

## Supplementary Materials

### Annex 1. Identifying tourists' level of awareness on the importance of practising ecotourism on Viscri wood pastures

1. **Age**
  - ☐ 18-20 years
  - ☐ 21-40 years
  - ☐ 41-60 years
  - ☐ > 61 years
2. **Gender:**
  - ☐ Male
  - ☐ Female
  - ☐ Other
3. **Studies:**
  - ☐ Primary
  - ☐ Secondary
  - ☐ High School
  - ☐ Higher education
4. **What county/city/village are you from?**  
.....
5. **What type of accommodation did you use in the countryside you visited?**
  - ☐ Tourist villa
  - ☐ Family house (relatives, acquaintances from the village) /Someone else's house
  - ☐ Camping (tent)
  - ☐ Camping (caravan)
  - ☐ At the sheepfold
  - ☐ I didn't need any accommodation, I was only there for a day
  - ☐ Other...
6. **Why did you choose this tourist destination (Viscra village)?**  
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7. **What tourist activities did you plan to carry out during this stay?**
  - ☐ Sightseeing (fortified church, King Charles III's house, admiring Saxon rural architecture, etc.)
  - ☐ Relaxing at my accommodation
  - ☐ Experiencing the traditional local gastronomy
  - ☐ Horse riding
  - ☐ Cycling
  - ☐ Relaxing in nature (hiking over the hills, bird watching, picnics, visits to sheepfolds)
  - ☐ Participating in events (local holidays, cycling competitions, etc.)
  - ☐ Others...
8. **What types of activities did your hosts suggest?**  
.....
9. **How would you appreciate the extent to which King Charles III contributed to promoting Viscra as a tourist destination?**
  - ☐ Not at all

- Little
- Medium
- Much
- Very much

**10. Rate on a scale of 1-5 (from not at all important, little important, relatively important, important, very important) the reasons why King Charles III contributed to the promotion of Viscri village:**

- He is an international VIP
- He is a lover of nature and biodiversity
- He is passionate about the countryside and traditional agriculture
- He is interested in the Transylvanian Saxon architecture
- He is passionate about ancient crafts (weaving, felting, masonry, hardware, mowing)

**11. Have you heard about the wood pasture in Viscri (precisely, about the hills around the village where there are pastures and meadows with wildflowers sprinkled with trees, some of which secular)?**

- Yes
- Not
- I don't know
- Other...

**12. Where have you heard about the wood pasture from Viscri?**

- Media (TV, radio, internet – press, travel blogs, websites for tourists)
- Social networks (Facebook, Instagram, Tik-Tok, WhatsApp groups)
- Friends
- Close relatives, family
- Guesthouses/residents of Viscri
- Other.....
- This is not the case.

**13. On a scale of 1-5 (not at all important, not important, relatively important, important, very important) rate the reasons why King Charles III contributed to the promotion of wood pasture in Viscri and beyond:**

- He is an environmental activist
- He is a lover of nature and biodiversity
- He appreciates the value of natural meadows with wildflowers and trees sprinkled on pasture
- He advocates for the conservation of plants vulnerable to climate change
- He financed the publication of the volume about the wild flora of Transylvania, "*Transylvania Florilegium*" through his charitable foundations.
- He has carried out raising awareness activities among members of the local community on the protection of High Nature Value (HNV) grasslands through his charitable foundations.
- He supported the project "Remarkable trees from Romania" to identify and protect old trees on pastures.
- He campaigned for the protection of wood pastures.

**14. If you visited the wood pasture, what recreational activities did you take part in?**

- Carriage rides on the pasture
- Picnics with organic food (bacon, curd, cheese, homemade bread, vegetables, local fruits)
- Admiring brightly coloured flowers on the pasture, observing old trees scattered on the pasture, observing animals, butterflies, insects, etc.

