



SPECIFIC GUIDANCE MANUAL

Wildlife Viewing

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Introduction

Animal attractions and experiences are now a common part of holiday destinations and are generally very popular with holiday makers. Customer surveys have shown many of the travelling public aspire to see or interact with animals. Yet research and experience also demonstrate that customers want to be assured of good animal welfare standards (YouGov 2012).

This guidance manual outlines the minimum requirements that travel providers working with these manuals expect to see in place from wildlife viewing suppliers. Additionally, it provides best practice recommendations that wildlife viewing suppliers should strive to achieve.

As the number of enterprises has grown, so too has our understanding of the animals featured and the potential impacts of human/animal interaction. Strong relationships exist between travel providers and suppliers; it is important that all stakeholders work collectively to enable enterprises to offer meaningful, rewarding experiences to customers whilst at the same time, safeguarding the welfare of the animals and public health and safety. This approach could achieve longer-term business success, raise welfare standards across the industry and strengthen the partnerships that exist between travel providers and animal related attractions.

This document is one of a series and should be read in conjunction with the *Global Welfare Guidance for Animals in Tourism*.

Authorship

This manual and the supporting six guidance manuals have been developed by ABTA working in partnership with our consultative partner, the Born Free Foundation and have been further developed through a multi-stakeholder consultation process involving industry experts, scientists, zoologist organisations, associations and non-governmental organisations (NGOs) from around the world. A list of stakeholders is included in the appendices. It is important to point out that the content of these documents does not necessarily reflect the exact views of the listed individuals or organisations. All stakeholders have, however, seen merit in these guidance manuals and provided invaluable input during the consultation. ABTA extends its appreciation to all the stakeholders for their contributions.

Licensing and certification

Animal attractions should be operating legally and in accordance with their country's own legal requirements. If appropriate to the country of operation, the animal attraction should have a valid operating licence issued by a recognised certification agency or relevant local authority.

Intended use of this guidance

This guidance manual is one of a series of seven manuals intended to be a practical guide for the suppliers of animal experiences and attractions offered within the tourism industry. All seven guidance manuals aim to encourage good practice in animal protection and welfare by providing businesses with knowledge and guidance.

The manuals include a benchmark for best practice in animal welfare for the tourism and animal attractions industries globally. They consolidate an abundance of existing guidance and they establish minimum requirements that are supported by travel providers. As such, they are intended for travel providers to issue to their suppliers, for tourist boards in destinations, for destination governments and ultimately and most importantly, for animal attraction and experience suppliers.

All seven manuals are by no means intended to be the definitive source of information about managing animal welfare considerations in animal attractions. We recognise there is a great deal of variation in available standards around the world and that for many businesses the manuals will contain commonly known information, but for others they will likely serve as a useful reference regarding best practice in animal welfare. In all instances of uncertainty, we encourage suppliers to seek further advice from a suitably qualified individual or organisation.

Guidance manual overview

There are seven manuals within the series:

Global Welfare Guidance for Animals in Tourism

The *Global Welfare Guidance for Animals in Tourism* provides an introduction to animal welfare and an overview of best practice that is applicable to all businesses and attractions within the tourism industry involving animals. It covers:

- An insight into the different ways in which animals and tourism are linked
- Minimum welfare requirements for animal attractions
- Reference to specific welfare needs of commonly managed species.

It sets out guidance around animal husbandry and care designed to improve animal welfare and to phase out inappropriate practices known to have negative impacts on animals.

Specific guidance manuals

In addition, five specific guidance manuals cover a variety of activities commonly encountered through tourism. These manuals are intended to guide suppliers to achieve the minimum requirements for each of the specific activity types, besides encouraging progress towards the best practice outlined.

Specific guidance is available for:

- *Animals in Captive Environments*
- *Dolphins in Captive Environments*
- *Elephants in Captive Environments*
- *Wildlife Viewing*
- *Working Animals*.

This specific guide is for *Wildlife Viewing* and covers minimum requirements expected by travel providers working with this manual. It also provides best practice guidance that suppliers of wildlife viewing experiences are encouraged to achieve.

Unacceptable and Discouraged Practices

The final manual in the series relates to practices involving animals which have been classified as either unacceptable or discouraged by the travel providers working with these guidance manuals.

Unacceptable practices

Certain activities are widely recognised as having a detrimental impact on animal welfare, and in some cases, may present a high risk to visitor and staff safety. These activities have therefore been classified as 'unacceptable'. Travel providers working with these guidance manuals have agreed that these activities should not be offered for sale to customers.

Discouraged practices

Some activities involving animals and people may pose health and safety risks. Suppliers of activities involving animals and people should consider and effectively manage both the welfare of the animals and the health and safety of visitors and staff. Travel providers working with these guidance manuals will only consider promoting animal based activities which are classified as discouraged practices where they are satisfied that the risks to animal welfare and the health and safety of customers are managed appropriately.

Certain activities involving animals and customers have been publicly criticised as detrimental to animal welfare. Though there is currently a lack of conclusive evidence, there is a risk that such activities are detrimental to welfare. We have therefore classified these activities as 'discouraged'.

All discouraged practices are explained fully in the specific manual, *Unacceptable and Discouraged Practices*.

Minimum requirements and best practice guidelines

This and the other six guidance manuals contain a set of minimum requirements intended to be the benchmark for the minimum acceptable level of animal welfare in tourism activities. As a supplier reading these manuals, you are strongly advised to ensure that you can easily demonstrate that your business complies with the minimum requirements. Travel providers working with these manuals have committed to these minimum requirements and will be developing procedures to check that suppliers comply and are continually striving for performance improvements. These manuals contain examples of realistic and achievable best practice guidelines for animal welfare in tourism-related attractions and activities.

KEY POINTS

- **Unacceptable practices are known to have a detrimental effect on animal welfare.**
- **Discouraged practices may pose a risk to tourist health and safety and/or a possible risk to animal welfare.**
- **Animal attractions should comply with the minimum requirements for animal welfare.**
- **We encourage animal attractions to aim for best practice in animal welfare.**
- **All seven manuals are compatible with audited industry standards.**

Audits and inspections

We recognise that many animal attraction suppliers are members of trade bodies and associations that already have membership requirements relating to animal welfare best practice and that many inspect their members. The *Global Welfare Guidance for Animals in Tourism* upholds internationally-accepted standards in animal welfare and legislation and is therefore compatible with existing industry standards. Audited suppliers should be able to demonstrate compliance with these minimum requirements.



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SECTION 1

2 What is animal welfare?

Animal welfare refers to the state of an animal. An animal is in a reasonable state of welfare if it is healthy, comfortable, well-nourished, safe, able to express innate behaviour and if it is not suffering from unpleasant states such as pain, fear and distress. Other terms such as animal care, husbandry or humane treatment refer to how an animal is looked after. Reasonable animal welfare requires disease prevention and veterinary treatment, appropriate shelter, management, nutrition, humane handling and humane slaughter/euthanasia. Animals in a captive environment rely on the care and ability of humans to provide them with what they need to maintain their welfare.

Appropriate animal care

In order to encourage best practice in animal welfare in the tourism supply chain, the *Global Welfare Guidance for Animals in Tourism* and the six supporting guidance manuals build upon the principles of the Five Freedoms (developed by the Farm Animal Welfare Council (FAWC 1979)) and the Welfare Quality® criteria. See Appendix 1: sources of further information.

The Welfare Quality® criteria were originally developed for farmed domestic animals. An additional three criteria have been included to address animals in tourism. These additional criteria appear in bold in Table 1.

KEY POINTS

- You are responsible for an animal if you supply, own or are in charge of it.
- Five Freedoms form the basis of good animal welfare.
- Welfare Quality® criteria define the details of good animal welfare.

Table 1: The Five Freedoms and how they relate to the Welfare Quality® criteria (including the additional criteria)

Five Freedoms	Welfare quality® criteria
Good feeding	1. Absence of prolonged hunger. 2. Absence of prolonged thirst.
Good housing	3. Comfort while resting. 4. Thermal comfort. 5. Ease of movement.
Good health	6. Absence of injuries. 7. Absence of disease. 8. Absence of pain induced by inappropriate management procedures.
Appropriate behaviour	9. Expression of social behaviours. 10. Expression of natural behaviours. 11. Good human-animal relationship. 12. Positive emotional state.
Protection from fear and distress	13. Absence of general fear/distress/apathy. 14. Ability to seek privacy/refuge. 15. Absence of surgical or physical modification of the skin, tissues, teeth or bone structure other than for the purposes of genuine medical treatment/manipulation/sedation.

Suppliers, animal owners and keepers have a responsibility to the animals for which they are responsible on a permanent or temporary basis. This includes the provision of their health and welfare needs (described in Table 1). A person could, therefore, be responsible for an animal if they supply, own, or are in charge of it.

Application of and adherence to the Welfare Quality® criteria will go some way to safeguarding the welfare of the animal and to providing a state of wellbeing and dignity. Application of the *Global Welfare Guidance for Animals in Tourism* and the six supporting manuals will seek to uphold these criteria, protect animals in tourism attractions or affected by tourism experiences, and help to prevent animal suffering.

SECTION 2

Potential impacts on animal welfare, conservation and public safety

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When not managed responsibly, wildlife tourism can harm the welfare and conservation of the wildlife being viewed.

Harmful impacts may include:

- Disrupting an animal's normal patterns of activity
- Disturbing an animal's natural feeding behaviour and breeding success
- Increasing vulnerability to predators and losing out to, or being killed, by competitor species
- Disease transmission to and from human (zoonoses)
- Accidental injury and killing of animals
- Degrading or changing wildlife habitats.

Precise impacts of wildlife viewing depend on a range of factors including the predictability of visits, their frequency and intrusiveness, the means of access, when they occur in the daily activity or lifecycle of a particular species and finally, on the actions of the visitors and guides.

Wildlife viewing may pose a danger to public safety if visitors are permitted to get too close to, or to feed wildlife. Furthermore there is a potential for disease transition as some animal species can harbour diseases that may be transferable to people and vice versa as some wild animals are also vulnerable to infection from diseases carried by people.

Some of these potential impacts are outlined in more detail below.

Disturbance of feeding and breeding patterns

Wildlife viewing activities can adversely affect the feeding patterns and breeding success of some species – and consequently their long-term survival. For example, if too many vehicles gather round herds of wildlife, animals can suffer distress. Cheetahs, for example, are active during the day yet are relatively timid; they are therefore vulnerable to tourists disturbing their hunts and driving them from kills. They actively try to avoid vehicles and may delay hunting as a result.

Feeding of wildlife by tourists can also have severe consequences for social behaviour. Artificial feeding by tourists caused a breakdown of the territorial breeding system of land iguanas on South Plaza, the Galapagos Islands. Territories were abandoned in favour of sites where food could be begged from tourists, with a negative effect on the iguanas' breeding success. (Edington and Edington 1986).

Indirect feeding of wildlife – animals scavenging tourists' waste at park refuse sites and lodge rubbish dumps – can lead to changes in feeding behaviour and increased inter-species conflict. If this behaviour causes direct conflict with humans, the offending animals are often killed.

Disruption of parent-offspring bonds

Wildlife tourism can also disrupt parent-offspring bonds. On driving safaris, tourist vehicles can separate young antelope from parents, which if prolonged can interfere with mutual recognition bonds leading to rejection by parents. Separated young are also at more risk of being taken by predators.

Whale calves normally maintain constant body contact with their mothers. If they are separated from their mothers by whale-watching boats, they can transfer their attachment to the side of the boat with potentially serious consequences.

Increased vulnerability to predators and competitors

The viewing of certain species by tourists can make them more vulnerable to predators. For example, tourists visiting breeding colonies of King Shags and Magellan penguins cause an increase in the number of eggs lost to predatory gulls; adult birds at the edge of the colony tend to move away as tourists approach.

Crocodiles, if approached by tourist boats at their breeding sites, may move away from their nests leaving the young and eggs in the nest open to attack from monitor lizards and baboons.

Disease transmission

Tourists may unwittingly pass on diseases to wildlife. Disease transmission can be direct via zoonoses or indirect, via contact with products used and discarded by humans e.g. discarded food remains.

