

Date: DD ____ MM __ : __ YR ____	Interview #: _____
Start time: ____ : ____ (24 hours)	Location: _____
Interviewer's name: _____	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*).



	1	2	3
a. Beaches	1	2	3
b. Quality of hotels	1	2	3
c. Diving	1	2	3
d. Snorkeling	1	2	3
e. Night life	1	2	3
f. Culture	1	2	3
g. It was part of the cruise package	1	2	3
h. Price	1	2	3
i. Distance to Playa del Carmen	1	2	3
j. Other (specify): _____	1	2	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;"> <span>← Complete disagreement</span> <span>Complete agreement →</span> </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?

	<div style="display: flex; justify-content: space-between; align-items: center;"> <span>← Unimportant</span> <span style="flex-grow: 1; border-bottom: 1px solid gray; position: relative;"> <span style="position: absolute; right: -10px; top: -5px;">→</span> </span> <span>Important →</span> </div>					
a. Biodiversity	1	2	3	4	5	6
b. Water clarity	1	2	3	4	5	6
c. Crowding	1	2	3	4	5	6
d. Cost	1	2	3	4	5	6

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!

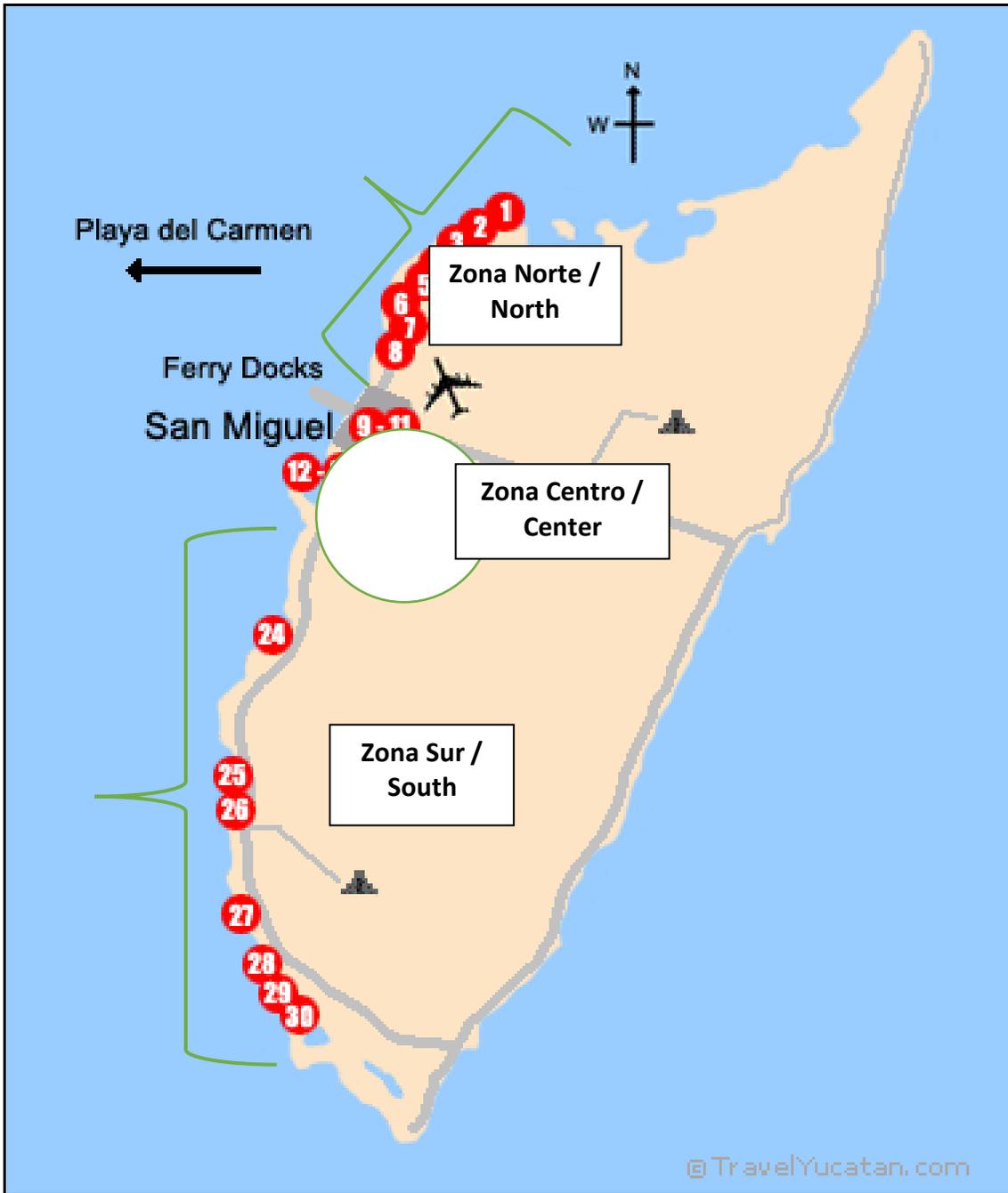
Time of completion: \_\_\_\_\_:\_\_\_\_\_ (24 hour clock )

