

Appendix 1. Questions included in the surveys used to interview different stakeholder categories (see Table 1). Selected examples are included. Below we report questions that were common to all surveys (highlighted in blue) and those that were asked to specific stakeholder groups.

Every stakeholder category

Personal Information¹

+ Age (*under 10, 11-20, 21-30, 31-40, 41-50, 51-60, 61-70, over 70*)

+ Gender (*M or F*)

+ Education level (*Elementary School, Middle School, High School, Bachelor's or Master's degree or PhD*)

+ Occupation (*Entrepreneur, Unemployed By Choice, Manager -Public or Private Sector, Army/Police, Teacher – Professor – Researcher, Clerk/Factory Worker, Retired, Student, Unemployed, other - specify*)

Marine Protected Area knowledge

+ Are you aware of the fact that an MPA has been created that includes the islands of Tavolara, Molara, Molarotto and the coast between Capo Ceraso and Cala Finocchio? (*Yes or No*)

+ How did you learn about it? (*Friends or acquaintances, information offices, the Port Authorities, the MPA authority, newspapers, TV, radio, signs and road markings, other - specify*)

Sensitivity to and orientation toward the goals of protected areas

+ Some municipalities of nearby Corsica asked to be included in the nature park, knowing they would not receive any additional funding. In your opinion, what might the reasons be for this choice? (*more tourism in shoulder seasons, "more desirable" tourists (more educated and respectful of the environment), to ensure a future for younger generations, a clean and healthy environment, greater quantity and quality of fish caught after several years, the possibility of converting fishing activities into more profitable activities (fishing tourism). (Definitely yes, probably yes, probably not, definitely not)*)

All key entrepreneur segments and key informants

¹ The questions highlighted in light blue were used in short interviews.

General open questions

- + In your opinion, what are the major economic and social problems in the area?
- + What advice would you give to improve management of this area?

All key entrepreneur segments

Environmental perception

In your opinion, how and by how much do you think these factors have influenced the local coasts and sea? Fish poaching, Tourism development, Port activities, Industrial activities, Use of pesticides in agriculture, Lack of supervision. (*Type of impact: Positive, Negative, Irrelevant. Intensity of impact: High, Medium, Low.*)

All key entrepreneur segments except fishermen

Firm size and managerial composition

- + Who manages the firm? (*The owner, The owner and its family, The owner and one or more managers, One or more managers. Please indicate if these people live permanently in Sardinia or not.*)
- + Human resources composition in the last two years. (*Total number of employees, of which: No. of managers, No. of office employees, No. of skilled laborers. Please specify how many are university graduates and how many live permanently in Sardinia.*)

Expectations regarding the TPCC MPA

What role might the TPCC MPA play in order to improve the situation of your firm?

Certifications

- + With reference to environmental quality or sustainable tourism certifications, has your company (*Already obtained one, Would like to obtain one, but do not have the time or the skills to do it, Believes it is a useless tool*).

IT use

Does the company have a web site? (*Yes, No*) If yes, can you conduct e-commerce? (*Yes, No*)

Real² Seasonality

+ What is the seasonal distribution of your customers? (*Percentage in each month: Jan. Feb. Mar. Apr. May. June. Jul. Aug. Sept. Oct. Nov. Dec*)

Customer distribution

+ What is the distribution of customers by their region of origin (*percentage for each region: Sardinian, Italian except Sardinian, Foreign*)

Income relevance

What is the contribution of the firm's income to the total family income (*please specify the percentage*)?

Local retention of added value

Please indicate the origin of your supplies (*Percentage by area: Local=county, Regional, Italian, Foreign*).

Awareness and sharedness of the MPA's mission

+ With respect to the following statement: "If we do not conserve the coast and the sea, with regulations and prohibitions as well, sites will progressively lose their charm and their attractiveness to tourists, and the socio-economic situation will eventually worsen," do you: (*Completely agree, mostly agree, mostly disagree, completely disagree*)

+ With respect to the following statement: "A protected area is an asset for future generations", do you: (*Completely agree, mostly agree, mostly disagree, completely disagree*)

Networking approach

+ What are the organizations with whom you collaborate most frequently? (*Tour operators, Travel agencies, Hotels and residences, others.*)

+ Where are they located? (*Inside MPA municipalities' boundaries, Outside MPA municipalities' boundaries*)

Fishermen

² This question was introduced since levels of seasonality reported in local statistics (official municipality data) were significantly different (lower) than those deriving from empirical observations.

