

**Appendix 3.** Examples of interpretation of results. Appendix 3a reports a summary of answers to the question “If you won a free vacation in one of the following locations, which one would you choose?”. To calculate the indicators listed as “4<sup>1</sup>D4” and “4<sup>1</sup>E4” in Appendix 4: “Eco (and wilderness) tourism motivation or orientation of key (scuba) and relevant (beach) tourists”, we calculated the percent responses indicative of a preference for the type of tourism that each location represents (Appendix 3b). Color coding indicates the correspondence of each location (Appendix 3a) with the type of tourism preferred (Appendix 3b).

**a.**

LOCATION	Key stakeholder (Scuba divers)			Relevant stakeholder (Beach tourists)		
	Tot.	%	Answer rate			Answer rate
USTICA (MPA)	21	33%	100%	31	15%	76%
LAVEZZI (MPA)	16	25%		54	27%	
ISLAND OF MONTE CRISTO (STRICT WILDERNESS RESERVE, NO DEVELOPMENT)	11	17%		31	15%	
PORTO CERVO	10	16%		52	26%	
PORT-CROS (MPA)	4	6%		12	6%	
RIMINI	1	2%		5	3%	
NIZZA	1	2%		17	8%	

**b.**

INTERPRETATION of the answers (eco-motivation of the tourists)	Scuba divers		Beach tourists	
	Total	%	Total	%
MPA Eco-tourism	41	64.0%	97	48.0%
Strict wilderness tourism	11	17.2%	31	15.3%
Luxury tourism	11	17.2%	69	34.2%
Mass tourism	1	1.6%	5	3%