Hello,

This survey is conducted as part of the "Leadership for Sustainable Development: Business Studies" programme at Soderton University (Södertörn University, https://www.sh.se/) in Stockholm, Sweden, and is conducted on the beneficiary companies of the innovation voucher project with the cooperation of the Korea Tourism Organization.

Since the international community, including Korea, decided to achieve 17 Sustainable Development Goals (SDGs) at the 70th UN General Assembly in 2015, our society has been striving for a sustainable society where humans and the Earth coexist. On the other hand, the world is transforming very rapidly into a digital transformation society through the Fourth Industrial Revolution and the Covid-19 era.

Therefore, this research team would like to study the correlation between the two phenomena by investigating how the rapidly progressing digital transformation phenomenon in our society affects sustainable development.

The survey results will be analyzed only as data for academic research and will never be used for other purposes. Only research cooperation agencies may be provided with research results excluding respondent identification data. The confidentiality of your answers is protected by the Statistics Act of the Republic of Korea and the General Data Protection Regulation (GDPR) of the EU.

If you disagree with the study's purpose, you can stop the survey. A small giveaway will be sent to those who answered for your cooperation in the investigation. The survey response will take approximately 10 min.

Thank you for sharing your thoughts despite your busy schedule.

June 2023
I. General Information of Respondent

1. What is your gender?  ① Man  ② Woman

2. What is your age?
   ① under 20  ② 20s  ③ 30s  ④ 40s  ⑤ 50s  ⑥ over 60

3. How long has your company been established?
   ① under 3 years  ② 3~7 years  ③ 7~15 years  ④ 15~25 years  ⑤ over 25 years

4. What stage do you think your company is in?
   ① Start-up period (a stage of starting a company and developing products)
   ② Early growth period (a stage when the product is released and sales are generated)
   ③ High growth period (a stage in which products and markets are diversified and sales are amplified due to the release of subsequent products)
   ④ Maturity period (a stage in which growth slows due to intensifying competition and saturated sales and markets)
   ⑤ Decline period (a stage in which sales plummet, business activity stagnates or withdrawals are considered)

5. [Type of Business] Which of the following categories does your company belong to?
   ① Tourism Business under the Tourism Promotion Act
   ② Tourism-related businesses other than number one
   ③ do not know
II. The implementation of the Innovation Voucher Project

1. [Year of project] In what year did your company receive innovation voucher services? (____)
   ① 2020 ② 2021 ③ 2022 ④ do not know

2. [Size of project] Which of the following categories the innovation voucher service that your company has received falls under? (____)
   ① Big Project (about USD 75,215) ② Medium Project (about USD 37,607) ③ Small Project (about USD 15,043) ④ do not know

3. [Category of project] Which of the following categories of innovation voucher services does your company receive? (____) * You can choose multiple answers.
   ① Development of tourism innovation services (tourism product/service planning)
   ② Implementation of tourism innovation services (introduction of smart-based technologies, establishment of online platforms, and advancement of UX)
   ③ Business consulting (tax, finance, law and other specialized services)
   ④ Strengthen digital capabilities (Build server and development environments, introduction of ICT solutions)
   ⑤ PR/Marketing/Advertising
   ⑥ Design development (design/content construction)

4. [Digital transformation] Does the innovation voucher service your company received include digital content? (____)
   * Introduction of digital-related technologies, digitization of data and services, utilization of cloud and big data, digital marketing, UI advancement, etc
   ① includes (☞ move to 4-1.)
   ② does not include (☞ move to III. Sustainable Development)
   ③ do not know (description: )
4-1. [Stage of digital transformation] The digital transformation stage of the tourism industry can be classified into five stages as follows. At the time of receiving the Innovation Voucher service, which of the following settings do you think your organization would have? (____)

① (Preparation) Digital concepts are not introduced in the business
② (Introduction) Start to understand digital transformation, develop strategies, and apply some technologies
③ (Settlement) Taking the initiative in applying digital technology and starting to produce and sell digital technology-based services
④ (Proliferation) Collaborate between companies based on digital technology, and use big data
⑤ (Advanced) Data-driven analytics are adopted, and the business management is innovated with digital transformation strategies

4-2. [Areas of digital technologies] Which of the following digital technology areas does the innovation voucher service you received relate to? (____)

* You can choose multiple answers.