Awareness and sharedness of the MPA's mission

+ With respect to the following statement: "If we do not manage the sea well, with regulations and prohibitions as well, the fish available for our children and future generations will progressively decrease" do you: (*Completely agree, mostly agree, mostly disagree, completely disagree*)

MPA perceived effects

+ After establishment of the MPA, did you experience more advantages or more constraints? (*More constraints, More or less the same, More advantages*)

+ Can you please specify the most relevant advantages and constraints?

+ The quantity of fish caught has (*Increased, Decreased, Is more or less the same*).

+ The quality of fish caught has (*Increased, Decreased, Is more or less the same*).

Fishing techniques

+ Which fishing methods do you normally use?

+ Who taught you the "art of fishing"?

Socio-environmental perception

+ In your opinion, how strong has the impact of the following fishing methods been on underwater marine life? Spearfishing, Fishing with explosives, Trawling (*Intensity of the impact: Very High, High, Medium, Low, No impact*)

Local retention of added value

+ To whom do you usually sell the fish? (Please indicate the average percentage of sales to each category) (*Local restaurants, Local fish market, Tourists, Dealers who sell the fish outside the region, Other – specify.*)

Characteristics of the fishing activity

+ With how many other people do you go fishing? (Another person, Two, Three, More than three people.)

+ Is the fishing equipment yours? (*Yes, No*) If not, who owns it? Who made it? Who repairs it?

Potential demand for alternative/associated lower-impact activities

- + Do any tourists ask you to do boat tours? (*Yes, No*)
- + Do any tourists ask to go fishing with you? (*Yes, No*)
- + Do any tourists ask you information about local flora and fauna? (*Yes, No*)

Relationship with the MPA Authority

- + How is your relationship with the MPA authority? (*Bad, Acceptable, Good, Excellent*)
- + Do MPA regulations respect local fishing traditions? (*Yes, No*)
- + What traditions are respected or not?

Interactions with marine mammals

- + Have marine mammals (such as dolphins) ever damaged your fishing tools (nets, etc.)? (*Yes, No*)
- + In your opinion, what options would be suitable to address this kind of damage? (*Kill the animals, Receive compensation for damage, Convert the fishing activity to a tourism-oriented one, such as fishing tourism, Other.*)

Fishing dynamics and possible sightings of rare endangered species

- + What do you think about the state of conservation of these animals compared with 30 years ago? Groupers, Lobsters, Sea Breams, Dolphins, Monk seals, Turtles, European shag.) (*Worse, The same, Better, Much better.*) Can you please specify the year you last saw it?
- If a monk seal was seen: will you please sign this statement?

Income relevance

What is the percentage of fishing income relative to the total family income? (*Please specify the percentage.*)

Key informants

- + What kind of activities could local public authorities (MPA, Municipalities, Counties, and the Sardinia Region) undertake to improve the situation in your territory?
- + What role might the TPCC MPA play in order to improve the local situation?

- + Do you think the TPCC MPA is a stimulus or an obstacle to the economic and social development of the area? Why?
- + Which factors do you think have influenced and are influencing the natural environment most significantly?
- + (For negative changes) What major changes in the natural environment are connected to these threats?
- + What are the most beautiful things that make living in this area worthwhile?
- + What are the most beautiful things in this area that could be better used as tourist attractions?
- + What are the lesser-known local traditions that could be used as tourist attractions?

Teachers

- + What are the major problems suffered by young people who are the age of your students?
- + Are environmental education programs taught in your class? (*Yes, No.*)
- + If yes, what kinds of environmental education programs are taught in your class?
- + How much are kids/children interested in environmental education lessons?
(*Extremely, Very, Enough, A little, Not at all.*)
- + In your opinion, do families build upon the environmental education programs in everyday life?

Every tourist segment

General information

- + Where is your place of residence? (City and State)
- + Please indicate the duration of your holiday in Sardinia? (Days)
- + How many hours do you spend every day in the MPA? (on the beach...)

Tourist loyalty

- + How many times have you been to this area before? (*First time, Second time, Two other times, More than twice, More than 5 times, More than 10 times.*)

+ How many times have you been in Sardinia before? (*First time, Second time, Two other times, More than twice, More than 5 times, More than 10 times.*)

Global customer satisfaction

+ Would you like to vacation in this area again?

+ Would you like to vacation in Sardinia again?

+ Would you recommend visiting Tavolara Punta Coda Cavallo Marine Protected Area (hereafter TPCC MPA) to your relatives and/or friends? (*Yes or No.*)

Ecotourism experience

+ Have you ever visited other MPAs? (*Yes or No.*) If yes, which one?

+ Which of these activities would you like to do³? (*Guided nature walks to learn about local flora and fauna, Diving or snorkeling, Boat tours, Non-motorized water sports (sailing, windsurfing), Visits to aquariums, Inland visits, Outdoor nature-compatible sports (hiking, biking, jogging), Thematic tours, Summer camps, Other (specify).*)

If you won a free vacation in one of the following locations, which would you choose? (*Rimini, Ustica, Port-cros, Nice, Island of Monte Cristo, Porto Cervo, Island of Lavezzi*⁴.)

