

SECTION 7: TURTLE VENDOR (INDIRECT)

74

Do (did) you own or manage a business or organization that uses turtles as an advertising feature?

YESNO

Do (did) you own or manage a business or organization that uses turtles as an attraction?

YESNO

Are (were) turtles a feature of your professional activities/organisation?

YESNO

If YES to any of the above, go to Q75. If NO to all of the above, go to SECTION 8

75

What type of work do (did) you do?

76

How many staff are (were) employed in this business?

Full time

Part time

77

Please describe how you use(d) turtles in promoting your business/organisation, or as an attraction, or as a focus of your professional activities

WHERE POSSIBLE, COLLECT EXAMPLES OF WAYS IN WHICH TURTLES ARE USED IN PROMOTIONAL MATERIALS, E.G. COLLECT LEAFLETS, PHOTOGRAPH SIGNS ETC.

78

Why did you choose turtles to promote your business/organisation or as a focus of your professional activities?

79

Do (did) you, as part of your business/professional activities, keep turtles in captivity?

YESNO

If yes, how many do (did) you keep?

80

How many clients do you have in an average year?

NOT APPLICABLE

81

In an average year, how many of your clients ask specifically about turtles?

DON'T KNOW

82

Of your customers, what proportion are local people, expatriates, tourists and others? (%)

Local

%

Expatriate

%

Tourist

%

DON'T KNOW

NOT APPLICABLE

83

How often do the following groups of people specifically ask about turtles when they approach your business?

LOCAL

ALMOST ALWAYS

FREQUENTLY

INFREQUENTLY

NEVER

DON'T KNOW

NA: NOT CUSTOMERS

EXPATRIATE

ALMOST ALWAYS

FREQUENTLY

INFREQUENTLY

NEVER

DON'T KNOW

NA: NOT CUSTOMERS

TOURIST

ALMOST ALWAYS

FREQUENTLY

INFREQUENTLY

NEVER

DON'T KNOW

NA: NOT CUSTOMERS

84a

Have you noticed any changes in people’s interest in sea turtles? First of all, can you tell me if you’ve noticed a change in interest overall?

YESNO

If NO, go to Q 86

If the interviewee answers YES, you should go on to ask about changes in availability of each of the products in Q84 b&c.

84b

For each of the groups below, has interest in turtles increased, decreased or stayed the same compared to 5 years ago?

LOCAL	INCREASE	DECREASE	SAME	DK
EXPATRIATE	INCREASE	DECREASE	SAME	DK
TOURIST	INCREASE	DECREASE	SAME	DK
OTHER PEOPLE (specify)				
	INCREASE	DECREASE	SAME	DK
OTHER PEOPLE (specify)				
	INCREASE	DECREASE	SAME	DK

84c

For each of the groups below, has interest increased, decreased or stayed the same since you started your business?

INCREASE	DECREASE	SAME	DK
INCREASE	DECREASE	SAME	DK
INCREASE	DECREASE	SAME	DK
INCREASE	DECREASE	SAME	DK
INCREASE	DECREASE	SAME	DK
INCREASE	DECREASE	SAME	DK

85

Why do you think that the level of interest in turtles has changed?

86

Are there particular characteristics of local people who ask about turtles (age, gender, income)?

87

Are there particular characteristics of tourists who ask about turtles (nationality, age, gender, income)?

88

Are there particular characteristics of expatriates who ask about turtles (nationality, age, gender, income)?

89

If turtles were no longer found in this OT (nesting or in waters) would you continue to use them in promotions or as a focus of your professional activities?

YESNO

DON'T KNOW

90

If turtles were no longer found in this OT (nesting or in waters) would use of your services increase, stay the same, or decrease?

INCREASE

STAY THE SAME

DECREASE

DON'T KNOW

NOT APPLICABLE

91

Are turtles very important, somewhat important or unimportant to your business or professional activities?

VERY IMPORTANT

SOMEWHAT IMPORTANT

UNIMPORTANT

DON'T KNOW

NOTES