company in order to progress discussions for a new tourism product.

5.2 Where will data with long-term value be preserved, and for how long?

In KAMK systems for 3 years, until end of February 2028

6. Data management responsibilities and resources

6.1 Who (for example role, position, and institution) will be responsible for data management?

During this project until Sebtember 2026, project specialist Saara Uusiheimala and project manager Krista Kuosmanen as well as KAMK student Inkeri Marttila. After project completion, KAMK will be responsible for the data.

6.2 What resources will be required for your data management procedures to ensure that the data can be opened and preserved according to FAIR principles (Findable, Accessible, Interoperable, Re-usable)?

Data management does not require any additional storage, but will require some personal costs to manage it.