Interview language: SP/EN

For more information: [www.conservation-strategy.org/](http://www.conservation-strategy.org/)

Email: csfcozumel2016@gmail.com

Map: Cozumel Island





# 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



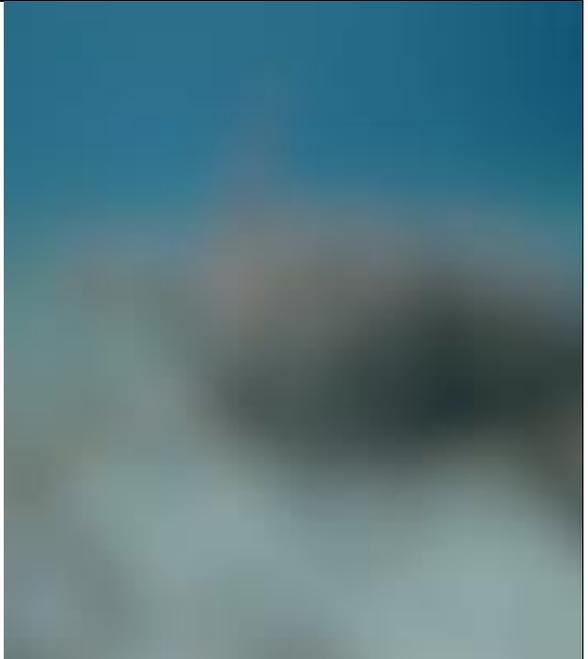
**Section III. Valuation, hypothetical situation explanation and attributes description.**

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><b>This is the current state in Cozumel National Park</b></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><b>This is the expected situation in 10 years if there is no change in management of Cozumel Reefs national park</b></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><b>This is the current state of in Cozumel National Park</b></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><b>This is the expected situation in 10 years if there is no change in management of Cozumel Reefs national park</b></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><b>This is the current average state in Cozumel National Park.</b></p> <p><b>The expected situation in 10 years could be even worse if there is no change in management</b></p>
		

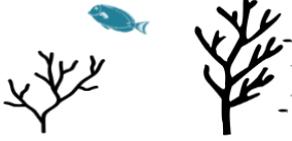
IV. **Cost:** this refers to a new fee, additional to the current cost of visiting Cozumel's reefs, for every time you visit the reef. The levels of possible additional fee for the purpose of this exercise vary from \$3 to \$114:



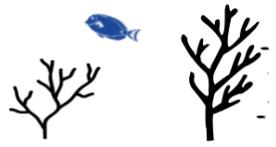
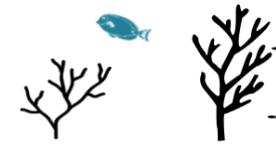
As a point of reference, in Cozumel, the average current cost for a diving trip is \$100, \$50 for a snorkeling trip from a boat, and \$36 to go snorkeling from the beach.

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.

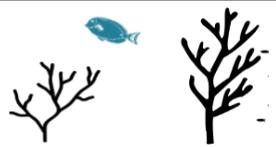
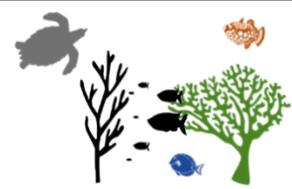
## Example

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

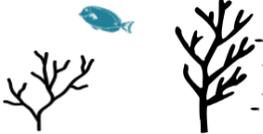
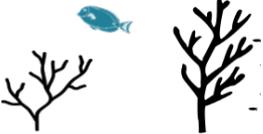
# Card 1. B2