Satisfaction with key MPA services

+ How would you evaluate the quality of these services within the MPA boundaries (Enforcement, Information, Informational signs, Outdoor activities and hiking tours)? Please list and comment on specific deficiencies. (*Very bad, Poor, Sufficient, Good, Very good.*)

Evaluation of the quality of environment and services

+ How do you evaluate the quality of these aspects/services: Landscape, Beaches and coasts, Air, Green areas, Villages, Hospitality, Traffic, Restaurants, Accommodation, Noise, Leisure and entertainment, Security, Prices? (*Very bad, Poor, Sufficient, Good, Very good.*)

³ For this and subsequent questions, the alternatives indicated have been submitted to beach tourists. Some differences in the alternatives occurred between the three key tourism segments.

⁴ All of these locations are exemplary for some particular tourism segment: mass tourism (Rimini and Nice), luxury tourism (Porto Cervo), ecotourism (Lavezzi and Ustica), wilderness tourism (Island of Monte Cristo).

+ How do you evaluate the quality of these aspects/services related to the beach experience: Sea water, Beach cleanliness, Beach equipment, Life-guard monitoring, Toilets, Crowding, Manners of water-sports practitioners (surfers, jet-skiers, etc.) (*Very bad, Poor, Sufficient, Good, Very good.*)

Accessibility evaluation⁵

+ How would you rate these aspects: Parking availability, Parking costs, Police, Bus, Taxi, Pier operation, Ferry operation, Cost of the ferry, Olbia Airport, Airfares? (*Very bad, Poor, Sufficient, Good, Very good.*)

Perception of MPA's value and expectations

+ Protected areas offer opportunities and imply some constraints. Which is more relevant in your opinion? (*More constraints, More or less the same, More opportunities.*)

+ The number of MPAs is increasing all over the world. What do you expect from an MPA? (*Wilderness and uncontaminated nature, More opportunities to view wildlife, Beautiful and tranquil beaches, People and signs that explain the natural heritage of the area, including flora and fauna, The possibility to practice environmentally compatible outdoor sports, Guided boat trips, Few environmental problems caused by boats and vessels in the vicinity of the coast, Enforcement, Fishing tourism*)

Expectations for the TPCC area

+ Looking at the local situation, what factors would encourage you to spend a vacation again, or for longer periods, in this place? (*Lower prices for accommodation, Improved infrastructure, e.g., roads, Improved wilderness and less contaminated nature, More opportunities to view wildlife, More tranquility on the beaches, More people and posters to explain the natural heritage of area, including flora and fauna, More possibilities to practice environmentally compatible outdoor sports, More opportunities for guided boat trips, Fewer problems caused by boats in the vicinity of coasts, More enforcement, Other.*)

Willingness to pay

+ Would you be willing to pay an additional price to safeguard this heritage or to receive environmental or educational services here? (*Yes or No*). If yes, how much? (1-2 €, 3-5 €, 6-10 €, more than 10 €)

Expenditure

⁵ This question has not been submitted to the sailing segment.

Approximately how much have you (if with family: and your family) spent for this holiday on the following items? Accommodation, Travel, Meals, Other purchases

For beach tourists and scuba diving segments

Accommodations⁶

+ Where are you staying in Sardinia? (municipality)?

+ Which kind of accommodations did you choose for your stay? (*Friend's house, Hotel, Agri-tourism, Residence, B&B, Camping, House for rent, Second home ownership, Camper, Boat, Resident*)

+How would you rate your accommodations on the following aspects? Globally, Price, Booking services. (*Really bad, Poor, Sufficient, Good, Very good*).

Scuba divers

+ How do you rate the quality of the marine ecosystems of the TPCC MPA? (*Bad, Adequate, Good, Excellent*).

+ Where are the best diving sites in the TPCC MPA?

+ Do you think it is important to establish diving areas where fishing is prohibited any form? (*Yes or No*).

+ Which level of scuba diving licence do you have? (*1st, 2nd, 3rd, up to 3rd level*)

+ Have you already gone on dives in TPCC MPA? (*Yes: How many times in the current year? Yes: how many times last year? No. This was the first experience*)

+What is the main reason that made you choose to dive in the TPCC MPA? (*Just for fun, I don't go diving so frequently, Passion, Diving is my hobby, Beauty of the depths and underwater wildlife, Presence of marine species of special interest - grouper, sea bream, eels, etc. -, other - specify*).

⁶ This section has not been submitted to the sailing segment