- Attending the "Wildflower Festival" on meadows filled with wildflowers, birds and animals, which have disappeared in other parts of Europe
- Hillwalking with children so that they have more contact with nature, learn to respect and value it
- Hillwalking from the village to the pasture, for photography and nature observations
- Hillwalking for the "Mushroom Hunt" with specialised local guides
- Hillwalking both for connecting with nature and scientific purposes (botanical, faunistic)
- Carriage rides to sheepfolds on pasture (for a shepherd's meal with pastrami, curd, traditional cheese, etc.)
- Horseback riding provided by the riding center in Viscri
- Bike rides
- This is not the case

**15. Do you think ecotourism should make use of the wood pasture?**

- Yes, because the landscape here has all the advantages for carrying out ecotourism activities
- Yes, because Viscri village itself attracts more and more tourists passionate about nature or outdoor activities who want to discover unique landscapes (hiking, cart, horse or bike rides on the hills)
- Yes, because Viscri is part of the *Transylvanian Hills* ecotourism destination
- No, I don't
- I don't know
- This is not the case

**16. In your opinion, what environmentally friendly activities could take place on this wood pasture?**

- Local events based on rural lifestyle (e.g. "The Mowing")
- Picnics with local, organic natural products
- Bike routes
- Carriage rides
- Horseback riding
- Bird watching
- Establishing thematic routes for direct observations in nature (e.g. brightly coloured wildflowers on pasture/wildflowers, old trees scattered on pasture, grazing animals, butterflies, insects, etc.)
- Others
- This is not the case

**17. What other elements related to the wood pasture would work as pull factors for the tourists?**

- The colours of nature, which change from season to season (idyllic landscape)
- The tranquillity of the pasture, the excitement, and the well-being generated by these ancestral landscapes
- The smell and the clean air
- Bird songs
- Picturesque sunsets
- The enthusiasm to rediscover "our childhood pasture" (collective/cultural memory, remembering activities carried out on native pastures with our parents and grandparents)
- Others \_\_\_\_\_
- This is not the case

**18. What benefits do you think the wood pasture brings to the local community in Viscri?**

- Feed for animals (hay, foliage - hornbeam)
- Organic products (milk, cheese, meat)

- Shade for grazing animals
- The possibility of foraging (mushrooms, wild fruits - rosehips, apples and forest pears)
- Firewood
- Financial benefits, a result of carrying out ecotourism activities (e.g. ensuring the transport of tourists on the pasture for various activities - carriage rides, cycling, horseback riding, walks to the sheepfolds, organising picnics, providing organic products for picnics)
- Others....
- This is not the case

**19. What benefits do you think the wood pasture brings to the environment?**

- It improves the local microclimate
- It enhances local biodiversity (species of butterflies, insects, birds, amphibians, reptiles, mammals)
- It provides habitats for many living things. It is a shelter for wild animals and birds (burrows, nests), including dead wood (essential for sustaining biodiversity)
- Carbon storage
- It stops soil erosion
- Others....
- This is not the case

**20. How do you assess the attractiveness of the wood pasture in Viscri, respectively these hills (as the locals call them), on which there is a great biodiversity that we rarely find in other places in Europe (e.g. wildflowers, sprinkled trees, insects, butterflies, animals)? \*To be filled in only by those who visited the wood pasture in Viscri**

1-not at all attractive; 2-very little unattractive; 3-a little attractive; 4-attractive; 5-very attractive

**21. What is the level of satisfaction after such an experience/visit to the wood pasture in Viscri?**

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Dissatisfied
- Deeply dissatisfied
- This is not the case

**22. In the future, you plan:**

- To revisit the wood pasture in Viscri
- To make a recommendation to a friend to visit the pasture
- Not to revisit the wood pasture in Viscri
- Not to make any recommendation for visiting the wood pasture
- Others
- This is not the case

**23. If you plan to revisit the wood pasture, please explain why?**

- For its ancestral landscape
- For its nature (wildflowers, century-old trees, animals)
- For its fresh air
- For relaxation
- For the local gastronomy, I liked the organic products from the previous picnic
- For a new visit to the sheepfold
- For outdoor activities (cycling, horse riding, hiking)
- I am passionate about photography and nature observations

- For the opportunity to educate the young generation in the spirit of protecting nature and connecting with it
- For the stories and legends of the place told by local guides (e.g. Oat Land/Haferland)
- For scientific interest (botanical, faunistic)
- Other
- This is not the case