

## Supplementary Material: Survey Questionnaire (English Version)

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

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*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.*

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*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) \_\_\_\_\_

7. We want to know what drives your decisions to visit the Pueblos Mancomunados. Please mark the circle that corresponds to how important each item is to your decision. *Please mark one response for each item.*

[illegible]

8. We are interested in what attracted you most to the Pueblos Mancomunados, the environment and/or the culture, as well as the landscape (natural environment or working landscape). Please mark the dot on the scales below to indicate the extent to which each item influenced your decisions to visit the area. A mark in the middle dot denotes they were both equal in influencing your decisions.

**Example:** *You felt that the environment was slightly more important than culture when you planned your visit*

**Culture** ○ ○ ○ ○ ○ **X** ○ ○ ○ **Environment**

a. Which was more important for your decision to visit the Pueblos Mancomunados when you **planned this visit**?

**Culture** ○ ○ ○ ○ ○ ○ ○ ○ **Environment**

b. Now that you've visited, if you were to plan another trip here, which would be more important for **your decision to return**?

**Culture**    ○    ○    ○    ○    ○    ○    ○    ○    ○    **Environment**

c. What was more important to your decision when planning this visit, the natural environment or the working landscape (presence of agriculture and use of forest products)?

**Natural Environment** ○ ○ ○ ○ ○ ○ ○ ○ **Working Landscape**

d. Now that you've visited, if you were to plan another trip here, which would be more important for your **decision to return**?

**Natural Environment** ○ ○ ○ ○ ○ ○ ○ ○ **Working Landscape**

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"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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!*