① Mobile platforms
② Home page design, UI advancement
③ Data Analysis (Including Bigdata)
④ Cloud computing
⑤ Artificial Intelligence
⑥ VR, AR
⑦ Payment systems such as FinTech
⑧ SaaS solutions or similar one
⑨ Misc.

4-3. [Purpose of using the digital technology] Which of the following areas does the digital content of your innovation voucher service contribute to? (____)

① Management skills of a company
*Technology that promotes productivity by enhancing management efficiency of companies
② Product & service innovation
*Technology to enhance customer satisfaction by providing new digital-based tourism products and services
③ The industry-wide base technology of the digital transformation
*Technology for the establishment of digital ecosystem in tourism Industry
III. Sustainable Development

“Sustainable Development” is defined as “development that meets the needs of the present without compromising the ability of generations to meet their own needs” in Our Common Future, a 1987 WCED report. The international community has adopted **17 Sustainable Development Goals (SDGs)** to achieve this sustainable development, including poverty and hunger, inequality reduction, climate change response, land and sea pollution reduction, innovative technology development, and economic growth.

The 192 member states at the 70th UN General Assembly unanimously adopted it in 2015, and it is the common goal of mankind pursued by the world by 2030. Many international organizations, such as UNDP, UNEP, and World Bank, also set SDGs as their mission, and all countries around the world are making efforts to achieve SDGs. Companies are also making efforts to contribute to the achievement of SDGs. Sustainable development goals are generally classified as **economic, social, and environmental sustainability**.

1. **Economic sustainability** How do you think the innovation voucher service that your company received affects the economic sustainability of our society and your company? Economic sustainability can be judged from the perspective of generating wealth in society as a whole and improving economic indicators.

   # 1 means "strongly disagree," 3 means "neutral," and 5 means "strongly agree".

<table>
<thead>
<tr>
<th>Sentences</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–1. It improves (will improve) the overall economic sustainability of our company.</td>
<td></td>
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<tr>
<td>• Prospects for mid– to long–term sales growth, improved market competitiveness, and reduced costs, etc</td>
<td>① ② ③ ④ ⑤</td>
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<tr>
<td>1–2. It improves (will improve) our company’s sales or profits.</td>
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<tr>
<td>• Short and mid– to long–term sales or operating profit aspects</td>
<td>① ② ③ ④ ⑤</td>
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<tr>
<td>1–3. It increases (will increase) the number of employees in our company.</td>
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<tr>
<td>• Comprehensively determining the effect of increasing employment due to the growth of beneficiary companies and the reduction of necessary manpower due to the digitalization of work, etc</td>
<td>① ② ③ ④ ⑤</td>
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<td>1–4. It contributes (will contribute) to economic innovation in the tourism industry.</td>
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<td>• Answer from the perspective of overall innovation in the tourism industry</td>
<td>① ② ③ ④ ⑤</td>
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<td>1–5. It contributes (will contribute) to the improvement of overall productivity in society.</td>
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<td>1–6. It contributes (will contribute) to the eradication of poverty in society as a whole.</td>
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<td>1–7. It reduces (will reduce) the overall economic sustainability of our company.</td>
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<tr>
<td>• Prospects for mid– to long–term sales drop, reduced market competitiveness, and increase of costs, etc</td>
<td>① ② ③ ④ ⑤</td>
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</table>
2. [Social Sustainability] How do you think the innovation voucher service that your company received affects the social sustainability of our society? Social sustainability can be judged from the perspective of overall welfare, well-being, equality, respect for human rights, and fairness in society. Since the innovation voucher service is not designed to improve social sustainability originally, please consider the additional impact of the service. Please answer on a practical fact basis, not on the basis of the direction that we should have.