Mountain gorillas for example, are highly susceptible to human bacteria and viruses, and can contract TB, measles and pneumonia from close contact with tourists. This could eradicate entire family groups of the already-endangered animal.

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Encroachment can cause animals distress.

Death

Tourist vehicles can kill wildlife accidentally, particularly at night. There are many reports of hotels using vehicles that crush eggs on turtle nesting beaches. The vehicles also present obstacles, which prevent female turtles returning easily to the sea. In other situations, off-road driving has resulted in the death of young animals in hiding, whilst their parents were being observed.

Indirect impacts

Wildlife tourism's support infrastructure and facilities, when uncontrolled and poorly regulated, can affect wildlife and wildlife habitats. Inadequate sewerage and water management for example, can damage the local environment. Road and lodge construction can cause habitat loss and present barriers to, or affect the behaviour of, wildlife; beachfront lighting can disorientate turtle hatchlings. Hatchlings can mistake lights for moonlight reflected on the sea surface and crawl inland, instead of towards the sea, dying in large numbers.

Trampling on vegetation, off-road driving and burning vegetation as part of park management practices can indirectly affect

the quality and quantity of the food and living space available to wildlife.

The growth in the curio trade in wildlife souvenirs has fuelled the collection of wild plants, corals and shells as well as the illegal capture and killing of wild animals for fur, feathers, skins, ivory, horn, teeth, eggs etc.

Besides altering animals' feeding habits, littering and inappropriate disposal of rubbish by tourists and by camps, hotels and lodges can cause direct harm in other ways. For example turtles may swallow plastic bags mistaking them for jellyfish and subsequently die.

KEY POINTS

- Badly managed wildlife viewing can harm animal welfare and conservation.
- Intrusive viewing can disturb breeding, feeding, bonding and social patterns and make wildlife more vulnerable to predators; these impacts can affect survival.
- Indirect impacts – poor rubbish management, trampling over habitats, irresponsible construction – can harm wildlife.
- Wildlife viewing may pose a danger to public safety if visitors are permitted to get too close to, or to feed wildlife.
- Zoonoses may pose a risk to animals and humans.



SECTION 3

Unacceptable practices

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Certain wildlife viewing activities and practices have such a severe impact on animal welfare and conservation; and may impact public safety that they are classified as unacceptable. Travel providers working with these guidance manuals have agreed that these activities should not be offered for sale to customers. This position is based upon available scientific evidence. For more detail, see the specific guidance manual, *Unacceptable and Discouraged Practices*.

Unacceptable practices involving free-roaming wild animals include:

- Unregulated animal and plant collection from the wild
- Direct human-initiated contact with and feeding of free-roaming animals
- Human-initiated physical contact with wild whales and dolphins
- Trade and sale of endangered wildlife products
- Trophy hunting.



Ivory-based souvenirs are often a driver behind the poaching of wild animals.

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SECTION 4

Best practice guidance

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The following best practice guidance applies to all varieties of wildlife viewing. Suppliers of wildlife viewing activities should aim to comply with these best practice guidelines and those stating compliance should keep documented evidence to support this. Travel providers can demonstrate best practice by selecting suppliers based on compliance. Additional guidelines for specific modes of viewing (e.g. on foot or by boat), for specific species and in special environments follow in later sections.

Wildlife viewing activity suppliers

- Wildlife viewing activity suppliers should be recognised and, where appropriate, licensed and inspected by the responsible body in their country of operation.
- The suppliers should be able to demonstrate a good understanding of the potential negative impacts and risks of their activities and demonstrate how they actively work to minimise them.
- Tourists should be accompanied during all wildlife viewing activities by well-trained, well-equipped, and appropriately qualified leaders/guides, accredited by a recognised professional body (where one exists). Certification on its own is not sufficient; guides should have good local knowledge of the area, its wildlife and the typical activity of wildlife. Suppliers should independently assess their guides' knowledge and conduct.
- Viewing groups should be an appropriate size for the activity and the species being viewed to minimise disturbance.
- Suppliers should give clear safety guidance to customers and have robust emergency procedures that are tested and updated regularly to deal with incidents involving attacks by wild animals.
- All equipment used during the wildlife tourism activity should be adequate for the purpose and should be well maintained.
- Suppliers conducting wildlife viewing in remote areas should have radio communications and/or satellite phones and have access to medical personnel and emergency evacuation as appropriate to the location, this may include daylight emergency flight evacuation.

Wildlife viewing behavioural protocol

- Viewing groups should keep a sufficient distance from wild animals so their natural behaviour is not disturbed. If animals appear disturbed, then the approach is too close. These distances will vary depending on species and circumstances e.g. whether animals are with young; their visibility and habitat type, wind direction etc. Guides should be alert to signs of distress or aggression and act appropriately, usually by withdrawing.
- Wildlife should be approached at an oblique angle, not head on, as this is seen as a direct threat.
- Wildlife should never be crowded, nor boxed in.
- Animals showing avoidance tactics (moving away) should never be pursued.
- When close to wildlife, noise and sudden movements should be kept to an absolute minimum (even in vehicles) in order to avoid alarming animals.
- Extra care should be taken when approaching wildlife with young so that parents and their offspring are never separated.
- Breeding sites should be observed from a distance e.g. nests, dens, burrows etc.
- Playback tapes of animal sounds should not be used to attract animals for easy viewing. This can displace animals from their natural territories or trigger competitive reactions, affecting their survival success.
- Wildlife should never be fed or touched; voluntary free contact between tourists and wildlife should be actively discouraged.
- Litter, including cigarette butts, should be taken away and disposed of responsibly.
- Suppliers should respect protected area opening hours and other park restrictions (for example on visits time limits and group sizes).
- Where regulations permit night-time wildlife viewing, spotlights should not be shone directly into the eyes of wildlife for prolonged periods. Red filters should be fitted on spotlights. Tourists should not be permitted to use flash photography.
- Guides should actively promote public education about the conservation of the species and habitats being viewed.
- Guides should actively educate tourists about the threats to the wildlife and environment they are viewing, and about purchasing curios made from threatened and endangered wild animal products.

KEY POINTS

- Suppliers should have correct permits, licences and insurance.
- Tourists should be accompanied during all wildlife viewing activities by well-trained, well-equipped, and appropriately qualified leaders/guides.
- Size and activity of viewing groups should not disturb the natural behaviour of wildlife.
- Voluntary free contact between tourists and wildlife should be actively discouraged.

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SECTION 5

Managing the impacts of specific modes of viewing

In addition to the best practice guidance set out in Section 4, suppliers should apply the following guidelines for specific modes of viewing, to avoid harming or disturbing wildlife.

By vehicle

Viewing wildlife from a vehicle is a common mode of access. Tourists are driven into the wildlife's natural habitat; this is convenient and often safer for the tourists but it poses specific threats to wildlife. Additionally, driving off-road in wildlife areas can indirectly harm wildlife by damaging habitats.

Best practice

- Vehicles should approach wildlife slowly and go no closer than 25m.
- No more than five (and ideally no more than three) vehicles should view an animal for a prolonged period. If further vehicles are waiting, viewing time should be limited to ten minutes before giving way to waiting vehicles.
- Vehicles should never box in wildlife or create a barrier between parents and their young.
- Drivers should keep to speed limits in wildlife areas, and drive slower in poor conditions and at night.
- Group sizes should be small.



An example of responsible wildlife viewing.

- Vehicles should not be driven off-road where this is prohibited. Off-road driving damages wildlife habitat and may injure or kill young animals in hiding.
- Where off-road driving is allowed, this should only happen to view a confirmed sighting. Vehicles should never be driven off-road in search of wildlife. After viewing a confirmed sighting off-road, the vehicle should retrace its tracks back to the road.

On foot

Wildlife viewing on foot is increasingly popular and can be very rewarding. However the potential for disturbing habitat and environments is perhaps greater on foot than any other mode of access. Some examples include picking up or removing plants, fungi, animals and animal parts; walking in close proximity to wildlife nesting sites and breeding dens; and by touching animals. The health and safety risks of the participants may also increase.



Professionally trained staff should accompany tourists on walking tours.

Best practice

- Guides escorting tourists viewing wildlife on foot need specialised training for the specific risks associated with this activity.
- Where the experience involves dangerous wildlife, two professionally trained staff should accompany customers; one should be an appropriately qualified guide to look after customers in an emergency situation, the other an armed firearms specialist who is qualified to deal with the animal in an emergency.
- Groups should be small to maintain safety and to reduce the impact on the environment (e.g. six tourists maximum on

walks in areas containing dangerous wildlife; eight on rainforest trails).

- Different walking routes (except boardwalks and managed trails) should be used to avoid repeatedly trampling vegetation. Routes should be carefully laid to minimise impacts on the wildlife and habitats.
- All participants should be properly briefed (in a language in which they are conversant) on responsible conduct and given clear safety guidance before commencing the walk.
- Tourists should not pick up, collect or remove animals, animal parts, fungi or plants.
- Guides should not replicate animal sounds/calls.

By boat

Viewing wildlife from boats presents different risks to wildlife. The natural survival behaviour of marine wildlife can be disrupted if boats manoeuvre too close or approach too quickly or head-on. Boat propellers can cause injury or death, while echo sounders and boat engine noise can disturb and disorientate wildlife. Suppliers should follow local marine codes, bylaws and wildlife management schemes aimed at enhancing the tourist experience and minimising disturbance to wildlife.

Best practice

- Keep a good lookout and don't get too close. Ensure that action to minimise disturbance can be taken in good time. Use binoculars to get a better view.
- When wildlife is approached, reduce boat speed to the minimum consistent with safety. Make sure that boat movements are steady and predictable and approach at an oblique angle – a direct approach is more threatening. Depart with equal caution.

- Let the animals decide how close they want you to be. If there are signs of disturbance (sudden movements, aggressive behaviour, heads up, bunching together, tail slaps, alarmed vocalisations) the boat should move away and, if possible, take an alternative route.
- If animals are moving in a consistent direction, maintain a steady parallel course and where possible stay beyond the recommended minimum distances. Do not cut off an animal or group of animals by moving across their path, and do not approach them from behind.
- If marine mammals decide to approach (for example to bow-ride), maintain a steady speed and course where possible. Try not to present propellers to approaching animals.
- Make sure animals are not surrounded. If other tourist groups are watching, try to stay on the same side. Avoid boxing in animals against the shoreline or in sea lochs, inlets or bays.
- Avoid sudden unpredictable changes in speed, direction and engine noise.
- If under sail, paddling or rowing, take care not to take wildlife by surprise. Also minimise tacking, jibing and flapping sails close to marine wildlife.
- No more than three boats should be at a sighting for a prolonged period. If further boats are waiting, viewing time should be limited to ten minutes before giving way to other boats.
- Take extra care during sensitive times of year in places where animals may be feeding, resting, breeding or with their young.



Marine animals should determine how close they want to be to tourist boats.

- Be careful not to split up groups, or mothers and young, and never approach apparently lone young animals. Switch off the echo sounder if it is safe to do so.
- Do not allow flash photography.
- Do not throw litter into the sea.
- Anchoring and beaching of boats should be carefully planned to avoid damaging corals, underwater plant life and sensitive shorelines.
- Suppliers should be encouraged to allow researchers/scientists a regular place on board tourist boats to carry out research on marine wildlife.

By hot air balloon

The most serious impact of wildlife viewing from hot air balloons arises from support vehicles driven off-road to collect tourists and equipment when balloons land away from established road networks.

Wildlife may also be frightened by the noise of hot air balloon burners. In particular, the noise of the gas as it escapes the jets before being lit has a very high frequency, not normally found in nature. Some animals react more than others when a balloon flies overhead;



Balloon pilots should avoid flying too low or too close to wildlife.

elephants dislike balloons and animals such as wildebeest tend to run and scatter. Some animals grow accustomed to the balloons over time; they realise that the balloons do not pursue them and they are unharmed.

Best practice

- Balloon flights should take off and, where possible, land close to the established road network.
- Support vehicles should operate responsibly and take the shortest route possible from the established road network to the equipment collection point. They should retrace the same path when returning to the road. The same applies for setting up bush breakfasts etc.

