

Date: DD ____ MM ____ : ____ YR ____
Start time: ____ : ____ (24 hours)
Interviewer's name: _____



Interview #: _____
Location: _____
Type of visitor: _____

Hello, my name is _____. I am a student with the University of Quintana Roo. We are working with Conservation Strategy Fund, an international NGO, on a study of Cozumel's coral reefs. Can I ask you some questions? The interview will take 15 minutes and will be very useful for the island.

Thank you for taking the time to participate. The information you provide will be kept **strictly confidential**.

Section I. *Relevant information regarding their opinion and knowledge and how tourists use the National Park.*

1. What is your country of residence? _____
2. How many times have you visited Cozumel, including this visit? _____
3. How many days will you stay on the Island? _____
4. How many days is your trip in total? _____
5. I am going to read a list of reasons why people might choose to visit Cozumel. Please tell me the three most important in your decision to visit, starting with the most important (*3 the most important, 2 important, 1 the least important*).

| |  Important | + Important  | |
|--------------------------------------|---|---|--------------------------------|
| a. Beaches | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> |
| b. Quality of hotels | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> |
| c. Diving | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> |
| d. Snorkeling | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> |
| e. Night life | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> |
| f. Culture | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> |
| g. It was part of the cruise package | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> |
| h. Price | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> |
| i. Distance to Playa del Carmen | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> |
| j. Other (specify): _____ | <input type="text" value="1"/> | <input type="text" value="2"/> | <input type="text" value="3"/> |

6. If your trip includes diving and/or snorkeling, what is your level of expertise in these activities?

Diving: ☐ I am not certified ☐ Open Water (basic level) ☐ Advance or more

Snorkel: ☐ I have done it 5 times or less
☐ I have done it 6 times or more

☐ The trip did not include diving and/or snorkeling

7. In what type of accommodations are you staying? *(If you are interviewing a person who came in a cruise, skip this one and go to question 9).*

- ☐ Hostel ☐ Bed and breakfast ☐ Boutique Hotel ☐ 1-3 star hotel ☐ 4-5 star hotel
☐ Condo ☐ Villas ☐ House/ Apartment rental
☐ Just here for the day ☐ *other (do not read, specify if necessary):* _____

8. *If staying on a hotel:* are you staying in the North, Center or South of the Island? *(show a map of Cozumel)*

- ☐ North ☐ South ☐ Center ☐ don't know

9. On a scale from 1-6, where 1 indicates complete disagreement and 6 indicates complete agreement, please give your opinion about the following statements:

| | <div style="display: flex; justify-content: space-between; align-items: center;"> ← Complete disagreement Complete agreement → </div> | | | | | |
|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Cozumel is an ecotourism destination, understood as environmentally responsible, low impact tourism to natural areas | | | | | | |
| Tourism is a threat to Cozumel's reefs | | | | | | |
| Tourism is an opportunity to protect Cozumel's reefs | | | | | | |
| Tourists should play an active role in protecting Cozumel's reefs | | | | | | |
| Cozumel should protect its reefs better | | | | | | |
| Cozumel should provide better services for tourists who visit to enjoy the reef (in particular divers and snorkelers) | | | | | | |
| | | | | | | |

10. Did you know that most of Cozumel's reefs are located inside of a National Park? ☐ No ☐ Yes

If YES, do you know the name of the park? _____

If NO or indicated another park, explain: Most of Cozumel's reefs are located inside the "Cozumel Reefs National Park", let me tell you more about the park *(continue with section II)*.

