Dear visitor, you are cordially invited to take part in a survey on the topic “The Recognisability and Marketing of the Ljubljana Marsh for Tourism”, conducted by a student of landscape architecture in cooperation with the City Museum of Ljubljana as a part of the “THE WHEEL – 5,200 YEARS” exhibition.

How often do you visit various natural areas in Slovenia, Europe, and worldwide for recreational purposes (mark with X where appropriate)?

☐ Very often ☐ Sometimes ☐ Seldom ☐ Never ☐ I do not know

How long do you usually stay at an area that attracts you because of its natural beauty?

☐ A few hours ☐ A whole day ☐ One overnight stay
☐ Up to 3 days ☐ More than 3 days at time
☐ I do not visit natural areas

Please sort the following areas from 1 to 5, according to their recognisability (1 – the least known, 5 – the best known).

_____ Ljubljansko barje Nature Park, Slovenia
_____ Plitvice Lakes National Park, Croatia
_____ Grand Canyon National Park, USA
_____ Provence, France
_____ Stora Sjöfallet National Park, Sweden

Which factors contribute to your decision to visit a landscape (1 – not important, 5 – very important)?

<table>
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<tr>
<th>Factor</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>beautiful surroundings and landscape</td>
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<tr>
<td>exceptional natural heritage, diversity of flora and fauna</td>
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<td>rich cultural heritage and history of a region</td>
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<td>good accommodations and restaurants</td>
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<td>excellent recreation possibilities</td>
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<td>interesting bicycle trails</td>
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<td>chances of hiking or going on walks</td>
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<td>swimming and sunbathing</td>
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<td>various cultural and social events</td>
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<td>the educational possibilities of an area</td>
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<td>other:</td>
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</table>
Premise: During a tourist visit or on vacation you decided to spend a night at Ljubljana Marsh or its surroundings. Where would you stay?

- An organised camp site
- A room/suite
- Hotel
- At a hayloft
- A cottage
- Staying outdoors
- With friends
- I would not spend the night here
- Other: __________________

Have you ever visited the Ljubljansko barje Nature Park for tourism or recreation?

- No
- Yes, once
- Yes, more than once
- I do not know

Do you believe the area is worth multiple visits?

- Yes
- No
- Maybe
- I do not know

A theme park based on pile dwellers (for example a children's playground combined with an educational role) would be a welcome addition to the region. Would you visit it?

- Yes, gladly
- Yes, but probably only once
- Probably no

- I am not the least bit interested
- I do not know

- Other: ____________________________________________

To what extent does your household prefer locally produced food (multiple answers are possible)?

- We have our own garden
- A local farm or relatives provide our produce
- We mainly buy locally produced food
- We buy whatever is cheapest, regardless of quality
- I do not know
- Other: ____________________________________________

Do you think it is worth having your own vegetable garden (multiple answers are possible)?

- Definitely, gardening relaxes me
- Yes, it is important to know what you eat
- Yes, but I lack the time
- It is probably not cost-effective
- I would like to know more about it
- Gardening does not interest me at all

- Please put yourself in the role of a tourist visiting Ljubljana Marsh. What could be added to the area?

- Your comments and opinions:
Your sex: male / female and I am ........ years old.

You are permanently residing in ...

☐ City of Ljubljana.
☐ Slovenia, outside of Ljubljana.
☐ Neighbouring country (I, A, HR, H)
☐ Non-neighbouring country.

My name is Kristina Kastelic and I am currently in the process of completing my study of Landscape Architecture. Your answers will be very welcome for my master's thesis titled The Recognisability and Marketing of the Ljubljana Marsh for Tourism. I wish you a pleasant tour of the exhibition in City museum and at the same time invite you to indulge yourself with an authentic experience of the Ljubljana Marsh in nature. Thank you for your cooperation and have a pleasant day!