- Balloon pilots should avoid flying so low they disturb wildlife; if the animals are provoked to run or scatter then the balloon is too close.
- Pilots should avoid firing the burners when close to wildlife, unless for safety reasons.
- Flights should occur at sunrise to minimise the balloon's shadow.

By riding animals

There can be several ethical, conservation and animal welfare issues associated with wildlife viewing from the back of animals. The animals used for riding should not have been taken from the wild for this purpose, should only be trained using positive reinforcement techniques and should not be over-worked. The equipment they are fitted with to carry tourists should be well-designed and lightweight and not injure the animals. Animals should receive the highest standards of husbandry and veterinary care. Additionally, the animal's captive life should meet the Welfare Quality® criteria presented in Section 1 of this document. For further best practice guidance on working animals (equine, camels, elephants and sled dogs), see the specific guidance manual, *Working Animals*.

Training animals used for riding in wildlife viewing

- Animals used in animal back wildlife viewing activities should only be trained using positive reinforcement techniques e.g. reinforcing desirable behaviour with a positive stimulus (a treat, praise, tactile contact or release to a favoured place).

- Cruel or abusive practices such as electric goads, beating, hitting or kicking, food/water deprivation or isolation should not be used.
- Training and interaction with elephants should be managed through protected contact (in which trainer and elephant do not share the same space).
- The use of the ankus (bull-hook) is to be discouraged. A concerted effort should be made to phase out use of the ankus and find an alternative, humane method of control and elephant training.
- Riding pregnant animals or a mother with dependent offspring (requiring separation), is unacceptable. The offspring should be naturally weaned (e.g. six months for horse).
- If tours operate in areas with dangerous wildlife, riding animals should be protected from natural stress and fear when viewing predators.
- Structures used to carry passengers should be tied with materials that do not cause any damage to the skin, pain or injury to the animal. Nylon ropes, corrugated twines or iron hooks should not be used.
- Nose-pegging camels is unacceptable. Rope or nylon halters should be the only method of control.



Riding elephants bareback or using a padded mat is preferable to a metal seat or howdah.

Riding animals for use in wildlife viewing

- If elephant back wildlife viewing is permitted, riding bareback or using a padded mat is preferable to using a howdah (the wood or metal seating arrangement often used to carry six or more passengers). This construction can cause a number of injuries, including rope sores and spinal damage.
- However, if a howdah is used, a maximum of four average-size adult passengers should be taken on a full-grown elephant's back; one adult on a horse or camel.
- Care should be taken when loading passengers as this could damage the animal's back.
- After the tour, saddles or other structures used to carry passengers should be removed carefully from the animal. It is unacceptable to keep the riding equipment on the animal between rides.

- Pregnant, sick, disabled, young, injured, inactive animals and animals under veterinary supervision of any kind should not be used on tours. Neither should animals of an unsuitable disposition (aggressive, nervous etc.). Animals should be fit and healthy, with a good covering of flesh, rather than prominent hipbones, backbones or pelvis.
- Animals should not be ridden on tours during the hottest part of the day (typically between 12noon and 2.30pm).
- Animals should not be used to ride more than four hours per day and not for longer than two hours at a time; they should rest for at least one hour after each two-hour ride.
- Acceptable animal handling practices should apply; jerking reins, harsh stops, harsh direction changes and beating are unacceptable.
- Only horses fitted with horseshoes should be used on tar/public roads.
- An adequate supply of drinking water should be supplied; we recommend using flowing/clean water. If tanks or buckets are used, these should be cleaned daily.
- Cadjan (palm leaves) or other materials retaining less heat should be used for the roof/housing. Asbestos or tin sheet should not be used. Temperatures should be maintained to ensure the animal's comfort.
- Animals should have continual access to shelter from rain, sun, wind and extreme temperature, so their energy (required for working) is not used trying to keep warm or cool. The animal should be allowed to lie down, turn around and stand.
- If tethered, the animals should be able to walk, lie down and stand up without putting tension on the tether. Tethered animals should be able to reach basic resources, like feed and water. Camels should always be tied low to the ground or provided with sufficient rope length to enable them to sit down (a camel that has started to sit down should sit all the way down before it can stand again). Camels that are tied high with a short rope can strangle.
- For care of elephants used in elephant back safaris, see the specific guidance manual, *Elephants in Captive Environments*.
- Social animals (e.g. elephants, horses) should have social contact with other animals of their own species; they should not be kept alone. They should be allowed rest time together, enjoying natural behaviour in as natural an environment as possible. Social grouping, compatibility and dominance amongst animals should be recognised and respected.
- Related or bonded animals should be housed next to or near to one another. Mother and dependent offspring should be housed together.

Care and general welfare of animals ridden for wildlife viewing

- Ample time should be allowed for food, watering and rest; feed should be provided after each walk.
- Animals should receive a balanced diet with relevant nourishing foods as part of a planned feeding programme devised with a veterinary surgeon. Food should encourage species-appropriate behaviour and mental stimulation e.g. providing vegetation in its natural form rather than cleaned and prepared.
- Working animals require daily high-energy feeds with a combination of good quality fibre, concentrates and fats/oils.

- Animals' housing should be clean, dry, well-ventilated and maintained in a healthy environment, separate from domestic animals e.g. cattle, goats etc. For more detail about good housing, see the specific guidance manual, *Animals in Captive Environments*, Section 5, Best practice guidance, Good Housing.
- Animals should be examined by a veterinary surgeon (with competence in the health and welfare of the respective species) at least once a month and a report should be available for inspection.
- All animals used for riding purposes should have daily hoof/foot care (e.g. in horses, the picking out of debris and having their hooves trimmed and shod).
- Hobbling animals (where two legs are tied together) during rest periods should only be conducted if the materials used for tying create no risk of injury to the animal (e.g. not nylon rope or chain). Ideally, hobbling should only be used where it allows animals to enjoy natural grazing and using natural rope.
- Use of fire or corrosive chemicals to brand animals is not acceptable on welfare grounds.
- Animals should be protected when working in areas that contain their natural predators.
- As animals become older they may require more supervision and veterinary care. At the end of an animal's working life consideration should be given to whether the animal can be provided with a good quality of life in retirement. Owners have the responsibility to ensure that they, or whoever is entrusted with the care, can meet the animal's needs.

Indicators of poor welfare in animals that are ridden for wildlife viewing

Animals show signs of their state of welfare through their physical appearance and their behaviour. It is important to note that an animal's state of welfare depends on both physical and mental (emotional) factors.

Indicators of poor welfare may include:

Apathetic and depressed states – For example, a horse whose head is lowered or level with its back (when not eating); animals with eyes half closed and showing no active interest in either their surroundings or other animals.

Abnormal behaviour – Stereotypic behaviour includes repetitive pacing, swaying, head-bobbing or circling and bar-biting, 'demonstrably caused by the frustration of natural behaviour patterns, impaired brain function, or repeated attempts to deal with some problem' (Mason, 2005). Over-grooming, excessive licking and vocalisation are recognised as displacement behaviours, 'arising out of conflict when an animal is driven to perform two behaviours at the same time' (Bacon, 2011) e.g. conflict between fear of the keeper and the desire to get food. Apathy and redirected aggression. For further explanation and examples of abnormal behaviour, see www.aps.uoguelph.ca/~gmason/StereotypicAnimalBehaviour/library.shtml

Eyes – Animals with painful eye conditions may have closed or watering eyes, be unable to see clearly and may be fearful in new situations.

Heat stress and dehydration – These medical conditions result when an animal's body cannot function normally or regulate in increased temperatures. Animals need ways to cool down from the heat gained by being in the sun and from their muscles working. Heat stress can manifest as a combination of head nodding, increased speed and depth of breathing, flared nostrils and apathetic behaviour. It can be alleviated or prevented by appropriate water intake, ensuring enough time to drink, resting the animal and providing shade.

Poor body condition – Animals with prominent hip bones, backbones, pelvis or ribs do not have well-covered skeletons and are vulnerable to wounds or injuries. This may be caused by inadequate access to and intake of nutritionally-balanced foods. It may also be caused by ill-fitting harnesses or saddles, poorly-maintained enclosure or fencing, or furniture, and abusive control methods by handlers. Camels with only moderate or no fat in their humps (when the humps are limp) are in poor condition and should not be ridden.

Sores or wounds – Wounds and sores (especially in areas where equipment might rub) can become worse as an animal works, causing discomfort and pain (e.g. mouth wounds in horses; body lesions from ill-fitting equipment). An elephant that is regularly chained may show cuts and sores around its ankles, while excessive use of an ankus is evident from white or light grey patches (scar tissue), for instance in horizontal alignment across the lower leg.

Limbs – Ridden animals that do not evenly distribute their weight between all four limbs may be suffering from pain or an injury. Other indicators may include swelling, frequently

shifting weight, pointing or resting a foreleg, knee lesions from falling, lameness and/or any observable cracked or misshaped hooves (horses).

Movement – Animals seen stretching, straining, stumbling or staggering during movement are exerting considerable effort; this may suggest a potential or existing welfare problem.

KEY POINTS

- Suppliers should be aware of and act on signs of poor welfare.
- Best practice guidance applies to the length of time ridden animals should work.
- Animals used for riding should not have been taken from the wild for this purpose.
- Training should only use positive reinforcement techniques.
- Riding of immature animals is unacceptable; riding pregnant animals or a mother with dependent offspring (requiring separation) is unacceptable.
- Suppliers should follow best practice guidelines for general welfare and handling of animals ridden for wildlife viewing.

SECTION 6

Wildlife viewing in special environments

In special environments, it is important to ensure that wildlife viewing activities do not impact on the environment in which they take place, or on the wildlife being viewed. The following section provides an overview of some of the most common types of special environments in which wildlife tourism activities take place and the best practice points which can ensure a sustainable approach.

Rainforest

Suppliers of rainforest tourism experiences should make every effort to minimise the footprint of their facilities and activities within the forest.

Responsible management, which considers the natural environment, wildlife and indigenous people, will ensure a more natural and sustainable experience. Some responsible approaches are outlined below.

- Trail design (and use of natural waterways) should consider the total area available. Trails should be of varying lengths and numbers kept to a minimum so that sufficient wildlife corridors, core areas and refuges remain free of human access.
- Areas of interest and locations where wildlife congregates should not be encircled. Wildlife should always have free access and exit, and sufficient distance should be maintained between the viewing trail and the location.



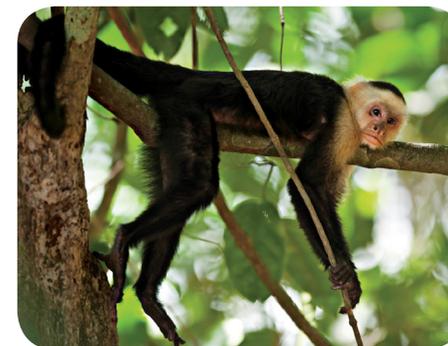
Structures built to facilitate wildlife viewing should ensure minimal impact.

- Trails (including waterways) should aim to make the least possible impact on the natural environment; bridges, platforms and walkways should be built from natural, sustainable materials, mature shrubs and trees maintained and significant core areas designated as wildlife refuges.

- Tree houses, canopy walkways and viewing towers should only be constructed after permissions from the local/national authorities has been granted and the construction should minimise negative impacts on the natural environment and wildlife and be designed to minimise the risk to visitor safety.
- Suppliers operating rainforest excursions should establish a wildlife viewing protocol that minimises the risk to visitor safety and minimises negative impacts on the natural environment. The protocol should take in expert independent advice specific to the area. It should be made available to the travel provider or ground agent.
- All tourists should be properly briefed on safety and responsible conduct (in a language in which they are conversant) before entering the forest. Briefing should cover the status, ecology and description of the environment, and include the tourists' responsibility to minimise their impact on wildlife and the environment.
- Guides should keep all tourists in view at all times, wherever possible, to ensure their safety and responsible conduct. Guides should be vigilant for potential dangers.
- Guides should not lead the tourists off-trail, seek to call, provoke or distress wildlife or unnecessarily damage the natural environment.

