

Supplementary Material: Survey Questionnaire (English Version)

Pueblos Mancomunados Tourists' Perceptions Survey
NC State University IRB Protocol #6309

Thank you for taking the time to complete this survey. It is being administered by North Carolina State University with permission and collaboration from Expediciones Sierra Norte. Your responses will help guide future tourism planning efforts in the Pueblos Mancomunados. Participation is voluntary and all responses will be anonymous.

For each question, please mark your response with an "X" or write in your response.

1. Was attending a festival your primary reason for visiting the Pueblos Mancomunados?

- No
- Yes

2. How long is your stay in the Pueblos Mancomunados?

- For the day
- For more than one day (# of nights ____)

3. Which pueblos have you visited or will you visit this trip? (check all that apply)

- Amatlán
- Benito Juárez
- Cuajimoloyas
- Latuvi
- La Nevería
- Llano Grande

4. Have you been to the Pueblos Mancomunados before?

- No
- Yes
 - a) If Yes, what year did you first visit? _____
 - b) How many times have you visited since your first visit (including this visit?) _____

5. What do you think is the ideal month to visit the Pueblos Mancomunados and why? (please describe in a few words)

6. Which of the following activities have you participated in or do you plan to participate in while in the Pueblos Mancomunados? (check all that apply)

- Hiking
- Mountain biking
- Zip lining
- Horseback riding
- Cultural activities (e.g. cooking, farm visit, language classes, traditional medicine)
Please list: _____
- Festival-specific activities (e.g. mushroom collection contest, mushroom/apple walk, cooking workshops, painting workshops, tastings)
- Other (please specify) _____

Please review the table below, taking a moment to reflect on your preferences and perceptions of the scenarios. After reviewing and reflecting, please answer the questions below the table.

| | Current Conditions | Scenario 1 | Scenario 2 |
|---|-----------------------------------|---------------------------------|-------------------------------------|
| Average maximum temp in warmest month (April) | 21° C 70° F | 23°C 73° | 24°C 75° |
| Average maximum temp in coolest month (January) | 17° C 63°F | 18°C 64°F | 19°C 66°F |
| Seasonal variation (October-April) | Cool & sunny | Warmer & sunny | Warm & sunny |
| Season variation (May-September) | Cold & moderately rainy | Cold & moderately rainy | Cool & less rain |
| Biodiversity (plants & animals) | High - over 1,870 species present | Fewer overall numbers & species | Far fewer overall numbers & species |
| Occurrence of forest fires | 175 per year | Moderate increase | Large increase |
| Extent of cloud forest | 1,450 Ha 3,583 acres | Moderate decrease | Large decrease |

10. We are interested in understanding how the conditions in the scenarios above would change your plans to visit the Pueblos Mancomunados. *Please mark one response for each scenario.*

| | Scenario 1 | | | Scenario 2 | | |
|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | No | Maybe | Yes | No | Maybe | Yes |
| Would you change your plans? | <input type="radio"/> |

11. If you answered **Maybe** or **Yes**, how would your trip change? *Please mark one response for each question under each scenario below. If you answered No, skip to question 12.*

| | Scenario 1 | | Scenario 2 | |
|--|---|-----------------------|---|-----------------------|
| | Longer? | Shorter? | Longer? | Shorter? |
| a. Would you stay? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. How many days longer or shorter? | _____ | _____ | _____ | _____ |
| c. Would you visit (please select one) | <input type="radio"/> Another destination in Oaxaca? <input type="radio"/> Another destination in Mexico, but not in Oaxaca? <input type="radio"/> Another destination outside of Mexico? <input type="radio"/> Not travel at all? | | <input type="radio"/> Another destination in Oaxaca? <input type="radio"/> Another destination in Mexico, but not in Oaxaca? <input type="radio"/> Another destination outside of Mexico? <input type="radio"/> Not travel at all? | |

12. Would the changes in the scenarios influence **when you would visit**? *Please mark one response for each scenario.*

| | Scenario 1 | Scenario 2 |
|-------------------------------|-----------------------|-----------------------|
| Earlier in the year | <input type="radio"/> | <input type="radio"/> |
| Later in the year | <input type="radio"/> | <input type="radio"/> |
| No change in the time of year | <input type="radio"/> | <input type="radio"/> |
| I would not visit | <input type="radio"/> | <input type="radio"/> |

13. Thinking about the general trends from the scenarios above, **how do you think that potential changes in future conditions could impact the following?** Please mark a response for each item.

| In the Pueblos Mancomunados... | Very negatively impact | | No impact | | | Very positively impact | | Unsure |
|--|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|-----------------------|
| a. Your health, safety, and security during a visit | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Your plans to visit | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Zapotec culture | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. The economy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. Travel to and within | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. The natural beauty | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

We would like to know a little more about you so we better understand who visits the Pueblos Mancomunados. *Please answer the following questions.*

14. What is your sex?

- Female
- Male
- Prefer not to answer

15. What is your age? _____

16. What is your city, state (if applicable), and country of residence?

City
State
Country

17. How many people are in your party including yourself? _____

18. Please provide any comments you would like to make about this survey, your answers, or the Pueblos Mancomunados:

Thank you for your time and thoughtful responses!