Supplementary material

Interview guide for tourism service providers

Escuela Nacional de Estudios Superiores - Morelia Campus
Universidad Nacional Autónoma de México
Master of Sustainability Sciences

Project: Local Perspectives on Tourism in Sisal, Yucatan and its Implications for the Conservation of Beach and Coastal Dune Ecosystems in the Context of Magical Town Designation
Interview guide for tourism service providers

Interviewer_____Date ___ / ___ /___ Place:_____

Respondent: _____ Age: _____ Sex: F ☐ M☐

Goals:

1. Compile the state of the art of tourism historically developed in Sisal, through direct inquiry to tourism service providers in Sisal.
2. Analyze the local perspectives of the development of sun and beach tourism in Sisal in the context of the designation of "Magical Town" in Sisal, Yucatán.
3. Analyze the challenges for the conservation of beaches and coastal dunes in the context of the designation of "Magical Town" in Sisal, Yucatán.

Introduction: Good morning, my name is Tatiana. I am studying a master's degree in Sustainability Sciences at UNAM and I am going to do work to learn about the perspectives of local tourism on the present and future of the Port of Sisal. Your personal data provided in this interview will be used solely for academic purposes and will be treated with confidentiality (provide informed consent if you wish), so I ask you to respond as spontaneously and honestly as possible to the questions that I will ask you below:

1. Since when have you been dedicated to tourism? (Personal comment: at least 1 complete seasonal cycle must be dedicated)
2. Do you offer any services related to tourism on the beaches of Sisal?
3. In what year did tourist activities begin in Sisal?
4. Do you remember what tourist activities were carried out in Sisal at that time?
5. How is tourism in Sisal currently?
6. What other activities, apart from tourism, do you do?
7. What times of the year are you dedicated to tourism?
8. Who helps you in this activity?
9. Are you part of any cooperative or group organization?

10. Do you know or have you heard about the designation of Sisal as a magical town? What is your opinion?
11. What do you imagine tourism in Sisal will be like in 5 years?
12. Do you know what coastal dunes are? (Personal comment: if the person does not know, show supporting photo)
13. Could you explain to me what dunes are for you and what is the usefulness of dunes in Sisal?
14. What do you consider to be the state of conservation of the coastal dunes? Good, bad or average (show supporting photos)
15. Why are they in that state of conservation?
16. What do you imagine the beaches and coastal dunes will be like in 5 years?
17. How do you think tourism will benefit or affect the beaches and coastal dunes (including their vegetation) in Sisal in the future?
18. Who can you recommend to me so that they can give me information about tourism on beaches and dunes?

Thank you very much for your time and collaboration. Would you like to receive the results of this study? Do you have a contact number or email that I can contact later to share those results with you?

NOTE TO WHOM CONDUCTING THE INTERVIEW: In the talk the questions will be directed towards sun and beach tourism.

Interview guide for investors and real estate agents

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Interview guide for investors and real estate agent

Interviewer_____Date ___ / ___ /___ Place:_____

Respondent: _____ Age: _____ Sex: F ☐ M☐

Goals:

1. Analyze the perspectives of local actors linked to coastal tourism, tourists, investors in the sector, government actors and owners of summer houses on the coast, on the present and future of the conservation of coastal dunes and the development of this activity in Sisal in light of its designation as a magical town.
2. Characterize the coastal tourist activities historically developed in Sisal.

Introduction: Good morning, my name is Tatiana. I am studying a master's degree in Sustainability Sciences at UNAM and I am going to do work to learn about the perspectives of local tourism on the present and future of the Port of Sisal. Your personal data provided in this interview will be used solely for academic purposes and will be treated with confidentiality (provide informed consent if you wish), so I ask you to respond as spontaneously and honestly as possible to the questions that I will ask you below:

1. What activity does your company carry out in Sisal?
2. Is this activity carried out near the beach?
3. Since when has this company been active in Sisal?
4. Do you know or have you heard about the designation of Sisal as a magical town? What is your opinion? Has the Pueblo Mágico designation made it easier for you to develop your business/investment activities?
5. Do you think the Port of Sisal will change from how we know it today?
6. What do you imagine tourism in Sisal will be like in 5 years?
7. Do you know what coastal dunes are? (Personal comment: if the person does not know, show supporting photo)
8. Could you explain to me what dunes are for you, what is the function of dunes in Sisal and what benefits can be obtained from their presence?
9. What do you consider to be the current state of conservation of the coastal dunes in Sisal? Good, bad or average (show supporting photos)
10. What do you imagine the beaches and coastal dunes will be like in 5 years?

11. Do you think tourism will benefit or affect the beaches and coastal dunes (including their vegetation) in Sisal in the future? How?
12. Is your activity/investment in any way related to the presence of beaches or coastal dunes? How?

Thank you very much for your time and collaboration. Would you like to receive the results of this study? Do you have a contact number or email that I can contact later to share those results with you?

Interview guide for government actors

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Interview guide for government actors

Interviewer_____Date ___ / ___ /___ Place:_____

Respondent: _____ Age: _____ Sex: F ☐ M☐

Introduction: Good morning, my name is Tatiana. I am studying a master's degree in Sustainability Sciences at UNAM and I am going to do work to learn about the perspectives of local tourism on the present and future of the Port of Sisal. Your personal data provided in this interview will be used solely for academic purposes and will be treated with confidentiality (provide informed consent if you wish), so I ask you to respond as spontaneously and honestly as possible to the questions that I will ask you below:

1. What is your position and your period of work in this position?
2. Have you been in another government position before? For how long?
3. What is the relationship of your work with the conservation of beaches and coastal dunes?
4. What relationship does your work have with tourism?
5. Could you describe what tourism is like in Sisal currently?
6. What do you imagine tourism in Sisal will be like in 5 years?
7. Does your work in tourism have a local and sustainable focus? If so, what actions do you take to ensure that it is?
8. Do you know or have you heard about the designation of Sisal as a magical town? What is your opinion?
9. What do you imagine tourism in Sisal will be like in 5 years?
10. How do you think tourism positively and negatively influences the beaches and coastal dunes (including their vegetation) in the present and future of Sisal?

