

My name is Jane Leonard, I am a second year PhD researcher at Ulster University, and I am reaching out in the hope you might be able to help with my research.

My project explores how Northern Ireland, a destination that has faced multiple crises, can improve its ability to manage future challenges in ways that prioritise resident wellbeing and promote long-term social, environmental, and economic well-being, particularly in the context of tourism.

I would love residents to be the main beneficiaries of this research, so it's important to me that their voices are at the heart of it. I'm currently gathering community insights through a **short survey (approximately 10 minutes)**, and I'd be so grateful if you could help me spread the word. Whether that's by displaying my research poster or sharing the survey link in another way you think might work – any support is greatly appreciated.

I've attached both the survey link and research poster (which I can provide in printed form) for your consideration. The poster includes a brief overview of the study and my contact details.

Participation is completely voluntary, and **the research has been reviewed and approved by the Ulster University Business School's Research Ethics Committee.**

If you have any questions or would like more details about the study, I'd be happy to send them your way.

Thank you for taking the time to read this email and consider my request, I truly appreciate any support you may be able to offer!

Survey link: <https://forms.cloud.microsoft/e/5SXbjAXuRN>

Kindest regards,

Jane



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