Section II. Definition of the current scenario

Now I am going to tell you a little bit about Cozumel Reefs National Park, this is a map of the Park *(show map.)*. The Park houses a great diversity of marine species, including both flora and fauna. The reef also benefits people by providing breeding grounds for commercial fish species, supporting tourism and recreation, and protecting the coast from hurricanes and storms. The principle economic activity on the Island is beach and reef tourism, with around 550,000 *(five hundred and fifty thousand)* divers and 2.5 million cruise ship passengers visiting every year. *(Show photos of the reefs)*'. **Here are some photos that show the current state of Cozumel's reefs**

The park also faces threats, including degradation and loss of its corals and associated marine species, water pollution, and modification of the landscape. These problems stem from the unsustainable use of marine and coastal resources, coastal development that is not compatible with conservation goals, and in some cases the lack of good practices by the high number of visitors *(show photos of threats)*. **Here are some photographs that illustrate the issues that I just mentioned.**

Now, continue the interview using the plasticized cards: attributes and hypothetical scenarios

Continue with the plasticized cards:

a) Explain the attributes

b) Show example card to indicate how the exercise works

c) Ask the person to select one option in every card

| No. | Card number | Selected option |
|-----|-------------|-----------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |

11. In the previous exercise, how important were each of the attributes, on a scale of 1-6, with 6 being very important and 1 being totally unimportant?

| | | | | | | |
|------------------|---------------|--------------|--------------|--------------|--------------|--------------|
| | ← Unimportant | | | | | Important → |
| a. Biodiversity | <div>1</div> | <div>2</div> | <div>3</div> | <div>4</div> | <div>5</div> | <div>6</div> |
| b. Water clarity | <div>1</div> | <div>2</div> | <div>3</div> | <div>4</div> | <div>5</div> | <div>6</div> |
| c. Crowding | <div>1</div> | <div>2</div> | <div>3</div> | <div>4</div> | <div>5</div> | <div>6</div> |
| d. Cost | <div>1</div> | <div>2</div> | <div>3</div> | <div>4</div> | <div>5</div> | <div>6</div> |

12. Do you consider crowding a positive or negative factor in the quality of your snorkeling or diving experience?
☐ Negative ☐ Positive ☐ Irrelevant

13. Do you know if there is an entrance fee for visiting the Park? ☐ No ☐ Yes

14. If YES, If you know you paid an entrance fee, how much did you pay? _____

Section IV. Attitude toward the environment and socioeconomic questions.

15. ¿Do you belong to or contribute to an environmental organization? ☐ No ☐ Yes

16. ¿Including yourself, how many people depend on you economically? _____

17. ¿What is your age? _____

18. ¿Which of the following best describes your level of education?

- ☐ No formal education ☐ Completed primary school ☐ Completed secondary school
☐ Completed high school ☐ Some College ☐ Bachelor's degree
☐ Masters or PhD

19. What is your marital status: ☐ single ☐ married ☐ widowed ☐ divorced ☐ civil union

20. ¿Which of the following best describes your occupation?

- ☐ Employed (specify): _____
- ☐ Student ☐ Stay at home ☐ Retired ☐ Unemployed ☐ Unable to work due to disability or injury
- ☐ other (specify): _____

21. Gender (*do not ask*) ☐ Male ☐ Female

22. ¿In which of the following ranges is your annual family earnings? (*if necessary, remind them that the information is completely confidential and will only be used for statistical purposes*)

| US Dollars (Annual) | |
|---------------------|---------------------|
| Less than \$20,000 | \$75,000-\$99,999 |
| \$20,000-\$34,999 | \$100,000-\$149,999 |
| \$35,000-\$49,999 | \$150,000-\$199,999 |
| \$50,000-\$74,999 | \$200,000 or more |
| Decline to Answer | |

23. Finally, what did you think of this questionnaire? (*open question, surveyor checks boxes and write in additional responses*)

- ☐ Interesting ☐ Too long ☐ Unrealistic ☐ Hard to understand; *if so which questions in particular?*
- _____
- ☐ other: _____

¿do you have any other comments or questions for me?

Thank you very much for your time. I hope you enjoy the rest of your trip!

