

Online Resource 1

| Semi-structured interviews           |         |          |                  |         | Motive of no answer |        |            |     |       |
|--------------------------------------|---------|----------|------------------|---------|---------------------|--------|------------|-----|-------|
| Interviewed (Potential interviewees) | Roses   | Cadaqués | Port de la Selva | Total   | Lack of time        | Unwill | < 10 years | N/A | Total |
| Fresh seafood restaurants            | 5 (12)  | 5 (14)   | 4 (5)            | 14 (31) | 8                   | 4      | 3          | 2   | 17    |
| Coastal hotels and hostels           | 10 (30) | 8 (17)   | 3 (4)            | 21 (51) | 6                   | 7      | 6          | 11  | 30    |
| Diving centres                       | 1 (5)   | 3 (4)    | 1 (2)            | 5 (11)  | 2                   | 0      | 0          | 4   | 6     |
| Total                                | 16 (47) | 16 (35)  | 8 (11)           | 40 (93) | 16                  | 11     | 9          | 17  | 53    |

| Survey          | Total | Female | Male | Motive of no answer |                    |         |        |                  |       |
|-----------------|-------|--------|------|---------------------|--------------------|---------|--------|------------------|-------|
| Respondants     | 624   | 363    | 261  | Lack of time        |                    |         | Unwill | Language barrier | Other |
| Non respondents | 603   | 323    | 280  | 178                 |                    |         | 359    | 36               | 30    |
|                 |       |        |      | Due to work         | Due to appointment | Unknown |        |                  |       |
|                 |       |        |      | 75                  | 41                 | 62      |        |                  |       |

Semi-structured interviews: The establishments that closed and the new ones that opened after the elaboration of the potential list of interviewees (winter 2017) were not counted nor considered for interview. The restaurants that in the moment of the interview said that they did not serve fresh seafood were not counted in the list as well. The owners or managers of more than one type of establishment (e.g. owner of two hotels) where counted only as one in the list of potential interviewees; this happened six times. The people that own two different establishments (e.g. and hostel and a restaurant) where counted as two despite a single interview was realized; these happened two times. We excluded people with less than ten years working or diving in the area ("< 10 years" category). For the particular case of fresh seafood restaurants in Roses, in order to avoid a long and time-consuming list of restaurants, we decided to include in the list of potential interviewees only the fresh seafood restaurants that appeared in the “Suquet de Peix” (Fish Suquet) catalogue handed to us by the office of tourism in winter 2017. An actualized version of such catalogue can be consulted online (<http://en.visit.roses.cat/plan/restaurants/>).

Survey: Before answering the questionnaire, the interviewer introduced itself, the institution that was working from (ICTA-UAB) and its position (doctoral student, fieldwork assistant, researcher) and explained the project and the objective of this questionnaire to the interviewees. We also reminded them that they will remain anonymous and that we disposed of a text-version of the informed consent expressed beforehand orally. The researcher helped to clarify any doubt the respondent had in a neutral way, i.e., such help never implied conditioning the answer of the respondent. We had translated the survey to the four most common languages spoken by residents and tourists in the area: Spanish, Catalan, English, and French. We counted the people who did not understand any of those languages as non-respondents, inside the category of “Language barrier”.

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