KEY POINTS

- Responsible management of rainforest wildlife viewing considers the natural environment, wildlife and indigenous people.
- Suppliers should ensure good trail design, free access and refuge for wildlife, and customer health and safety. A wildlife viewing protocol should be in place to minimise environmental impact.
- Guides should not lead tourists off-trail, seek to call, provoke or distress wildlife.



Suppliers should enforce a viewing protocol to ensure the health and safety of tourists and the welfare of wildlife.

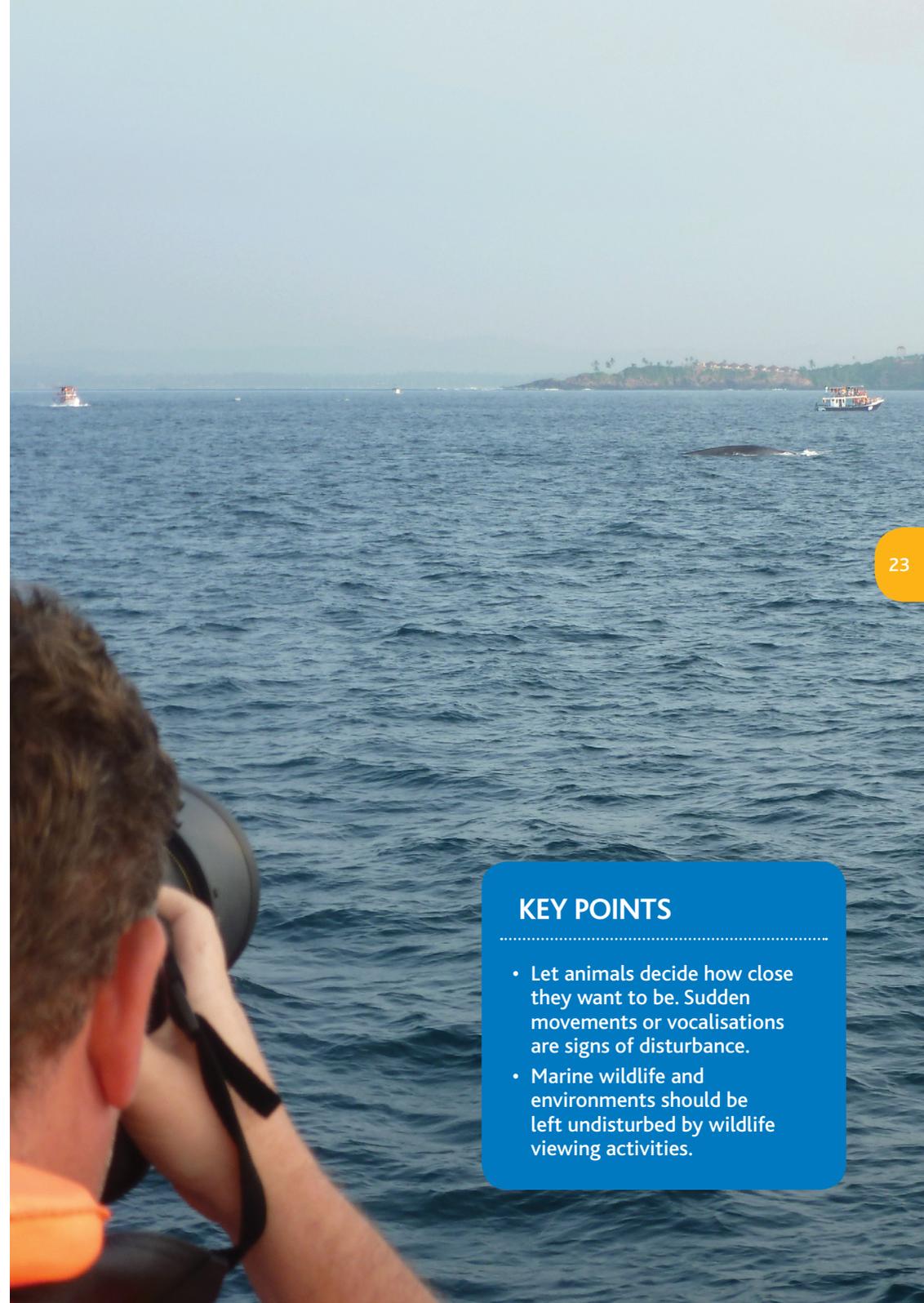
Sea

Responsible scuba diving, snorkelling and swimming in the sea offer wonderful opportunities to view marine wildlife. Reefs are a focus of many tours. Most divers travel by boat, and suppliers should observe the guidance on boat access above (Section 5, By boat). Any wildlife viewing activity at sea should observe the following responsible practices.

- Diving activities offered by operators should have a valid operating licence to operate the activity, issued by a recognised certification agency or relevant local authority.
- If marine wildlife is approached, do so slowly and cautiously. Make sure the swimmers' movements are steady and predictable.
- Let animals decide how close they want to be. Sudden movements or vocalisations are signs of disturbance; swimmers should stop approaching or move gently away.
- Remember that the likelihood of disturbance will be greater as the number of people watching increases.
- Tourists should not touch, pick up or feed marine animals or collect corals or shells.
- Take care that tourists do not cause damage to the environment with their feet or fins. Some species, including coral reefs, are particularly sensitive to physical damage.
- Suppliers should ensure that tourists' buoyancy control is good and secure their gauges, octopus regulators, torches and other equipment to avoid damaging animals and plants attached to the seabed. Swimmers should avoid smothering marine plant and animal species (including corals) with clouds of sand or mud.
- Photography underwater should only be allowed by competent divers, able to control their buoyancy and movements precisely. Divers would normally use flash, so suppliers should limit the number of photographs of individual animals and refrain from using flash at all if there is any evidence of disturbed or distressed behaviour.
- Trapped exhaust air can kill marine life in caves, caverns and wrecks and therefore, the time spent in such places should be minimal.
- When night diving, be careful not to dazzle and disturb fish. Use the edge of the beam rather than pointing the torch directly at animals.
- Snorkeling, diving or swimming with large marine mammals and basking sharks is discouraged. However, if such activities are offered, or in the event of a chance encounter, the relevant guidance in Section 7 should be followed.



Swimmers should not chase retreating animals, initiate direct physical contact or get too close to wildlife.



KEY POINTS

- Let animals decide how close they want to be. Sudden movements or vocalisations are signs of disturbance.
- Marine wildlife and environments should be left undisturbed by wildlife viewing activities.

SECTION 7

Managing the impacts of focal species viewing

Certain wildlife activities focus on viewing individual species of wildlife. Besides the generic protocols and means of access etiquette for responsible wildlife viewing previously explained, suppliers should also apply the following best practice guidance, appropriate to specific focal species. The most common focal species are highlighted below.

Primates

Primate tourism is a rapidly growing activity and one that potentially has an important role to play in the conservation of threatened primates. However there are concerns about the possible negative impacts of primate viewing, which fall into three main categories:

- **Risk of disease transmission**
- **Changes in behaviour**
- **Elevated stress levels.**

Risk of disease transmission – The genetic similarity between humans and other primates increases the risk of inter-species disease transmission. These risks increase when primates spend time close to humans. Indeed, the danger of introducing new pathogens into wild primate populations has long been recognised as a concern for primate viewing tourism. Infection of primates can occur via aerosol transmission, or from contact with bodily fluids or fomites.*

Changes in behaviour – Exposure to tourism can harm the normal behaviour patterns of wild primates, for example by reducing social behaviour such as adopting or accepting members, and/or increasing antagonistic behaviour. Where feeding by tourists occurs, animals tend to reduce their ranging distances and foraging times, while increasing their overall food intake; such changes can lead to primates becoming obese and developing associated health problems. At the same time, the offering of desirable foods can lead to increased levels of competition between primates and elevated rates of overt aggression and physical injury.

Elevated stress levels – Although few in number, some valuable studies have explored the impacts of tourism on wild primate stress levels. They address growing concerns about the impact on animals at the emotional and physical level. A recent study of tourism impacts on wild male Barbary macaques in Morocco has shown that stress levels increased with tourist numbers in their habitat. (Semple, 2011).



When viewing wildlife no litter should be left behind.

Mitigating the impacts

Huge variation exists in the way tourists view primates at many sites around the world. These sites range from the highly regulated and well monitored (often great ape tourism), to the completely unregulated and often chaotic, where large numbers of tourists feed and interact with primates. A single set of guidelines to comprehensively cover all primate tourism situations is therefore problematic.

Below is a simple code of best practice (very much building on the great ape guidelines) that could be generally applicable to wild primates. Suppliers should adapt this to the specific species and situation.

Best practice

- Expert advice about how to minimise the negative impacts of primate tourism on the specific species involved should be sought and implemented to ensure all appropriate measures to safeguard the animal's welfare are implemented.
- With some species, it is recommended that selected primate groups are carefully habituated to the neutral presence of tourists to reduce the impact of wildlife viewing. These programmes normally leave other primate groups unhabituated and these should not be visited. All tourists should be properly briefed on safe and responsible conduct, including safe distances, before any activity. Tourists who are unwell should be prohibited from participating in the activity.
- Physical interactions between tourists and primates (including feeding) should be strictly forbidden. No food items or other discarded objects should be left at the site. A monkey eating a half-bitten sandwich may pick up a cold or flu that could be fatal and could be transmitted to other members of the troop. If tourists share their packed lunches with primates, every bag will quickly be recognised by alert monkeys as a potential meal; which can increase the risk of human-primate conflict such as bites and scratches. This also poses a risk of zoonoses to the public. Monkey viruses or bacteria could be transmitted by a bite into the tourist's bloodstream.

*A *fomite* is any inanimate object capable of carrying infectious organisms and of transferring them from one individual to another. A fomite can be anything from an item of clothing to a tourist's half-eaten tourist sandwich, or hair.

- Group sizes and noise levels should be kept as low as possible and the length of time primates are exposed to tourists should be strictly limited. These limits may be species-specific (for example, mountain gorilla visits are limited to one hour per day in Rwanda) and should be respected.
- Tourists should be made aware of how their behaviour may affect the primates being viewed (e.g. for many species, direct eye contact is a sign of aggression and is likely to cause stress).
- Flash photography, zoom lenses over 30cm, tripod stands and umbrellas should be prohibited. Focusing the camera lens at primates may appear aggressive to the primate.
- Poisonous substances (e.g. mosquito repellent) should not be carried when viewing primates on foot. A primate could grab it from the tourist or the tourist could drop it.

KEY POINTS

- Primate viewing can pose a risk of zoonosis, changes in behaviour and distress to animals.
- Direct contact between tourists and primates (including feeding) should be strictly forbidden.
- Tourists should be made aware of strict protocol for responsible viewing.
- Managed responsibly, primate viewing can contribute to conservation of threatened primates.

Cetaceans and marine mammals

Viewing whales and dolphins in their natural habitat has grown rapidly over the past two decades; it is now a billion-dollar industry involving more than 80 countries and territories, and more than nine million participants. As with all wildlife viewing activities, there are potential benefits for the animals and local communities as well as potential negative impacts. Given their enormous popularity, marine mammal viewing activities should be conducted responsibly and with care.

Some countries have made it illegal to disturb, touch or feed marine mammals in the wild. However, there has been a significant shift from passive viewing of marine mammals at a safe distance, to a more close up and interactive approach. Some commercial operators are actively marketing tours to touch or feed wild marine mammals. Human induced, direct contact and feeding activities are classified as unacceptable by travel providers working with these guidance manuals.

Many of these close-encounter activities are conducted in important habitats used by the animals for resting, breeding, calving, nursing, feeding or for refuge. Some of the species involved are endangered or threatened. Examples of close-encounter activities include the opportunity to:

- Swim with humpback whale cow/calf pairs in their breeding/nursery habitat in the Caribbean
- Pet grey whales in their breeding/nursery habitat in Baja, Mexico
- Pet and cuddle harp seal pups on ice flows in Canada

- Walk among seals or sea lions in their rookeries in California and the Galapagos Islands
- Swim with dolphins in their resting or feeding areas in Hawaii, Florida, New Zealand, the Bahamas and Japan
- Swim with manatees in Florida and Belize
- Feed wild dolphins in Australia.