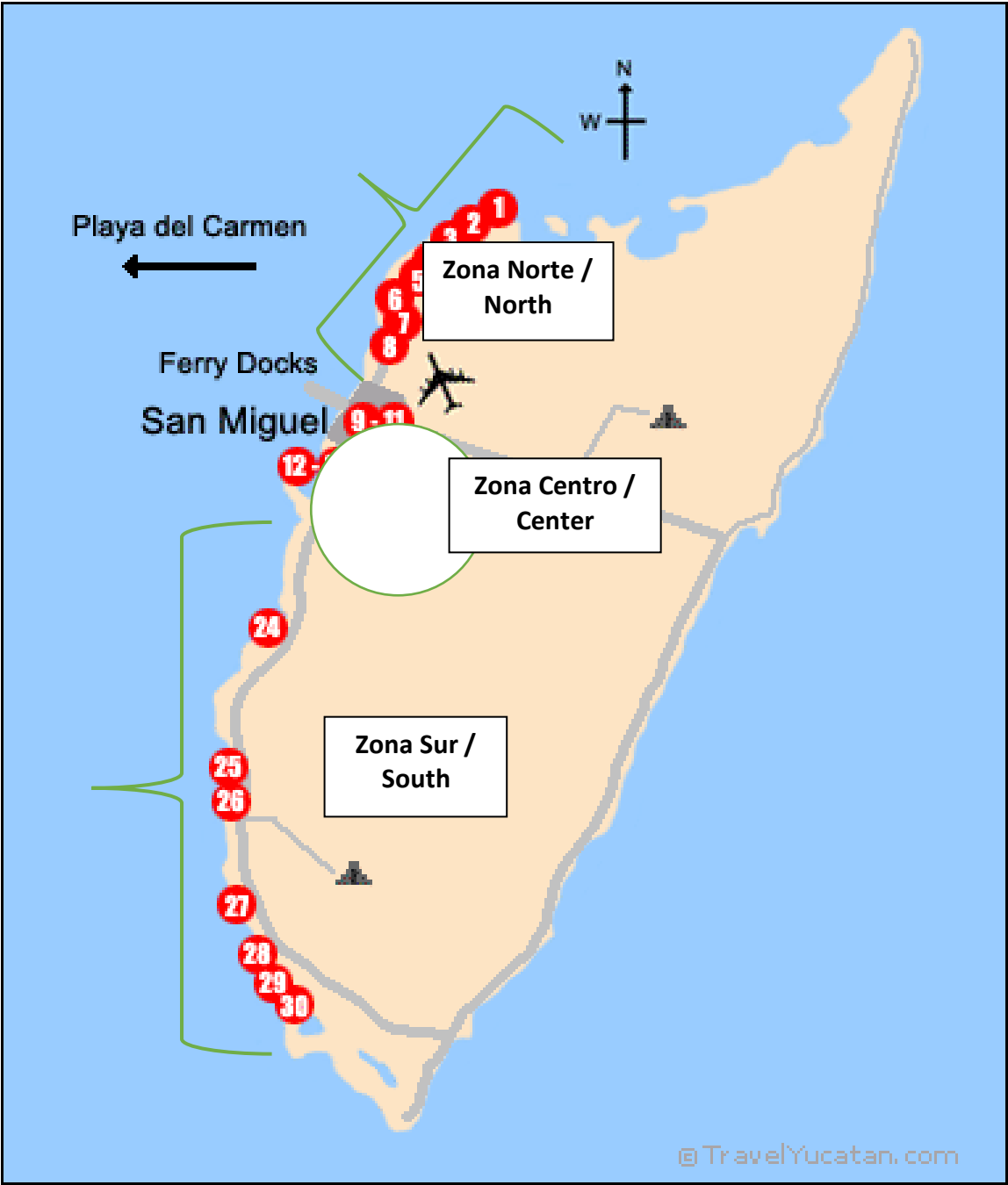
Time of completion: ____:____ (24 hour clock))

