Maestría en Paisaje y Turismo Rural

This survey will provide data that will help fulfill one of the objectives of my master's thesis, which is to understand the characteristics of tourists and their preferences for orchids when visiting the main orchid-producing units and events. The information provided will be treated confidentially.

1.- General information of the respondent

1.1 Gender: Female ( ) Male ( )
1.2 Age: _____ years old
1.3 State: _____ Municipality: _____ Community: _____
1.4 Education level: _____ years
1.5 Occupation: _____

2.- Tourism habits

2.1a Did you leave your city for vacation in the last five years?

1.- ( ) Yes 2.- ( ) No

2.1b What type of tourist destination did you visit?

1.- ( ) Beach 2.- ( ) Rural community 3.- ( ) Cultural event 4.- ( ) Orchid congress or exhibition 5.- ( ) Shopping 6.- ( ) Other: _____

2.2a How many days did you vacation?
Answer: _____ days

2.2b What was your average daily expenditure?
Amount: $_____ pesos.

2.3a For your next vacation, how many days do you plan to vacation?
Amount: $_____ pesos.

2.3b What would your average daily expenditure be on your next vacation?
Amount: $_____ pesos.

2.4 What percentage of the daily expenditure is allocated to each activity?
Accommodation: _____%
Food: _____%
Entertainment: _____%
Crafts: _____%
Shopping: _____%
Other: _____%

2.5a Would you like to engage in tourism in rural communities?
1.- ( ) Yes 2.- ( ) No

2.5b What are or would be your reasons for traveling to a rural community?
1.- ( ) Rest and relaxation 2.- ( ) Learn about traditions and customs
3.- ( ) Discover their food 4.- ( ) Enjoy the native wildlife
5.- ( ) Learn about the native flora 6.- ( ) Other (specify): _____

2.6 What type of accommodation would you prefer in a rural community?
1.- ( ) Hotel 2.- ( ) Hostel 3.- ( ) Motel 4.- ( ) Rented house
5.- ( ) Cabins 6.- ( ) Camping 7.- ( ) Other: _____

2.7 What complementary services do you consider essential when it comes to rural tourism?
1.- ( ) Gas stations 2.- ( ) ATMs/Banks 3.- ( ) Health services 4.- ( ) Accommodation
5.- ( ) Food 6.- ( ) Convenience stores 7.- ( ) Paved roads 8.- ( ) Other: _____

2.8 What type of food would you like to consume in a rural community?
1.- ( ) International cuisine 2.- ( ) Typical food of the country
3.- ( ) Typical food of the state/region 4.- ( ) Food with native ingredients from the community
5.- ( ) Other: _____

2.9 In which months of the year do you prefer to vacation? (You can choose more than one)
1.- ( ) January 2.- ( ) February 3.- ( ) March 4.- ( ) April
5.- ( ) May 6.- ( ) June 7.- ( ) July 8.- ( ) August
9.- ( ) September 10.- ( ) October 11.- ( ) November 12.- ( ) December

3. Interest in native orchids

3.1 Are you interested in learning about flowers in their natural habitat?
1.- ( ) Yes 2.- ( ) No

3.2 Are you familiar with orchids?
1.- ( ) Yes 2.- ( ) No

3.3 Did you know that there are native orchids in the Altas Montañas region?
1.- ( ) Yes 2.- ( ) No

3.4a Would you like to learn about the native orchids of the region?
1.- ( ) Yes 2.- ( ) No

3.4b Where do you prefer to observe native orchids?
1.- ( ) In their natural habitat 2.- ( ) In nurseries 3.- ( ) At fairs and exhibitions
4.- ( ) In private collections 5.- ( ) Other: _____

3.4c Would you be willing to travel to communities in the region to learn about native orchids?
1.- ( ) Yes 2.- ( ) No

3.5 Besides orchids, what other living beings would you like to learn about?
1.- ( ) Birds 2.- ( ) Fungi 3.- ( ) Mammals 4.- ( ) Reptiles and amphibians
5.- ( ) Other plants 6.- ( ) Biodiversity in general 7.- ( ) Other (specify): _____

3.6 How many kilometers are you willing to travel to learn about orchids?
Answer: _____ kilometers

3.7 How many days would you be willing to spend learning about orchids?
Answer: _____ days

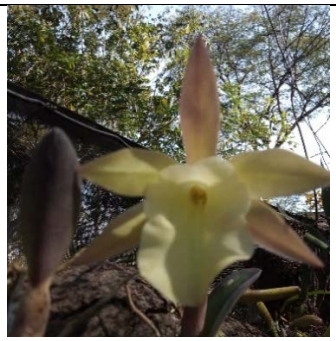
3.8 How much money would you be willing to pay for a tour to learn about orchids?
Answer: $_____ pesos

3.9 Would you be willing to take tourism services provided by orchid producers?
1.- ( ) Yes 2.- ( ) No

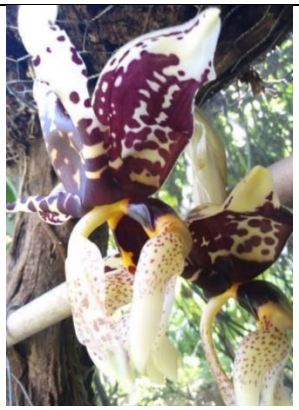
4. Mark the flowers that catch your attention



Myrmecophila grandiflora
"Orquídea de las hormigas"



Rhyncholaelia glauca
"Candelaria blanca"



Stanhopea tigrina
"Torito" "Coatzontecomaxochitl" "Cabeza de víbora"



Laelia anceps
"Calaveritas" "Lirio de todos santos"



Acineta barkeri
"Boca de león"



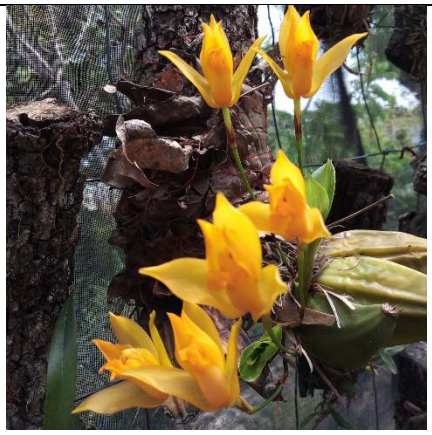
Trichocentrum stramineum
"Orquídea cara de mono"



Brassia verrucosa
"Orquídea de verrugas verdes"



Stanhopea oculata
"Torito" "Tecuanxochitl"



Lycaste aromatica
"Canelita"