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

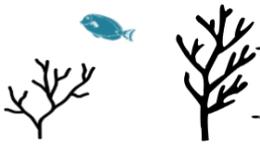
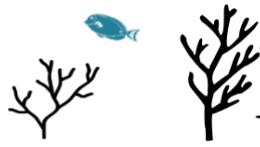
## Card 2. B2

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

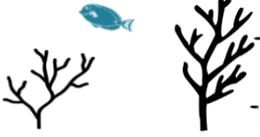
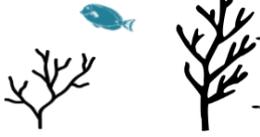
### Card 3. B2

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

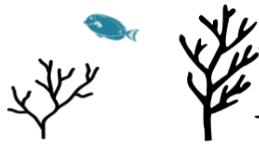
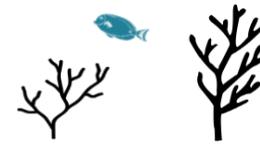
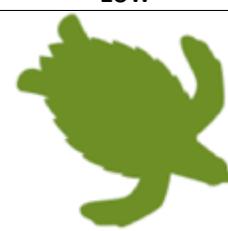
# Card 4. B1

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

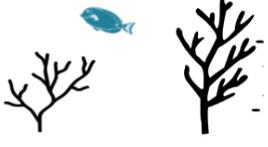
# Card 5. B2

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

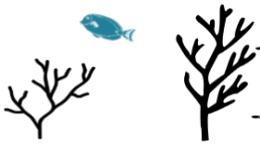
# Card 6. B2

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

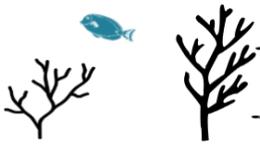
# Card 7. B1

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

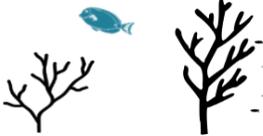
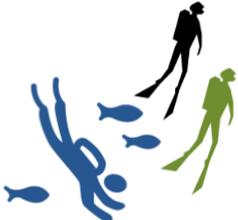
# Card 8. B2

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

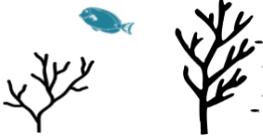
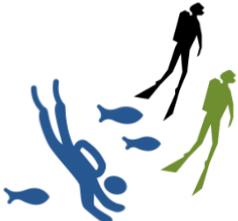
# Card 9. B2

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

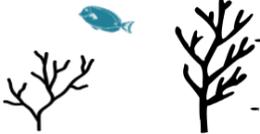
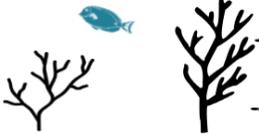
# Card 10. B1

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

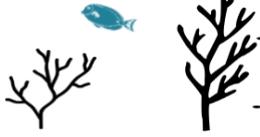
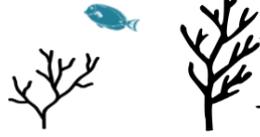
# Card 11. B1

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

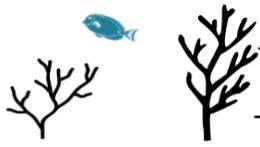
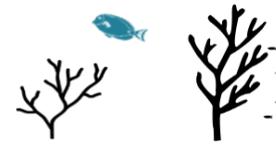
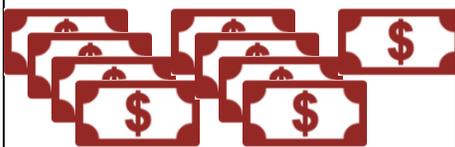
# Card 12. B1

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

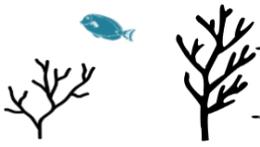
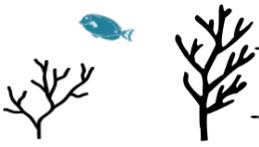
# Card 13. B1

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

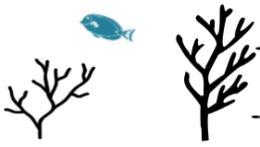
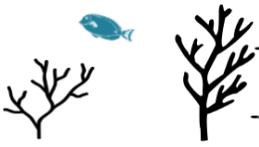
# Card 14. B1

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

# Card 15. B1

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

# Card 16. B2

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