

Supplementary Materials: Implications of Climate Change on Nature-Based Tourism Demand: A Segmentation Analysis of Glacier Site Visitors in Southeast Iceland

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Supplement S1: Visitor survey questionnaire (English language, summer season version)



Glaciers and Tourism

Dear visitor, the University of Iceland currently seeks insight into the development of glacier tourism and the challenges it faces in Southeast Iceland. Such information is valuable both for a better understanding of tourist needs and in order to improve tourist services. All information will be handled confidentially and are anonymous. The questionnaire should take about 8 minutes to complete. Your participation is very valuable. Thank you!

1. How many days are you staying in the Southeast Iceland? ____ days (if less than 1 day write 0)

2. What kind of activities are you interested in participating in this area?

(mark all relevant activities)

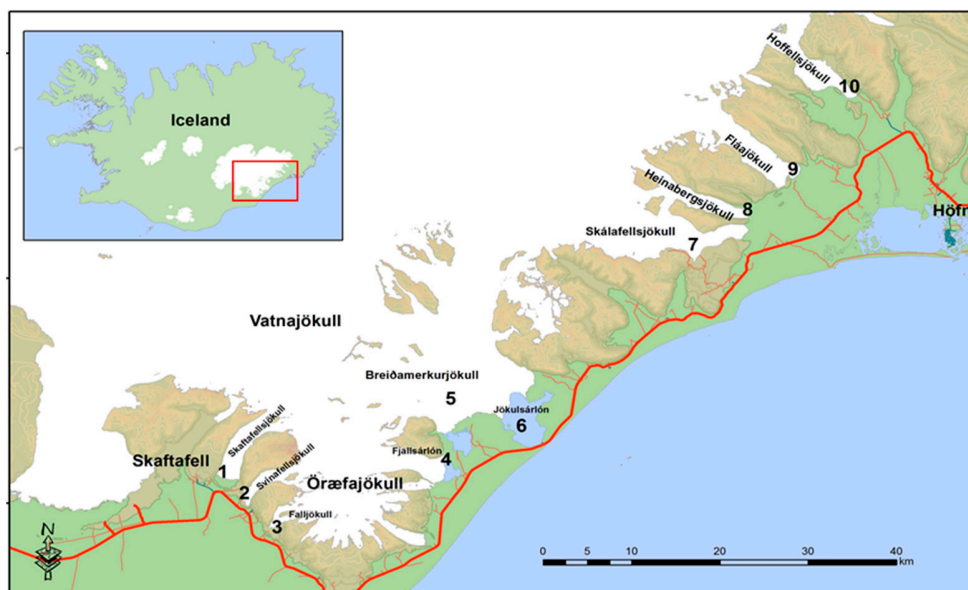
- | | | |
|---|--|--|
| <input type="checkbox"/> ₁ Sight-seeing | <input type="checkbox"/> ₆ Glacier tour | <input type="checkbox"/> ₁₀ Scenic plane flight |
| <input type="checkbox"/> ₂ Camping | <input type="checkbox"/> ₇ Horse riding | <input type="checkbox"/> ₁₁ Mountaineering |
| <input type="checkbox"/> ₃ Biking | <input type="checkbox"/> ₈ Jeep tour | <input type="checkbox"/> ₁₂ Swimming/ bathing |
| <input type="checkbox"/> ₄ Fishing | <input type="checkbox"/> ₈ Hiking | <input type="checkbox"/> ₁₃ Museum visit |
| <input type="checkbox"/> ₅ Photographing | <input type="checkbox"/> ₉ Snowmobiling | <input type="checkbox"/> ₁₄ Boat tour |

☐₀ Other _____

3. How many times have you visited a glacier in your life? ____ time(s) (if this was your first write 0)

4. How did you organize your trip to the glacier(s) you are visiting in Southeast Iceland? (mark all relevant items)

- | | |
|---|---|
| <input type="checkbox"/> ₁ By myself | <input type="checkbox"/> ₅ By tourist information center |
| <input type="checkbox"/> ₂ By travel agency in home country | <input type="checkbox"/> ₆ By my hotel/guesthouse |
| <input type="checkbox"/> ₃ By travel agency in Iceland | <input type="checkbox"/> ₇ Do not know |
| <input type="checkbox"/> ₄ By local tour company (such as Mountain guides /Glacier Guides) | <input type="checkbox"/> ₀ Other, please describe: |
-