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<tr>
<td>1–8. It reduces (will reduce) our company’s sales or profits.</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<td>• Short and mid- to long-term sales or operating profit aspects</td>
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<tr>
<td>1–9. It reduces (will reduce) the number of employees in our company.</td>
<td>1</td>
<td>2</td>
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<td>1–10. It hinders (will hinder) economic innovation in the tourism industry.</td>
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<td>2</td>
<td>3</td>
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</tr>
<tr>
<td>1–11. It hinders (will hinder) the improvement of overall productivity in society.</td>
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<td>2</td>
<td>3</td>
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</tr>
<tr>
<td>1–12. It deepens (will deepen) poverty in society as a whole.</td>
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1–8. It reduces (will reduce) our company’s sales or profits.
   • Short and mid- to long-term sales or operating profit aspects

1–9. It reduces (will reduce) the number of employees in our company.
   • Comprehensively determining the effect of increasing employment due to the growth of beneficiary companies and the reduction of necessary manpower due to the digitalization of work, etc

1–10. It hinders (will hinder) economic innovation in the tourism industry.

1–11. It hinders (will hinder) the improvement of overall productivity in society.

1–12. It deepens (will deepen) poverty in society as a whole.
3. [Environmental Sustainability] How do you think the innovation voucher service that your company received affects the environmental sustainability? Environmental sustainability can be judged in terms of environmental protection, animal and plant diversity, and sustainable production and consumption patterns. Since the innovation voucher service is not designed to improve environmental sustainability originally, please consider the additional impact of the service. Please answer on a practical fact basis, not on the basis of the direction that we should have.

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<tr>
<td>3–1. It improves (will improve) the overall environmental sustainability of our society. * Consider the effects of eco–friendly production and consumption habits, such as improving the mid–to–long–term environment, expanding animal and plant diversity, and reducing waste emissions</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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<td>3–2. It improves (will improve) the protection of water resources. * Prevention of water pollution, saving water consumption, etc.</td>
<td>1</td>
<td>2</td>
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<td>5</td>
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<td>3–3. It contributes (will contribute) to saving energy. * Consider the effects of decreased energy consumption by reducing unnecessary processes and increased power use due to digitalization</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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</tr>
<tr>
<td>3–4. It reduces (will reduce) wastes and greenhouse gas emissions. * Consider the reduction of paper waste and greenhouse gas emissions due to innovative services and digitalization, while there is an increase in waste and greenhouse gas due to additional activity</td>
<td>1</td>
<td>2</td>
<td>3</td>
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</table>
3–5. It contributes (will contribute) to the biodiversity of plants and animals on Earth.  
* Consider the impact of innovation voucher services and digitalization on the conservation of terrestrial and aquatic life  

| 1 | 2 | 3 | 4 | 5 |

3–6. It reduces (will reduce) the overall environmental sustainability of our society.  
* Consider the effects of eco-friendly production and consumption habits, such as improving the mid-to-long-term environment, expanding animal and plant diversity, and reducing waste emissions  

| 1 | 2 | 3 | 4 | 5 |

3–7. It affects (will affect) the protection of water resources negatively.  
* Deterioration of water pollution, Increase of water consumption, etc.  

| 1 | 2 | 3 | 4 | 5 |

3–8. It increases (will increase) the energy consumption.  

| 1 | 2 | 3 | 4 | 5 |

3–9. It increases (will increase) wastes and greenhouse gas emissions.  
* Consider the reduction of paper waste and greenhouse gas emissions due to innovative services and digitalization, while there is an increase in waste and greenhouse gas due to additional activity  

| 1 | 2 | 3 | 4 | 5 |

3–10. It hinders (will hinder) the biodiversity of plants and animals on Earth.  
* Consider the impact of innovation voucher services and digitalization on the conservation of terrestrial and aquatic life  

| 1 | 2 | 3 | 4 | 5 |

4. In the process of digital transformation of the tourism industry, please feel free to express your opinions to increase the economic, social, and environmental sustainability of our society. Thank you for answering the survey.