

Internet Appendix A49 Corporate Tourism

A49.1 Illustrative Pitch Template Example

Pitcher's Name	Chelsea Gill	FoR category	Tourism	Date Completed	June 2015
(A) Working Title	Exploring the role of corporate retreats in restoring directed attention				
(B) Basic Research Question	a) What activities and experiences at a corporate retreat lead to restorative outcomes b) What impacts on the restorative benefits being maintained back in the workplace?				
(C) Key paper(s)	Kaplan, S. (1995). The restorative benefit of nature: toward an integrative framework. <i>Journal of Environmental Psychology</i> , 15, 168-182. Ouellette, P., Kaplan, R., & Kaplan, S. (2005). The monastery as a restorative environment. <i>Journal of Environmental Psychology</i> , 25(2), 175-188.				
(D) Motivation/Puzzle	The capacity of employees to focus attention on work tasks is becoming progressively endangered and diminished due to information overload and increased competing demands. As focusing attention is crucial in order for employees to be able to perform tasks competently, organisations have a responsibility to intervene and restore, not merely deplete, this resource. Otherwise, mental fatigue or organisational ADD (attention deficit disorder) may prevail. Research into Workplace Health interventions focus mainly on aspects of general wellbeing and do not address the issue of mental fatigue. Given that corporate retreats are quite common, this research explores how such an environment could function as a restorative intervention within the workplace.				
THREE	Three core aspects of any empirical research project i.e. the “IDioTs” guide				
(E) Idea?	This project will explore how a corporate retreat can function as a restorative intervention and improve employees’ mental wellbeing. Attention Restoration Theory, which posits that restorative environments effectively replenish fatigued cognitive faculties, will provide the theoretical framework to shape the research. This research will identify the specific activities and experiences that lead to restorative outcomes at a corporate retreat, as well as what factors influence the duration of restorative benefits being maintained once employees are back at the workplace.				
(F) Data?	<p>The research site will consist of one Australian law firm which has their own purpose-built corporate retreat centre (located away from the workplace). Five-day retreats are held most weeks of the year. 150 participants will be sought to complete this research. A mixed methods research approach will be used in a two-phase study. Qualitative and quantitative data will be collected via diary entries completed each night for the duration of the retreat by retreat participants, along with a follow-up online questionnaire one month after returning to the workplace.</p> <p>The use of diaries will be explained to participants via a youtube video (where the researcher will briefly explain the research and what is asked of participants) – this will be shown at the start of the retreat. Diaries will be distributed at the start of retreat and collected at the conclusion of retreat by the retreat manager on-site. One month after the retreat, participants will receive an email with the link to the on-line follow-up questionnaire.</p> <p>Potential issues with the diary data collection method are that it is self-reported, subjective and may potentially result in incomplete responses. However, the benefits of participants recording the effect of each day’s activities and experiences far outweigh the potential drawbacks.</p>				

(G) Tools?	Attention Restoration Theory will influence the research design for this project. Diary template and survey instruments will be created based on the literature review. Statistical analysis of quantitative data and thematic analysis of qualitative data will follow.
TWO	Two key questions
(H) What's New?	The novelty of this research is the application of Attention Restoration Theory in a new context – a corporate retreat setting. The diary templates and survey instruments will be developed specifically for this context. This research will also contribute to literature on workplace health interventions by exploring an avenue to specifically target mental fatigue.
(I) So What?	Understanding how to effectively restore mental fatigue will ensure organisations support their staff in performing their job roles more efficiently and effectively. This will enable an organisation to potentially maximise the benefits of something they already do (a corporate retreat) for both the organisation and the employees. An organisation's success or failure will depend on its ability to not only understand and manage attention in employees but also restore this significant, intangible and endangered resource. The findings from this research will identify the specific activities and experiences that a corporate retreat should offer in order to promote attention restoration. In addition to presenting an effective design for restorative corporate retreats, insights into how to maximise the longevity of the retreats' restorative benefits once employees are back in the workplace will also be given. These findings will enhance the value and justification of corporate retreats.
ONE	One bottom line
(J) Contribution?	The primary contribution of this research is to apply Attention Restoration Theory in a new context and identify the specific activities and experiences of a corporate retreat that lead to attention restoration.
(K) Other Considerations	Collaboration with the organisation providing the context for this research is critical. Target Journals: visitor experience, organisational management/psychology journals, environmental psychology journals There is a low risk of no result, though it is possible that minimal restorative outcomes resulting from the corporate retreat are found. There is a low risk of competitors undertaking this research first, as there has been no research into corporate retreats, though research into wellness and spiritual retreats is a growing area. Ethics approval will be sought before any field research is undertaken.