Human-induced direct contact with marine mammals is contrary to established wildlife viewing practices and a growing body of evidence exists that these interactions may be harmful. Excursions where suppliers promote and encourage direct human contact with these animals should be discouraged on the grounds that both the welfare of the animals and the public may be at risk.

Responsible travel providers that offer marine mammal viewing, or controlled animal-induced interactions should only offer tours that, besides adhering to the guidelines for access (Sections 4 and 6 of this manual), also adhere closely to the best practice guidelines for cetacean and marine mammal viewing and interactions below.

Best practice

- Suppliers should partner with a reputable marine conservation organisation in delivering tours.
- The horsepower of any boat engine should be sufficient capacity for the boat's size and weight to avoid over revving, which disturbs cetaceans. When approaching cetaceans to within 300 meters, vessels should immediately reduce speed to less than seven knots. Vessels should not approach or position themselves closer than 100 metres to any cetaceans.

- If the vessel accidentally finds itself within 100 metres of cetaceans, engines should be placed in neutral until the cetaceans have passed.
- Whilst in the vicinity of cetaceans, boats should not move faster than the slowest cetacean, and keep engines in neutral whilst cetaceans are not travelling.
- Suppliers should never approach cetaceans from the front. Approach and departure from cetaceans should always be from the side, moving in a direction parallel to the direction of the cetaceans.
- Cetaceans should control the nature and duration of the encounter. Suppliers should implement a policy of only allowing cetaceans to approach boats or swimmers if they choose – and not vice versa.
- The viewing time should be limited to a recommended maximum of 30 minutes. This will minimise the cumulative impact of several vessels and give consideration to other viewers. Exceptions to this involve encounters where cetaceans have approached on their terms and are in complete control of the encounter, or when motoring away from the encounter is likely to cause more disturbance than remaining motionless.
- Bow-riding dolphins – running a boat through groups of dolphins to solicit bow-riding – should be prohibited. If dolphins choose to surf the bow wave in front of a boat, the boat should maintain its original course and speed.

If swim-with wild dolphin and whale encounters are permitted in the country of operation, the following best practice guidance applies:

- Encounters should be a licensed activity and should only be carried out by licence holders
- Suppliers should not enter restricted zones or protected areas as designated by local or international law, conventions or agreements
- The number of swim-with cetaceans trips should be limited to one per day, and dolphins should not be exposed to swimmers for longer than 30 minutes
- Swim-with experiences should be limited to groups of 12 tourists at a time and constant supervision by a suitably experienced employee of the supplier
- Tourists should be well briefed in advance, in a language in which they are conversant, on their potential impacts on the cetaceans, and on the protocol to follow in the water to ensure their and the cetaceans' protection. Expectations should be managed in advance
- Dolphins that are feeding or dolphins with their young, should not be involved in swim-with encounters
- Tourists should remove rings, piercings and any sharp items on their person as these may harm the sensitive skin of dolphins during any accidental contact
- Never put tourists on top of a pod of cetaceans. Tourists should not jump or dive off the boat. They should carefully enter the water using the boat's ladder or by transferring from the main boat (via smaller boat) to a spot where they can quietly climb into the water at least 30 meters away from the cetaceans. This allows the cetaceans to decide whether to approach the tourists or not. The cetaceans themselves should always control the encounter
- Once swimmers are dropped off, the supplier should allow space for swimmers and cetaceans to swim without concern for the boat being in the path, but close enough to react in an emergency
- Tourists should not swim towards the cetaceans, initiate direct contact, or chase retreating animals. Swimmers should keep their arms close to their bodies, make no sudden movements and should not reach out to the cetaceans. Cetaceans should not be inhibited from going where they want to go



When viewing marine mammals, tourists should never jump or dive off boats.

- Interaction should cease when the cetaceans show sleep behaviour which includes: remaining underwater for 5-10 minute intervals with only short times at the surface to breathe; not engaging in aerial acrobatics; swimming in a chevron position (V shape)
- Suppliers should operate a strict policy of three strikes and out e.g. if on the third attempt of tourists entering the water, cetaceans do not solicit an encounter with them, no further attempts should be made.

KEY POINTS

- Human-induced direct contact and feeding wild marine mammals are classified as unacceptable by travel providers working with these manuals.
- Cetaceans should control the nature and duration of the encounter.
- If swim-with wild dolphin or whale encounters are permitted in the country of operation, suppliers should be licensed, abide by local and international regulations and conventions and follow a strict code of conduct that limits negative impact on the animals' welfare.
- Tourists involved in cetacean interaction in the water should be fully briefed before the encounter.

Sharks

The risks associated with shark viewing activities range from direct impact on the mammals themselves – for example harassment, behavioural and movement change – to concerns for the health and safety of the participants in the viewing activity and for the safety of other recreational users of marine areas.

A wealth of scientific research exists on shark biology, movement and behaviour, but much less exists specifically about the impacts of tourism. One of the few studies of whale shark responses to human interaction found they responded to harassment by changing direction or shuddering, and that each additional metre tourists were from the shark, reduced the likelihood that it would change direction. In addition, research has shown that flash photography, touching, obstruction of pathways and use of diving equipment all affected the shark. Further, the proximity and number of swimmers and boats could provoke lost feeding opportunities, changes in breeding patterns and loss of site fidelity.

Baiting and chumming or berleying (putting fish oil or blood into the water to attract sharks to a site) is another area of concern. Evidence shows that sharks attracted by the chum or bait waste energy with no reward. Sharks may also modify their behaviour in response, perhaps associating humans and boats with food, which is believed to have caused various shark attacks in waters off Egypt in 2010.



Cage shark viewing is an increasingly popular tourist activity.

Some commentators have noted that although there is no data on the effects on sharks of noise pollution from vessels (as opposed to dolphins, for example), this remains a concern.

Appropriate management frameworks are therefore essential for the sustainable development of the shark tourism industry and to facilitate a quality experience while minimising impacts on species. In other words, the potential impacts on sharks should be balanced with the tourist experience.

Guidelines for shark viewing

Exclusive contact zone

- An exclusive contact zone of a 250-metre radius applies around any whale shark.
- Only one vessel at a time should operate within the zone for a maximum of 90 minutes and at a speed of eight knots or less.
- The first vessel within the zone is considered to be in contact. A second vessel to arrive should keep a distance of 250 metres from the shark. Any other vessels should be 400 metres from the shark.

Vessel operators in the contact zone

- Vessels should not approach closer than 30 metres to a shark.
- Vessels should approach from in front of the shark's direction of travel when dropping swimmers into the water.
- Vessels should display a whale shark dive flag when swimmers are in the water.

Swimmers in the contact zone

- Swimmers should not attempt to touch or ride on a whale shark.
- Swimmers should not restrict the normal movement or behaviour of the shark.

- Swimmers should not approach closer than three metres from the head or body and four metres from the tail.
- Positioning around the shark (behind the pectoral fin) should be controlled.
- Swimmers should not take flash photography.
- Swimmers should not use motorised propulsion aids.
- No more than ten people should be in the water at any one time.

The Travel Foundation, a UK charity that works to implement sustainable tourism solutions in destinations around the world, and which is supported and funded by some of the UK's largest travel providers, has developed a specific online training tool for operators of whale shark viewing excursions. For these guidelines see Appendix 1: sources of further information.

KEY POINTS

- An exclusive contact zone (of 250-metre radius) should apply around every whale shark.
- Protocol governs boat and swimmer behaviour inside the exclusive contact zone.
- Baiting and chumming should be strictly prohibited.
- The risks associated with shark viewing activities range from direct impact on the mammals to concerns for the health and safety of the participants.



Stingray viewing is a popular tourist activity.

Rays

Extensive research has studied the impact and management of tourists viewing the southern stingray, congregating at Stingray City off the coast of Grand Cayman in the western Caribbean. It is estimated that 80,000 to 100,000 tourists visit these stingrays per year, and on a busy day more than 500 divers and snorkelers can be in the water stroking and feeding the rays.

Potential impacts

- Most operators use finely chopped squid and ballyhoo, given to divers in small ray-proof plastic boxes. As soon as the dive boats anchor, stingrays approach and nuzzle and bump the divers to try to find the food.
- Rays seem to tolerate handling by divers and readily leave the bottom to be fed by divers at the surface. Most tours promote actual contact with the rays, by touching and often by feeding. Rays are often lifted out of the water for a photograph.

- Dive masters frequently offer to refund money if tourists do not have an opportunity to stroke a stingray; they will manhandle the rays to guarantee contact.
- Children and some divers try to ride rays and catch hold of them, contrary to instructions. Their diving gloves damage the sensitive skin of the rays, and the animals are often poked in the eye, gills and mouth by accident.
- The stingray population is now showing behavioural changes. Stingrays are normally solitary, but in sites where they are hand-fed, they have begun forming packs of 12 to 15 individuals. They have also switched from night feeding to feeding during the day.

Suppliers should prohibit feeding and touching of wild rays. Where swim-with interactions are offered, the following best practice guidelines should apply.

Best practice

- Only small groups should swim with the rays; operators should agree a carrying capacity for specific sites to prevent overcrowding.
- Operators should give tourists a safety and good conduct briefing during the outward boat trip. Tourists should be informed of potential risks.
- Tourists should not swim towards rays, initiate direct contact or chase retreating animals.
- Divers should remove any sharp pieces of equipment (snorkels and diving gloves) and jewellery that might damage the rays' mucous coating; this coating provides protection from parasites and other infections.

- Divers should take extra care if approached by a ray. A diver's fingers can inadvertently damage the rays; a ray's powerful sucking action can suck a diver's fingers into the ray's mouth, grazing the delicate skin on its teeth.
- The removal of a ray from the water should be strictly prohibited.
- The removal of a ray's barb as a precaution should be strictly prohibited.
- Tourist encounters with rays should be a licensed activity.



All marine turtles are classified as threatened.

Turtles

All species of marine turtles are classified as threatened and in need of conservation and protection. They face a variety of threats in the wild that reduce their survival prospects, with tourism being a significant factor. Tourism-related threats include: high-density coastal developments that degrade or destroy nesting beaches and feeding grounds (sea grass, coral reefs); artificial beachfront lighting that disorients nesting turtles and hatchlings; high-speed boats and jet skis; litter and marine debris that often entangles or traps emerging hatchlings, preventing them from reaching the sea, or blocks a turtle's stomach, or hinders its respiration or buoyancy.

A popular activity is a turtle tour, offered seasonally at sites where sea turtles can routinely be observed coming ashore to lay their eggs. Tourists watch the turtles dig their nests, deposit their eggs and finally cover and camouflage the nests before returning to the sea. Later in the nesting season, tourists may watch hatchlings emerge from the sand and make their maiden voyage to the sea.

KEY POINTS

- Suppliers should be licensed and human-induced direct contact and feeding of wild rays should be prohibited.
- Where tourists do swim with rays, no activities should be detrimental to the welfare of the animals or involve their removal from the water. A strict safety protocol should be applied and tourists should be fully briefed before the activity.

Nesting and hatching are both the most accessible and the most vulnerable stages of the sea turtle life cycle. Without a trained guide in attendance, onlookers can easily frighten the turtle or alter her natural behaviour, crush eggs, damage the nest cavity, or hinder the hatchlings. This may harm the turtles, change their patterns of nest site selection, lower reproductive success and damage environments.

Turtle viewing tours should take account of the following best practice guidelines to minimise the impact on the turtles being viewed.