5. Which glaciers or glacier sites according to the map above did you visit in Southeast Iceland?

- | | | |
|---|--|--|
| <input type="checkbox"/> ₁ Skaftafellsjökull | <input type="checkbox"/> ₅ Breiðamerkurjökull | <input type="checkbox"/> ₉ Fláajökull |
| <input type="checkbox"/> ₂ Svínafellsjökull | <input type="checkbox"/> ₆ Jökulsárlón | <input type="checkbox"/> ₁₀ Hoffellsjökull |
| <input type="checkbox"/> ₃ Falljökull | <input type="checkbox"/> ₇ Skálafellsjökull | <input type="checkbox"/> ₁₁ Did not visit a glacier |
| <input type="checkbox"/> ₄ Fjallsárlón | <input type="checkbox"/> ₈ Heinabergsjökull | <input type="checkbox"/> ₁₂ Do not know |
| <input type="checkbox"/> ₀ Other _____ | | |

6. How important were the following motivations to you to visit a glacier site in Southeast Iceland?

	<i>Not important at all</i>			<i>Very important</i>	
	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
a. Do something with friends and family	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. Have a thrilling experience	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
c. To have a story to tell	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
d. Experience new and different things	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
e. See a glacier in real-life	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
f. Be close to nature	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
g. Develop personal, spiritual values	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
h. Visit a glacier before it disappears	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
i. Have a change from everyday life	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
j. Experience peace and calm	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

7. How much time did you spend at glacier sites in Southeast Iceland, all together?
 _____ Hour(s)

8. What activities did you do at the glacier sites you visited in Southeast Iceland?
(mark all relevant activities)

- | | |
|--|--|
| <input type="checkbox"/> ₁ Guided walk on the glacier | <input type="checkbox"/> ₆ Glacier lake boat tour |
| <input type="checkbox"/> ₂ Viewed the glacier from a short distance | <input type="checkbox"/> ₇ Ice climbing |
| <input type="checkbox"/> ₃ Snow mobile tour | <input type="checkbox"/> ₈ Scenic flight (airplane) |
| <input type="checkbox"/> ₄ Super jeep tour | <input type="checkbox"/> ₉ Kayak tour of glacier lake |
| <input type="checkbox"/> ₅ Photographing | <input type="checkbox"/> ₀ Other, please describe: |

9. How important was visiting a glacier for your decision to visit Iceland?

<i>Not at all important</i>			<i>Very important</i>	
<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

10. How important was visiting a glacier for your decision to visit Southeast Iceland?

<i>Not important at all</i>			<i>Very important</i>	
<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

11. How important were the following aspects for your experience during your last visit to a glacier site in Southeast Iceland?

	<i>Not important at all</i>			<i>Very important</i>	
	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
a. The weather conditions	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. The scenery of the glacial landscape	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
c. Being in a unique environment	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
d. The size of the glacier	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
e. To come so close to a glacier	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
f. Seeing glacier attributes such as crevasses, blue ice or calving ice-block	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
g. Learning something about glaciers	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
h. Seeing real-life impacts of climate change	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
i. Being in an untouched natural environment	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
j. Being in a challenging environment	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

12. To what extent do you agree with the following statements?

	<i>Totally disagree</i>			<i>Totally agree</i>	
	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
a. Climate change is happening right now	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. Climate change is the result of human activity	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
c. Climate change is the result of natural causes	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
d. I am very concerned about climate change	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

13. How willing are you to visit a regional glacier site when it had the following aspects?

	<i>Not willing at all</i>			<i>Very willing</i>	
	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
a. You cannot come within 150 meters of the glacier	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b. You cannot touch or stand on the glacier	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
c. The amount of walking time to come to the edge of the glacier is 45 minutes	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
d. The amount of walking time to come to the edge of the glacier is 1,5 hours	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
e. The glacier is covered considerably with sand, mud and stones	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
f. It is only possible to come to the edge of the glacier by using commercial motorized transport (jeeps/truck)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
g. It is only possible to come to the edge of the glacier by crossing a glacier lake with a commercial boat	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
i. It is necessary to take a guided tour for a safe passage to the glacier	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

14. Who are you traveling with? ☐₁ Individual ☐₂ Couple ☐₃ Family
☐₄ Small group (<10) ☐₅ Big group (>10) ☐₀ Other

15. What is your gender? ☐₁ Female ☐₂ Male

16. What is your year of birth? _____

17. In what country do you live? _____

Thank you for your participation!