Tourist Survey Guide

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Interviewer_____Date ___ / ___ /___ Place:_____

Respondent: _____ Age: _____ Sex: F ☐ M☐

the aims of this project are:

1. Analyze local perspectives on the present and future of coastal dune conservation and the development of tourism activity in Sisal, in the context of the designation of Sisal as a magical town by the government
2. Characterize the touristic activities developed in Sisal through time.

Introduction: My name is Tatiana. I am studying for a master's degree in Sustainability Sciences at the university UNAM, my research is about the perspectives of local tourism in the present and future of the port of Sisal. Your data is confidential and is only for academic purposes. Thank you very much for your time and collaboration.

1. Where do you live currently? (Choose only one option and fill in the required field)

☐ Mérida ☐Town in Yucatán (_____) ☐ Another place in Mexico (_____)

☐Outside the country (_____)

2. With whom do you come? (Choose one or more options)

☐ Family ☐Work colleagues ☐Friends ☐Couple ☐Alone ☐ Other _____

3. Since when are you visiting Sisal? (Choose only one option)

☐ First time ☐ One year ☐ 1-5 years ☐ 5-10 years ☐More than 10 years

It is not the first time you came, which is the season you use to come?_____

4. How did you know about Sisal? (Choose one or more options)

☐Tourist brochure ☐ Social networks ☐News ☐ By recommendation ☐Other _____

5. What was your reason for choose visit Sisal? (Choose one or more options)

☐The beauty of the landscape ☐ History and monuments ☐Recreational activities

☐Peace and quiet ☐Food ☐ Religious value ☐ Other _____

6. Which of the below things activities would you like to do in Sisal? (Choose one or more options)

☐ Bird watching ☐ Turtle release ☐ Crocodile watching ☐ Sunbathe Enjoy the scenery ☐ Swamp and mangrove tour ☐ Swimming in the sea ☐ Windsurfing/Kitesurfing ☐ Snorkeling/Diving ☐ Kayak rides ☐ ATV rental ☐ Bike rides ☐ Sport hunting

☐ Sportfishing ☐ Eating ☐ Feast of the Black Christ ☐ Other _____

7. Your visit would last: ☐ One day ☐ More than one day How long? _____

8. If your previous answer was more than one day, what type of accommodation would you choose?

☐ Hotel ☐ Hostel ☐ House rented by Airbnb ☐ House of a local ☐ Camping

9. How much would you be willing to pay for a night of lodging in Sisal:

☐ Up to 500 MXN ☐ From 500-1000 MXN ☐ More than 1000 MXN

CONSENTIMIENTO INFORMADO

_____, Yucatán a ___ de _____ del 2020.

LEA ATENTAMENTE LA SIGUIENTE INFORMACIÓN

Esta entrevista es parte de un proyecto de investigación de la Universidad Nacional Autónoma de México que busca conocer la percepción local en torno al desarrollo del turismo en Sisal, y posibles escenarios futuros con relación a la conservación y manejo de las playas y dunas costeras. Es un estudio que no está relacionado con **ningún programa de gobierno**.

El objetivo de esta entrevista es generar un espacio de diálogo para compartir conocimientos, percepciones y opiniones frente al tema mencionado. Para lograrlo, es importante tener su consentimiento para registrar el proceso de la reunión en fotografías y audios para su posterior análisis.

La participación en esta entrevista es **voluntaria** y puede decidir no contestar o abandonarla en cualquier momento. Es importante mencionar que **sus datos personales** serán usados para **fines estrictamente académicos** y **no serán publicados**.

Si está de acuerdo, por favor firme de que está **ENTERADO (A)** de esta información.

NOMBRE:

FIRMA DE ENTERADO (A):

_____

En caso de cualquier duda o queja puede ponerse en contacto con la responsable del proyecto y mi directora de tesis al siguiente correo:

Gabriela Mendoza González

gabriela.mendoza@ciencias.unam.mx

INFORMED CONSENT

_____, Yucatán on ___ of _____ of 2020.

READ THE FOLLOWING INFORMATION CAREFULLY

This interview is part of a research project of the National Autonomous University of Mexico that seeks to understand the local perception regarding the development of tourism in Sisal, and possible future scenarios regarding the conservation and management of beaches and coastal dunes. It is a study that is not related to any government program.

The objective of this interview is to generate a space for dialogue to share knowledge, perceptions and opinions regarding the aforementioned topic. To achieve this, it is important to have your consent to record the meeting process in photographs and audios for later analysis.

Participation in this interview is voluntary and you can decide not to answer or leave it at any time. It is important to mention that your personal data will be used for strictly academic purposes and will not be published.

If you agree, please sign that you are AWARE of this information.

NAME:

SIGNATURE OF THE ACKNOWLEDGED PERSON:

_____

In case of any questions or complaints, you can contact the person responsible for the project and my thesis advisor at the following email address:

Gabriela Mendoza González

gabriela.mendoza@iecologia.unam.mx