Best practice

- Tours should be run by licensed operators, preferably managed by or in partnership with a local sea turtle conservation organisation. Tours should not interfere with the turtles' natural behaviour and they should follow international best practice.
- With the exception of authorised patrol or emergency vehicles (which should drive below the high-tide line), vehicles should be prohibited from driving on nesting beaches. Tyre tracks from authorised vehicles should be smoothed out before leaving the beach – ruts can trap emerging hatchlings, preventing them from reaching the sea.
- Suppliers should demarcate a no-wake swim zone offshore from the nesting beach to protect egg-bearing females (and departing hatchlings) from encounters with boats. Viewing boats should use propeller guards to reduce injury to sea turtles.
- Guides should give tourists an orientation talk before the tour, including: site regulations; information about the turtles that nest at the site, the area and its biodiversity; correct conduct during the tour.
- Viewing groups should have a maximum tourist: guide ratio of twelve to one.
- Groups should only walk through the lower, moist zones of the beach to minimise interference with potential nesting in the dunes, and to reduce the risk of stepping on hatchlings.
- Customers should be advised to keep quiet and walk carefully, with awareness of their surroundings.
- Turtles should not be approached as they are arriving on the beach; they may be frightened and abandon their journey from the sea.
- A single set of tracks leading from the sea indicates a turtle nesting or intending to nest. Groups should advance with caution so they do not startle or disturb the turtle, and provoke it to abandon its intention to nest. If two sets of tracks are visible, the turtle has emerged and already returned to the sea. Guides should follow the track to the potential nest site and smooth the area gently with a palm frond to disguise it from poachers – if this is a problem in the area.
- Do not approach turtles on the beach before they begin laying eggs. The guide should approach carefully and alone, as the turtle first digs a deep hole in the sand. Once she is completely still during her egg-laying, the guide can authorise the group to approach with care.
- Groups should view egg-laying from behind the turtle, from a few metres away, while keeping quiet and crouching down so that the turtle is not disturbed.
- Turtles and hatchlings are sensitive to light. Only the guide should carry a torch, which should have a red filter and be used with caution to observe the nesting and emerging processes. All other lighting (especially camera flashes) should be prohibited.

- Groups should retreat from the turtle if she seems uncomfortable.
- Groups should avoid any movement that causes loose sand to fall into the nest hole.
- The turtle eggs (and hatchlings) should not be disturbed, moved, or manipulated unless essential and then only by a person authorised to do so.
- When the turtle has covered her nest with sand, she will return to the sea. Groups should stay out of the turtle's path and never touch her.

These additional best practice guidelines should apply to hatchlings.

- Hatchlings should be allowed to crawl to the sea and should not be handled, obstructed, or otherwise disturbed.
- Onlookers should stand behind (land-side of) the nest and away from the hatchlings' path. Guides should manage and organise groups to avoid someone inadvertently trampling on and/or killing a hatchling.
- Hatchlings orientate towards the subtle brightness of the ocean horizon and can be easily confused by lighting. Artificial beachfront lights should be turned off or shielded if they pose a risk. If this is not possible, onlookers should position themselves to shield the small turtles from the light, giving them a chance to locate the sea.
- Nest excavation may only take place after the hatchlings have emerged (this may take several nights). Only a guide who is trained and legally permitted should excavate a nest, and then only for the purpose of evaluating hatch success and releasing any remaining hatchlings. Standardised data should be collected and nest contents disposed of properly so as not to attract predators.

KEY POINTS

- All marine turtle species are classified as threatened and in need of conservation and protection. Viewing should be carefully managed to protect turtles' survival prospects.
- Nesting and hatching are the most accessible and the most vulnerable stages of the sea turtle lifecycle; a trained guide should lead any viewing activity.
- Turtle tours should be run by licensed operators and should not interfere with the turtles' natural behaviour. Tours should follow international best practice.
- When viewing hatchlings, suppliers should follow additional best practice guidelines.

For further information, the Wider Caribbean Sea Turtle Conservation Network (WIDECAST) has produced a technical report: Manual of Best practices for Safeguarding Sea Turtle Nesting Beaches. See Appendix 1: sources of further information.

Elephants

While tourism can benefit conservation of wild elephants, it can also have a negative impact. Tourist actions and the positioning of accommodation can disrupt or limit wild elephants' migration and natural environment and wildlife viewing activities can also put pressure on elephants.

Game drives through natural habitat

When managed responsibly, watching wild elephants in their natural habitat is the most elephant-friendly way to experience these amazing creatures. Not only does it avoid the potential for animal welfare issues that can arise in captive environments, but it also provides the spectator with an insight into the true lives of these complex animals and an accurate sense of their place in the natural world. However, when this type of tourism activity is not properly managed, it can harm the welfare of elephants. As with other species, general wildlife viewing etiquette should be followed, see Section 4 and 6, however when viewing elephants in the wild, the additional guidance below should be followed.

Although elephants often may not seem unduly disturbed by vehicles, even a single vehicle moving into their intended path can subtly divert them, change their natural behaviour and affect their daily movements. Adult males in musth (when sexually active) can be provoked to agitated and even aggressive responses, which may affect their mental state and behaviour long after tourists and guides have left. Family groups very often include young animals – of which the older members are very protective – and a vehicle moving too close to, or between group members can be distressing for them, provoke

an aggressive response and disturb their behaviour. For instance, disturbed animals may:

- Move away from important water or food sources
- Spend reduced time feeding and increased time walking
- Move into direct sunlight when they would normally remain in shade etc.

All of these can compromise the elephants' wellbeing.

Tourists, drivers and guides need to ensure: that they behave appropriately. Elephants have exceptionally good hearing and rely on it for much of their perception of their environment (having quite poor eyesight). Loud noises can therefore be confusing and unsettling. Everyone involved in the viewing experience should be as quiet as possible and talk calmly and quietly. Vehicle horns should never be used and engines should be used quietly at low revs. To ensure safety, it is also important that everyone stays in the vehicle at all times unless specifically authorised under the guidance of the responsible authorities.



Elephants live in family groups. Tours should not directly separate the group.

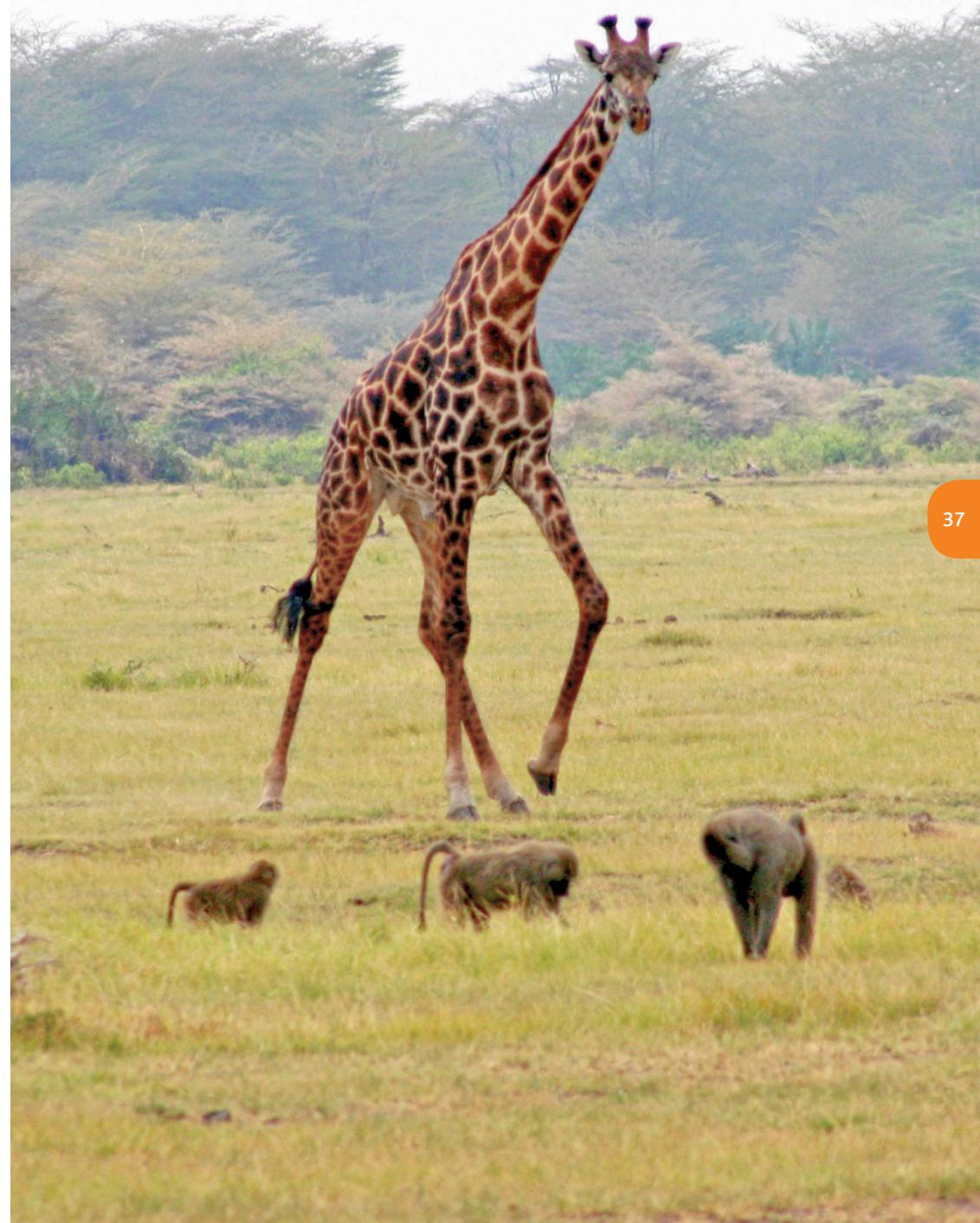
Indicators of bad practice

Wild elephants normally move about slowly and quietly. Trumpeting, crying and bellowing can be stress-related vocalisations and if heard, could be an indication that the animals are being disturbed and the vehicle should retreat slowly and carefully. Vehicles should not approach elephants too closely – 25 metres should be considered a safe minimum – although if elephants approach a vehicle, this is not a problem so long as everyone (humans and elephants) remains calm.

Best practice

Suppliers should ensure they comply with the rules and regulations of the National Park or area where the safari is taking place. In addition:

- All safari vehicles should be well maintained
- The wildlife guard/safari guide should give clear instructions to customers about appropriate behaviour e.g. talking quietly, avoiding sudden movement
- Customers should be clearly advised to stay inside the vehicle throughout the safari
- There should always be sufficient space between the vehicle and elephants before stopping (25 metres minimum)
- There should be no touching or feeding of wild elephants
- Vehicles should not be overloaded
- Speed limits should be respected at all times and slow drive speeds observed when in the vicinity of animals
- Vehicles should stick to established roads/tracks and off-road driving should be avoided unless expressly permitted in the park's rules
- Engine noise should be kept to a minimum in the presence of elephants
- Suppliers should educate customers about elephants and their conservation.



SECTION 8

Minimising tourism's indirect impacts on wildlife

Indirect impacts of tourism on wildlife and wildlife habitat (disturbing feeding and breeding patterns, for instance) are discussed in Section 2 of this manual, along with examples of how these impacts can occur. This section outlines in greater depth some of the challenges that can be associated with tourism infrastructure and within the tourism supply chain.

Wildlife tourism's support infrastructure and facilities, when uncontrolled, poorly designed or poorly regulated, can cause habitat loss or damage and can adversely affect wildlife behaviour. Poor practice by hotels and lodges operating in wildlife areas can also harm the very wildlife that is the selling point of their business.

As the curio trade in wildlife souvenirs grows, more wild plants, corals and shells are being collected. There is also growth in the often illegal capture and killing of wild animals for fur, feathers, skins, ivory, horn, teeth, claws, quills and eggs. However, banning or discouraging these curios may, in specific circumstances, affect local craftspeople and traders, many of whose livelihoods have traditionally depended on such trade; this could undermine local support for conservation. NGOs, governments and the tourism industry need to understand who is affected by discouraging such trade, and to work with them or local organisations to seek alternative livelihoods.

Key points to consider

- Wildlife tourism suppliers should demonstrate that they are aware of their environmental footprint, and the steps taken to keep it as small as possible.
- Tourism facilities and accommodation should be site-sensitive, not wasteful of local resources, or destructive to the environment in their design, build and maintenance. Facilities should provide ample opportunity for tourists to learn about the environment. Suppliers should work with protected area managers and/or NGOs on a strategy to monitor impacts whenever possible.
- Only native, sustainably-sourced plant species should be used when developing tourism infrastructure and landscaping sites. This will help maintain the environment in as natural a condition as possible and prevent potential damage to native species caused by introducing alien species.
- When grey water is filtered into watercourses, biodegradable soaps and shampoos should be supplied in tourist rooms.

