

# **Toward responsible and sustainable whale watching activities : Martinique's approach**

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# Background

In Martinique :  
23 observed species of cetaceans,  
deep see habitat next to the west coast,  
resident populations,

→ observations with  
high rate of success



# Background

Commercial whale watching activity started in 2003.  
Ten years later, 12 local operators propose boat tours including WW...

→ High pressure on local pantropical spotted dolphins,  
harassment and conflicts between operators and pleasure boats



# Regulations

Decree of the 1st of July 2011: intentionally disturbing , chasing or harassing animals are prohibited

Agoa sanctuary : a framework for protection and conservation measures for marine mammals

→ Adressing the whale watching issue in Martinique has become a priority

# What is the best strategy ?

Implementation of a code of conducts but...

accompagnied by a regulatory barrier.

*voluntary process, labelling, public outreach, repression possibility*

carrot and stick method for commercial operators

# Adopted strategy

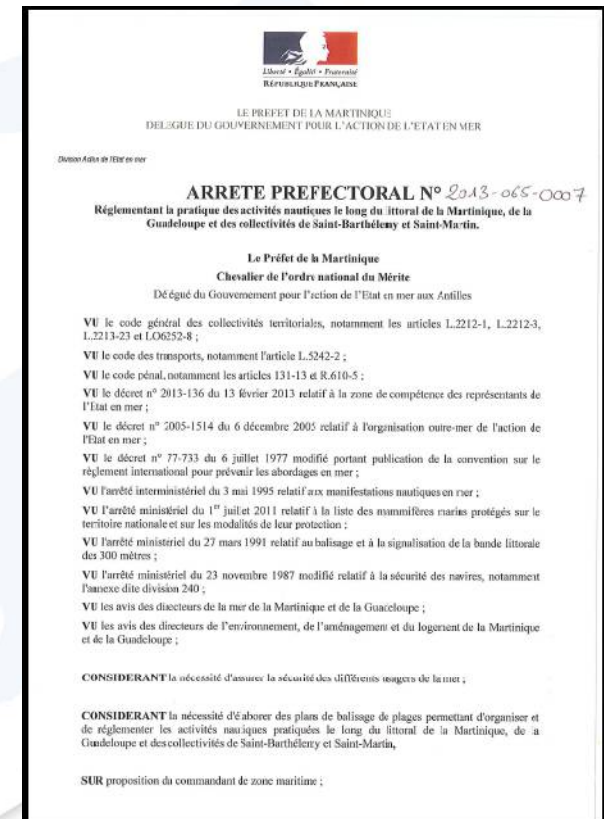
0 – Consult commercial operators, evaluate their involvement.

First meeting of all operators in Martinique  
in February 2013

# Adopted strategy

1 - Include an article about whalewatching in a new local decree about nautical traffic

Minimal rules edicted to avoid harassment, prosecution if not respected







# Adopted strategy

## 2 – Official signature of the Code of conduct and media coverage



# Adopted strategy

## 3 – Labelling

Visual identification

Commercial use

Year limited



# Adopted strategy

## 4 – Public outreach (especially sailors)



wide dissemination



POCHETTE 3 VOLETS

# Adopted strategy

## 5 – Evaluation

population of pantropical spotted dolphins study

state control on site

self regulation

Operators rating through anonymous customers

Feed back from la Réunion's approach

Mayotte interested...