Interview language: SP/EN

For more information: www.conservation-strategy.org/

Email: csfcozumel2016@gmail.com

Map: Cozumel Island



Map: Cozumel Reefs National Park



Cozumel reefs' today



FOTO: PARQUE NACIONAL ARRECIFES DE COZUMEL



FOTO: ARCHIVO PARQUE NACIONAL ARRECIFES DE COZUMEL

Threats to the reefs in Cozumel



Modelos de turismo masivos que no consideran el ambiente

Massive tourism models that do not consider the environment

Destrucción de los ecosistemas costeros

Coastal ecosystem destruction



Daños físicos al arrecife a través de malas prácticas en el agua




Physical damage to the reefs through poor practices






Section III. *Valuation, hypothetical situation explanation and attributes description.*

Imagine that in the future you visit Cozumel again, but some of characteristics of the Park’s reefs have changed. I am now going to describe the attributes that could change, including the possible state of each:




I. **Biodiversity:** this refers to the number of different species and quantity of each that is present on the reef. Imagine 3 possible levels of this attribute

| High | Mid | Low |
|---|---|---|
| <p>Fish and corals are numerous and there are many types of them. Sharks, Manta Rays and turtles are also present.</p> <p>This is the current state in Cozumel National Park</p> | <p>Number and health of fish and corals is intermediate. Little presence of sharks, manta rays and turtles.</p> | <p>Few fish and corals, and little diversity. Turtles, manta rays and sharks are not present.</p> <p>This is the expected situation in 10 years if there is no change in management of Cozumel Reefs national park</p> |
|  |  |  |

II. **Water clarity, which affects visibility.** Again, imagine 3 possible levels of this attribute:

| Visibility up to 30 meters | Visibility up to 15m | Visibility up to 7 meters |
|--|---|--|
| <p>There is excellent underwater visibility, of up to 30 meters at good times of year.</p> <p>This is the current state of in Cozumel National Park</p> | <p>There is a reduced water visibility, of up to 15 meters in good times during the year.</p> | <p>The water has lots of dissolved and suspended particles, causing poor visibility.</p> <p>This is the expected situation in 10 years if there is no change in management of Cozumel Reefs national park</p> |
|  |  |  |

III. **Crowding:** this refers to the density of divers or snorkelers in the same site at the same time.

| Not crowded | Somewhat crowded | Very crowded |
|--|---|--|
| <p>There is a single small group at the same site at the same time, meaning:</p> <p>Diving: 8 people on average Snorkeling: 15 people on average</p> | <p>There is a single large group or more than one small group at the same time and site, meaning:</p> <p>Diving: between 10 and 20 people. For Snorkeling: between 15 and 30 people</p> | <p>There are several large groups at the same site at the same time:</p> <p>Diving: more than 20 people Snorkeling: more than 30 people</p> <p>This is the current average state in Cozumel National Park.</p> <p>The expected situation in 10 years could be even worse if there is no change in management</p> |
|  |  |  |












- IV. **Cost:** this refers to a new fee, additional to the current cost of visiting Cozumel's reefs, for every time you visit the reef. The levels of possible additional fee for the purpose of this exercise vary from \$3 to \$114:



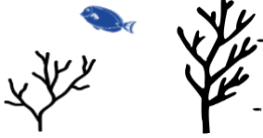










As a point of reference, in Cozumel, the average current cost for a diving trip is \$100, \$50 for a snorkeling trip from a boat, and \$36 to go snorkeling from the beach.

I am now going to show you a set of cards, from which you can select the **preferred scenario you would like to see in the future**. Each card shows **3 hypothetical situations**. Please select your preferred choice in each card: **each column represents a different scenario** and you choose the one you like the most, **once you have analyzed all the attributes in every option**. We will do this 8 times.