- Suppliers should be aware of and comply with the carrying capacity or tourist number restrictions of a visited area.
- Employees should know and implement all aspects of company policy to reduce or prevent negative impacts on the environment.
- Suppliers should have a comprehensive rubbish collection and disposal system for their own and their customers' waste so that wildlife is not attracted to hotel/restaurant grounds. Bins should be animal-proof, open pits should not be used and waste bags should be provided on vehicles and boats.
- Tourists should be escorted to rooms at night if accommodation is situated in, or close to, areas with dangerous wildlife.
- Suppliers should actively discourage voluntary free contact between tourists and wildlife and have a strict no feeding policy; including within hotel grounds.
- Suppliers living next to wildlife areas should not feed, or hold captive any local wildlife for the benefit of tourists.

Guidelines for the curio trade

Suppliers should not sell curios using wildlife products and other threatened natural materials. They should actively discourage tourists from purchasing them elsewhere and educate them about the legal restrictions on the import and export of such products. Products include:

- Coral – soft and hard
- Shells – of any kind, marine or land
- Any kind of reef animal – starfish and seahorses are particularly popular
- Ivory
- Skins – anything made of animal skin (unless guaranteed to be legally and sustainably-sourced) e.g. belts, handbags, drums etc.

KEY POINTS

- If poorly designed or regulated, the infrastructure around wildlife viewing tourism can damage habitats and harm wildlife behaviour.
- Suppliers should minimise their environmental footprint
- Suppliers should not sell curios made of wildlife products and other threatened natural materials.
- To protect local livelihoods and conservation efforts, sensitivity is required in managing the curio trade.
- The tourism industry should work with local organisations to encourage alternative livelihoods.

- Hard woods – although it may not be illegal to export certain kinds of hard woods, the unregulated tourist craft industry is a factor in deforestation
- Bushmeat – fresh or dried
- Anything made using a part of a wild animal – quills, bones, claws, teeth, feathers, horn etc.
- Tortoiseshell (either a whole shell or made into other items)
- Traditional medicines containing wild animal products
- Good luck charms made from wild animal parts
- Live animals for pets (e.g. tortoises, baby monkeys, parrots, reptiles, turtles)
- Plant parts – seeds, flower heads, roots etc.

SECTION 9

Communicating responsible wildlife viewing to tourists

Effective communication of responsible wildlife viewing to staff and tourists alike is essential to increasing their awareness and engaging them in minimising the negative impacts of tourism on wildlife. It is essential that both travel providers' and suppliers' staff share the organisers' own business commitment to this.

Workshops, seminars, self-taught training modules and handbooks can communicate the topic. Suppliers can also build responsible wildlife viewing criteria into their standard practices.

The most important communication channel for engaging tourists is the wildlife guide's initial briefing and the guide leading by example. Therefore it is vital that customers are always accompanied by professionally trained, accredited and enthusiastic guides on wildlife viewing activities. Operators should give thought to helping guides to improve their communication skills and give them the training and support needed to intervene to prevent poor practices.

Suppliers can use responsible viewing guides to inform tourists about negative impacts and responsible ways to help. These guides can be made available in advance, electronically on travel provider and supplier websites, or distributed to tourists as printed leaflets. The messages can also be integrated into various

customer materials: brochures, in-flight or destination magazines, ticket wallets and welcome packs. Examples of similar guides are available on the Travel Foundation's website (see the Insider Guides on www.thetravelfoundation.org.uk). Guides should brief tourists and issue any codes of conduct before visiting protected areas.

Posters communicating responsible wildlife viewing etiquette are also effective in accommodation reception and bar areas, or within the viewing vehicles or boats. The Mara Conservancy in Kenya's Maasai Mara experienced a marked decrease in wildlife disturbance caused by irresponsible wildlife viewing practices when safari lodges in the area began displaying 'How to get the Most from Your Game Drive' posters (see opposite page) in prominent public places in the lodges.



How to get the Most from Your Game Drive

1. Explore

Switch off the radio and explore the park. Even on the busiest days of the year large parts of the park are empty of people yet full of wildlife.

2. Keep it real

Human activity interferes with an animal's behaviour, to see an animal behave naturally you must keep a good distance away. Any closer than 25 metres (roughly five vehicle lengths) will be harassment of the animal and you will face an on-the-spot fine.

3. Keep to a whisper

Wild animals will move away or freeze if they hear human voices. To watch animals continue with their normal herding, feeding and nursing activities, you must lower your voice.

4. Take a closer look

You are allowed to leave the track to get a closer to the Big Five. Take the straightest route from the track and stop 25 metres away from the animals. Always return the way you came, straight back to the track.

5. Take an even closer look

To get a better view use your binoculars. Never put your guide at risk of being fired by asking him to drive too close to an animal.

6. Sit and observe

If you keep to park rules, you can stay with animals as long as they are not disturbed by your presence. No more than five vehicles are allowed around wildlife sighting. When more than five, viewing time is reduced to 10 minutes. Take it in turns to view the sighting, waiting at a distance of 100 metres.

7. Have a picnic

You are allowed out of your vehicle at viewing points along the river and designated picnic sites. If with a professional guide, you may picnic under a tree – check for animals including the above branches for leopards. Stay within 25 metres of your vehicle.

8. Don't share your lunch

Wild animals become habituated if fed, causing them to abandon normal hunting and feeding behaviours. They can become aggressive and threatening towards humans which may lead to them being destroyed.

9. Enjoy the view

Welcome to one of the most beautiful places on earth keep it that way by taking all litter home with you, including cigarette butts. If safe to do so, please pick litter up that you see in the park.

10. Let sleeping lions lie

Respect the animals by not goading them into action by calling, clapping hands, banging on the side of the vehicle or slamming doors. If an animal shows avoidance tactics and tries to leave an area, never block its path nor follow its direction.

Vehicles can cause confusion and separate an animal from its young, always keep a good distance from young families, as well as dens, burrows and nests.

11. Leave the Park where it is

We want everyone to enjoy the wonders of the Mara. Please do not take any specimens home with you, bones, feathers, stones, plants and flowers must all stay where they are.

12. Keep your eye on the sun

The sun sets around 6:30pm, the same time as the park gates close for the night. If you are camping or staying in a lodge inside the park, be back by 7pm. Give yourself plenty of time – the speed limit in the park is 50mph.

Park rules are put in place both to protect the wildlife and the environment, and to also make sure that each person who visits the park can enjoy their stay. Please respect our rangers and work with them – we are all responsible in ensuring the protection of the Mara Triangle, and we ask you to speak out should you observe park rules being broken.

Please feel free to contact us at maratriangle@gmail.com and keep visiting the Mara Triangle daily by reading our blog

Customer-friendly advice on responsible primate viewing, such as the example below provided by primate expert Ian Redmond, has been communicated to great effect via magazines and websites.

RESPONSIBLE PRIMATE VIEWING



RESPECT THEIR HABITAT: Large numbers of tourists can impact on delicate eco-systems – follow the motto 'take only photographs and leave only footprints'.

DON'T GET TOO CLOSE: Like us, primates have a sense of personal space; gauge how they react to you as you approach, and stop when they look nervous. Usually this will be a safe distance for both parties.

DON'T PURSUE THEM: If they move away, wait a while before approaching again, otherwise they will get the impression you are chasing them.

USE A GUIDE: If there are official guides, or local people who can help guide you, hiring them improves your chances of seeing the primates and encourages the local community to value their primate neighbours even if they are a nuisance.

NEVER FEED PRIMATES: Human food, or eat in front of them. The next person carrying a bag like yours might be attacked because a wild primate learned it might contain food. If there is an organized system of feeding appropriate foods, you can judge whether you want to participate, but such places can have a negative impact on their health and behaviour if not well managed.

IT'S RUDE TO STARE: As in human society, a long, uninterrupted stare is intimidating and can be mistaken for a challenge. Look away and glance back if you catch their eye.

COUGHS AND SNEEZES CAN KILL: If you visit primates while sick – even with just a runny nose or diarrhoea, you risk killing them. Because they are close relatives, many diseases can be transmitted either way between humans and primates.

DON'T TRY TO PET THEM: You might think you are being friendly, but a primate might interpret your attempt to touch them as aggression and bite back. Even if you don't get bitten, you risk exposing yourself and your family to their viruses, bacteria and parasites.

ONE FINAL WARNING: don't stand directly beneath arboreal primates – if you do, you are effectively standing at the bottom of a long-drop toilet!

Appendices

Appendix 1: sources of further information

Category	Further info source	Description
Organisation & Associations	Scottish Natural Heritage	The Scottish Marine Wildlife Watching Code.
	Source: www.marinecode.org	
Organisation & Associations	Scottish Natural Heritage	Guide to Best practice for Watching Marine Wildlife.
	Source: www.marinecode.org	
Organisation & Associations	Mara Conservancy, Kenya	How to get the Most from your Game Drive.
	Source: www.maratriangle.org	
Organisation & Associations	Elephant Back Safaris	Management Principals and Work Ethic, Handlers Code of Conduct and Procedures Manual – Abu Camp, Botswana.
	Source: www.abucamp.com	
Organisation & Associations	Sri Lanka Tourism Development Authority	Guidelines Elephant Safari Tours Operation.
	Source: www.slttda.gov.lk/index.html	
Legislation & Conventions	The Churchill Northern Studies Centre	Viewing Polar Bears.
	Source: www.churchillscience.ca	
Legislation & Conventions	Equinox Wilderness Expeditions	Brown Bear Viewing Etiquette.
	Source: www.equinoxexpeditions.com	

Category	Further info source	Description
Legislation & Conventions	Wildlife Tourism Research	Best practice & Interpretation in Tourist/Wildlife Encounters: A Wild Dolphin Swim Tour Example.
	Source: www.crctourism.com.aue	
Legislation & Conventions	The Brooke	Welfare Implications of the use of working equines animals in the tourism industry.
	Source: www.thebrooke.org	
Legislation & Conventions	Primary Industry Standing Committee	Model Code of Practice for the Welfare of Animals, The Camel.
	Source: www.publish.csiro.au	
Legislation & Conventions	Tribal Voice Communications	Guide to Responsible Safari Guiding.
	Source: www.tribal-voice.co.uk	
Legislation & Conventions	World Wildlife Fund	The Responsible observation of nesting marine turtles.
	Source: www.wwf.org.uk	
Legislation & Conventions	Rodney Fox Shark Expeditions	Whale Shark Codes of Conduct: 1. Operator vessel Code; 2. Tourist interaction Code (Western Australia).
	Source: www.rodneyfox.com.au/index.php/selectedContent/1559242092	
Legislation & Conventions	Xxxxxx	Best practice Guidelines for Great Ape Tourism.
	Source: E.J. Macfie& E.A. Williamson, Occasional Paper of the IUCN Species Survival Commission No. 38, IUCN (2010).	
Organisation & Associations	US Office of Protected Resources, NOAA Fisheries	Responsible Marine Wildlife Viewing.
	Source: www.nmfs.noaa.gov/pr/education/viewing.htm	

Category	Further info source	Description
Legislation & Conventions	WIDECAS	Manual of Best practices for Safeguarding Sea Turtle Nesting Beaches.
	Source: www.widecast.org	
Legislation & Conventions	The Shark Trust	Basking Shark Code of Conduct.
	Source: www.sharktrust.org/en/basking_shark_project	
Legislation & Conventions	Xxxxxx	Be Whale Wise Marine Wildlife Guidelines for Boaters, Paddlers and Viewers.
	Source: www.wildwhales.org/watching-whales/whale-watching-guidelines	
Organisation & Associations	Planet Whale Ltd	2012 Report on Responsible Whale Watching: The commercial advantages of a sustainable approach. Rachel McCaffery & Dylan Walker (Eds.)
	Source: www.planetwhale.com	
Legislation & Conventions	UNEP, CMS and TUI	Wildlife Watching and tourism: a study on the benefits and risks of a fast growing tourism activity and its impacts on species.
	Source: www.unep.org	
Organisation & Associations	SPAN	Survey of holiday makers and animal welfare concerns.
	Source: cdn.yougov.com/cumulus_uploads/document/n9rzwo071/YG-Archives-Spana-Holidaying-070812.pdf	
Legislation & Conventions	The Travel Foundation	Whale shark tours training manual.
	Source: www.thetravelfoundation.org.uk/green_business_tools/whale_sharks	
Organisation & Associations	Barbados Sea Turtles	Best practice manual for sea turtles.
	Source: www.barbadosseaturtles.org/documents/manual.of.best.practices.safeguarding.nesting.beaches.pdf	

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Acknowledgements

Key contributors

ABTA would like to acknowledge and extend its sincere gratitude to the following key contributors to these guidance manuals.