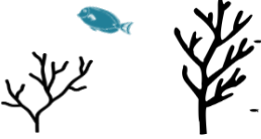










Example

| Attribute | Possible state in 10 years | | |
|---|--|--|---|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  High |  Med |
| Water clarity / visibility |  Up to 7 meters |  Up to 15 meters |  Up to 7 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Uncrowded |  Somewhat crowded |
| Additional fee: | USD\$ 0 |  USD\$ 3 |  USD\$ 11 |
| Choice: | A | B | C |

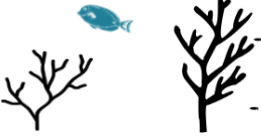

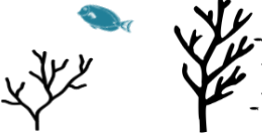








Card 1. B2

| Attribute | Possible state in 10 years | | |
|---|---|---|--|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  Low |  High |
| Water clarity / visibility |  Up to 7 meters |  Up to 7 meters |  Up to 30 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Somewhat crowded |  Very crowded |
| Additional fee | USD \$ 0 |  USD \$ 6 |  USD \$ 11 |
| Choice: | A | B | C |












Card 2. B2

| | Possible state in 10 years | | |
|---|---|---|--|
| Attribute | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  High |  Medium |
| Water clarity / visibility |  Up to 7 meters |  Up to 15 meters |  Up to 30 meters |
| Crowding (Number of people in the same site at the same time) |  crowded |  Very crowded |  Uncrowded |
| Additional fee | USD\$ 0 |  USD \$ 6 |  USD \$ 97 |
| Choice: | A | B | C |











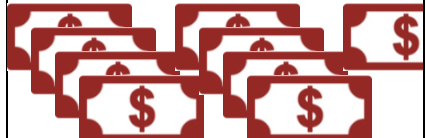
Card 3. B2

| Attribute | Possible state in 10 years | | |
|---|---|---|--|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  Medium |  Low |
| Water clarity / visibility |  Up to 7 meters |  Up to 15 meters |  Up to 30 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Somewhat crowded |  Very crowded |
| Additional fee | USD \$ 0 |  USD \$ 6 |  USD \$ 29 |
| Choice: | A | B | C |

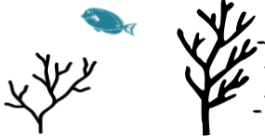










Card 4. B1

| Attribute | Possible state in 10 years | | |
|---|---|---|---|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  High |  Low |
| Water clarity / visibility |  Up to 7 meters |  Up to 15 meters |  Up to 7 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Uncrowded |  Very crowded |
| Additional fee | USD \$ 0 |  USD \$ 29 |  USD\$ 9 |
| Choice: | A | B | C |

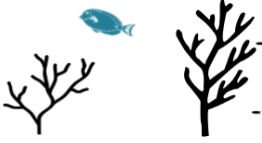










Card 5. B2

| Attribute | Possible state in 10 years | | |
|---|---|---|---|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  Low |  High |
| Water clarity / visibility |  Up to 7 meters |  Up to 7 meters |  Up to 7 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Somewhat crowded |  Very crowded |
| Additional fee | USD \$ 0 |  USD \$ 29 |  USD \$ 114 |
| Choice: | A | B | C |












Card 6. B2

| Attribute | Possible state in 10 years | | |
|---|---|---|---|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  Low |  High |
| Water clarity / visibility |  Up to 7 meters |  Up to 30 meters |  Up to 7 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Somewhat crowded |  Very crowded |
| Additional fee | USD \$ 0 |  USD \$ 114 |  USD \$ 46 |
| Choice: | A | B | C |












Card 7. B1

| | Possible state in 10 years | | |
|---|--|---|--|
| Attribute | | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  Medium |  High |
| Water clarity / visibility |  Up to 7 meters |  Up to 15 meters |  Up to 30 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Very crowded |  Uncrowded |
| Additional fee | USD \$ 0 |  USD \$ 63 |  USD \$ 80 |
| Choice: | A | B | C |












Card 8. B2

| Attribute | Possible state in 10 years | | |
|---|---|---|--|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  High |  Medium |
| Water clarity / visibility |  Up to 7 meters |  Up to 15 meters |  Up to 30 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Somewhat crowded |  Uncrowded |
| Additional fee | USD \$ 0 |  USD \$ 29 |  USD \$ 9 |
| Choice: | A | B | C |












Card 9. B2

| Attribute | Possible state in 10 years | | |
|---|---|---|--|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  High |  Medium |
| Water clarity / visibility |  Up to 7 meters |  Up to 30 meters |  Up to 15 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Somewhat crowded |  Uncrowded |
| Additional fee | USD\$ 0 |  USD \$ 97 |  USD \$ 11 |
| Choice: | A | B | C |












Card 10. B1

| Attribute | Possible state in 10 years | | |
|---|---|---|--|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  Medium |  High |
| Water clarity / visibility |  Up to 7 meters |  Up to 30 meters |  Up to 7 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Uncrowded |  Somewhat crowded |
| Additional fee | USD \$ 0 |  USD \$ 46 |  9 USD \$ |
| Choice: | A | B | C |










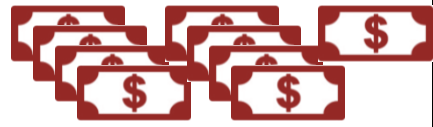

Card 11. B1

| | Possible state in 10 years | | |
|---|---|---|--|
| Attribute | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  Medium |  High |
| Water clarity / visibility |  Up to 7 meters |  Up to 15 meters |  Up to 7 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Very crowded |  Somewhat crowded |
| Additional fee | MSN \$ 0 |  USD \$ 46 |  USD \$ 97 |
| Choice: | A | B | C |










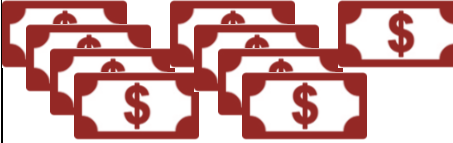

Card 12. B1

| Attribute | Possible state in 10 years | | |
|---|---|---|---|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  Low |  Medium |
| Water clarity / visibility |  Up to 7 meters |  Up to 30 meters |  Up to 7 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Somewhat crowded |  Very crowded |
| Additional fee | USD \$ 0 |  USD \$ 80 |  USD \$ 11 |
| Choice: | A | B | C |












Card 13. B1

| Attribute | Possible state in 10 years | | |
|---|---|---|--|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  Low |  Medium |
| Water clarity / visibility |  Up to 7 meters |  Up to 15 meters |  Up to 7 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Uncrowded |  Somewhat crowded |
| Additional fee | USD \$ 0 |  USD \$ 114 |  USD \$ 29 |
| Choice: | A | B | C |


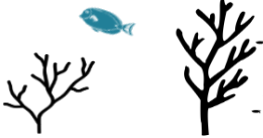









Card 14. B1

| Attribute | Possible state in 10 years | | |
|---|---|---|---|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  High |  Low |
| Water clarity / visibility |  Up to 7 meters |  Up to 30 meters |  Up to 7 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Very crowded |  Uncrowded |
| Additional fee | USD \$ 0 |  USD \$ 114 |  USD \$ 6 |
| Choice: | A | B | C |

Card 15. B1

| Attribute | Possible state in 10 years | | |
|---|---|---|--|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  Low |  Medium |
| Water clarity / visibility |  Up to 7 meters |  Up to 15 meters |  Up to 7 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Very crowded |  Somewhat crowded |
| Additional fee | USD \$ 0 |  USD \$ 11 |  USD \$ 97 |
| Choice: | A | B | C |

Card 16. B2

| Attribute | Possible state in 10 years | | |
|---|--|---|--|
| | Option A | Option B | Option C |
| Biodiversity (Diversity and Abundance) |  Low |  Low |  High |
| Water clarity / visibility |  Up to 7 meters |  Up to 15 meters |  Up to 7 meters |
| Crowding (Number of people in the same site at the same time) |  Very crowded |  Somewhat crowded |  Uncrowded |
| Additional fee | USD \$ 0 |  USD \$ 46 |  USD \$ 80 |
| Choice: | A | B | C |