Daniel Turner – Born Free Foundation

Nancy Brock – Thomas Cook

Will Travers – Born Free Foundation

Mirieme Hill – Virgin Holidays

Shelley Waterland – Species Survival Network

Shena Howie – Cosmos Holidays / Monarch Travel Group

Dr. Cheryl Mvula – Tribal Voice Communications

Sean Owens – TUI UK and Ireland

Afzaal Mauthoor – Destination Creators Ltd

Consultees

ABTA would also like to extend its gratitude to the following people who were consulted in the creation of these guidance manuals, and whose input has proved invaluable in achieving their creation. The following people have contributed to one or more of the manuals.

John Roberts, Director of Elephant and Conservation Activities, Anantara Golden Triangle and Golden Triangle Elephant Foundation

Elise Allart, Manager, Sustainable Tourism, TUI Netherlands

David Hancock BSc, BArch., Consultant

Stefanie Boomsma, Sustainable Tourism Coordinator, TUI Netherlands

John Denerley, Director, Galloway Wildlife Conservation Trust.

Jonathan Chell, Marketing Manager, Elephant Hills Luxury Tented Camp

Manny Mvula MSc. Senior Consultant, Tribal Voice Communications.

Kimberley Wells MSc, Senior Welfare Advisor, The Brooke.

Dr Deepani Jayantha, BVSc, DESMAN G-Cert. Country Representative, Sri Lanka, Born Free Foundation

Kisor Chaudhuri, Independent Expert, Government Advisor (India) and Fellow of Royal Geographical Society.

Dr Sonya Hill, M.Phil., Ph.D. Applied Ethologist

Sabrina Cambiaso, Director, Dominican Republic Tourism Board.

Nick Marx, MSc. Director, Wildlife Rescue and Care Programmes, Wildlife Alliance.

Manuel Diaz Cebrian, European Regional Director, Mexican Tourism Board.

Amanda Mayhew, Manager Ecotourism and International Trade Policy, Humane Society International.

Andrew Greenwood MA, VetMB, DipECZM, CBiol FSB FRCVS, Partner, International Zoo Veterinary Group

Chris Lee, Trade Marketing Manager, Tourism Authority of Thailand

Philip Mansbridge, Chief Executive Officer, Care for the Wild International.

Jonathan Vaughan, BSc, MSc, IEEM. General Manager, Lilongwe Wildlife Centre.

Manoj Gautam, Executive Director, Jane Goodall Institute Nepal.

Peter Fricker, Projects and Communications Director, Vancouver Humane Society.

Dr. Brij Kishor Gupta, Evaluation & Monitoring Officer and Member, Expert Group on Zoo Designing Central Zoo Authority, Ministry of Environment & Forests, India

Laura Higham, BVM&S, MRCVS. Veterinary Programme Advisor, SPANA

Dr. Stuart Semple, Reader in Evolutionary Anthropology, Institute of Primate Tourism Research, University of Roehampton

Alan Knight OBE, Chief Executive, International Animal Rescue

Kedar Gore, Director, The Corbett Foundation

Kathy Gill, Strategy Director, Biosphere Expeditions

Cathy Williamson, Captivity Programme Manager, Whale and Dolphin Conservation (WDC)

Professor Claudio Sillero, Bill Travers Fellow for Wildlife Conservation, WildCRU, Zoology, University of Oxford

Nancy L. Gibson, Founder / Chief Executive, Love Wildlife Foundation

Dr Jamie Lorimer, University Lecturer, School of Geography and the Environment, University of Oxford

Dr Susanna Curtin, Senior Lecturer, Researcher in Eco/Wildlife Tourism, School of Tourism, Bournemouth University, UK

Kisor Chaudhuri FRGS, Wildlife Management Consultant, Haridwar, Uttarakhand, India

Mr Marc Ancrenaz, Co Director, The Orangutan Project

Cynthia Moss, Director, African elephant specialist, Amboseli Trust for Elephants

The following whale and dolphin watch operators representing the 2013 Responsible Whale Watch Partnership, kindly gave their comments and feedback on all guidelines relating to whale and dolphin watching:

John Rumney, Eye to Eye Marine Encounters (Australia)

Amber Crane, ROW Sea Kayak Adventures (USA)

Keith Leeves, AK Wildlife Cruises (United Kingdom)

Ruben Rodrigues, Azores Whale Watching Futurismo (Azores, Portugal)

Tori Cullins, Wildside Specialty Tours, (Hawaii, USA)

Cynde McInnis, Cape Ann Whale Watch (USA)

Nic Slocum, Whale Watch West Cork (Ireland)

Peter Wilcox, Whale Watch Cabo (Mexico)

Angie Gullan, Dolphin Encountours (Mozambique)

Anne Gordon de Barrigón, Whale Watching Panama (Panama)

Duncan Jones, Marine Discovery Penzance (United Kingdom)

Gene Flipse, Conscious Breath Adventures (Dominican Republic)

Tony Watkins, Dolphin Adventure (Gibraltar)

Allan Bowe, Whale Watch Vava'u (Tonga)

María Björk Gunnarsdóttir, Elding Whale Watching (Iceland)

Dylan Walker, Planet Whale

Carla Costa, Cape Cruiser (Portugal)

Project management team

Daniel Turner – Born Free Foundation

Simon Pickup – ABTA

Shelly Beresford – ABTA

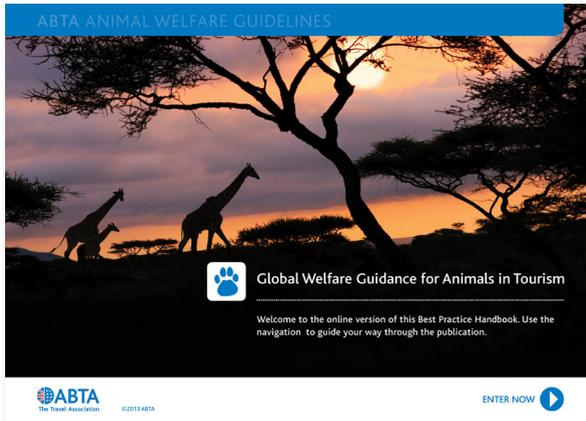
Statement from the Born Free Foundation

Each year, the Born Free Foundation receives thousands of calls from members of the public concerned by the suffering of animals that they witness whilst travelling. Born Free investigates these concerns and, as part of our follow-up procedures, contacts governments calling on them to draw up, improve and enforce animal welfare legislation. We also work with the travel industry which is ideally placed to influence the current situation and bring about positive change. Our extensive expertise in the science of animal welfare and wildlife conservation ensures Born Free can provide accurate and reliable information which can be used to tackle many of the negative and harmful practices that impact on the welfare of both captive wild animals and their free-living counterparts, as well as the habitats they depend upon. The Born Free Foundation is delighted that our experience has contributed to a landmark decision by ABTA to produce its ground-breaking *Global Welfare Guidance for Animals in Tourism* and six supporting guidance manuals which represent a significant step towards improving animal welfare standards of attractions associated with and supported by the tourism industry.

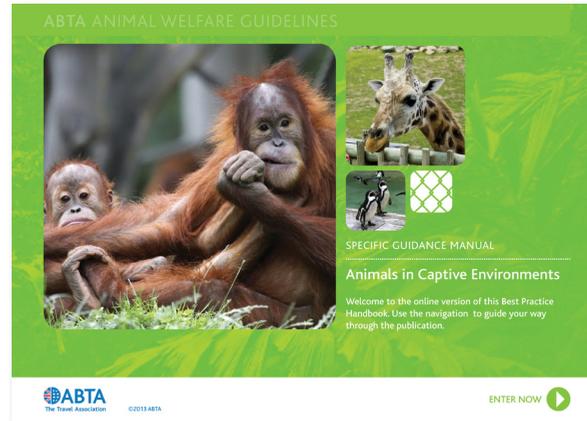
Appendix 2: photo captions and credits

Page	Caption	Credit
	Impalas in the wild	Michael Vickers
6	Encroachment can cause animals distress.	Tribal Voice Communications
7	Responsible and respectful wildlife viewing often ensures a better customer experience.	D Turner
8	Ivory-based souvenirs are often a driver behind the poaching of wild animals.	LAGA
9	Irresponsible wildlife viewing – rhinos in Kenya	Born Free Foundation
12	An example of responsible wildlife viewing	D Turner
13	Professionally trained staff should accompany tourists on walking tours	Tribal Voice Communications
14	Marine animals should determine how close they want to be to tourist boats.	Sam Beebe
15	Balloon pilots should avoid flying too low or too close to wildlife	Stock image library
16	Riding elephants bareback or using a padded mat is preferable to a metal seat or howdah.	Alex Ch
20	Structures built to facilitate wildlife viewing should ensure minimal impact.	Vytautas Serys
21	Suppliers should enforce a viewing protocol to ensure the health and safety of tourists and the welfare of wildlife.	Stock image library
22	Swimmers should not chase retreating animals, initiate direct physical contact or get too close to wildlife.	Mads Boedker
23	Responsible whale watching	D Turner
25	When viewing wildlife no litter should be left behind.	Abir Anwar
28	When viewing marine mammals, tourists should never jump or dive off boats	D Turner
29	Cage shark viewing is an increasingly popular tourist activity.	Stock image library
31	Stingray viewing is a popular tourist activity	Stock image library
32	All marine turtles are classified as threatened.	Stock image library
35	Elephants live in family groups. Tours should not directly separate the group.	Born Free Foundation
37	Giraffes and baboons in the wild	Born Free Foundation

ABTA ANIMAL WELFARE GUIDELINES



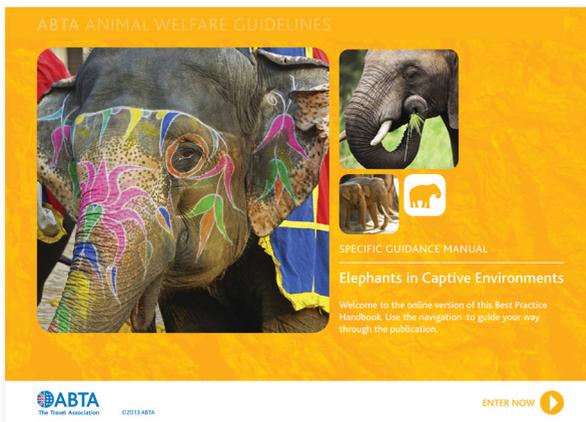
Global Welfare Guidance for Animals in Tourism



Animals in Captive Environments



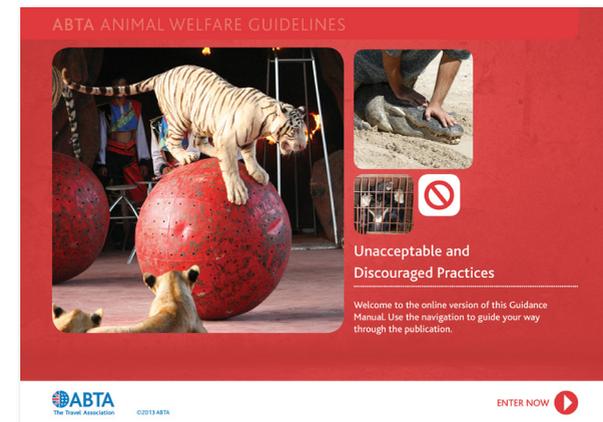
Dolphins in Captive Environments



Elephants in Captive Environments



Working Animals



Unacceptable and Discouraged Practices

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