



The Ultimate Diving Collection

Responsible Tourism:
What is the Worldwide Group doing about it?

Prepared by *Dive Worldwide Ltd*

December 2007



Long Barn South
Sutton Manor Farm
Bishops Sutton, Alresford
Hampshire
SO24 0AA
United Kingdom

T: +44 (0)1962 737639 F: +44 (0)1962 737649
sales@diveworldwide.com www.diveworldwide.com

A BRIEF INTRODUCTION TO DIVE WORLDWIDE & THE WORLDWIDE GROUP

Wildlife Worldwide is a small specialist travel organisation that began in 1992. Since its early days it has matured into a highly regarded company with specific divisions each handling its own specialist products...

Wildlife Worldwide
Walks Worldwide
Dive Worldwide
Equine Adventures
Schools Worldwide
Families Worldwide
Go2Tanzania

All of these are based at our new country location in the heart of Hampshire with the exception of Walks Worldwide, run by Mike Wynne, and Go2Tanzania, run by Chris MacDougall, which have an office and shop-front in Ingleton on the edge of the Yorkshire Dales National Park, and Schools Worldwide which is run by Nick Joynes from London. Each division forms part of the Worldwide Group and all divisions uphold the same Responsible Tourism ethos and carry out similar Responsible Tourism practices. (Please see the specific sections relating to each division for more information).

Dive Worldwide was established in 2002 by the managing director, with a passion for the South Pacific Islands and Africa. Our team has now grown and we have over 20 years experience tailor-making holidays.

Over time our products have evolved to include a highly successful (annual) Festival of Wildlife, which attracts such 'names' as David Shepherd OBE, Jonathan and Angie Scott, John Craven, Jonathan Truss, Mark Carwardine and many others as participants. Also, through our Walks Worldwide department a highly developed families programme has evolved into Families Worldwide with its own brochure and exciting holidays. More recently we have teamed up with two exceptional computer programmers to create YouDive.com, a specialist self-contained web-based diving operation which will run alongside Dive Worldwide.

We are featured almost weekly in the national newspapers and in monthly magazines, we rank highly on all of the major internet search engines and we have a good and loyal network of journalists who enjoy our products.

RESPONSIBLE TOURISM

WHAT IS THE WORLDWIDE GROUP DOING ABOUT IT?

1. Office Environment and the Worldwide Group team

Recycling

- The vast majority of our paper in the offices is from recycled source and being recycled - on a week-by-week basis. We also recycle bottles and cans.
- We use a compost bin for all compostable waste.
- All printer cartridges are recycled.
- Reusing paper in house as scrap paper
- When recently installing a new telephone system in the office, we ensured that old handsets were made good use of by passing them onto other companies.
- In the past, (and indeed up to the present day) we have made every possible effort to recycle unwanted office equipment and furniture, for example old chairs have been taken to charity shops rather than being dumped at the local refuse site. Old tables have been utilised by our Families Worldwide division rather than purchasing new ones.
- We are careful to try and use environmentally responsible suppliers in the UK as well as abroad.

Office space

- As a company, we are careful to limit the amount of power we consume:
 - Computers are powered down when not in use
 - Lighting is turned off in rooms when not in use
 - Heating is limited to usage only when required
 - Energy saving light bulbs are used where possible
- When new office furniture is purchased, we are keen to source this from sustainable sources.

Brochure

- We have introduced a digital online brochure. This means clients can view our brochure without having to increase their carbon footprint.
- We have kept our brochure production levels constant over the last three year.

Team Awareness

- All the team at Dive Worldwide is dedicated to trying to uphold the company's responsible tourism ethics.
- Many of the team regularly walk or cycle into work each day.
- Members regularly bring their own lunch into work, negating the need to travel into the nearest town at lunchtimes.

2. Dive Worldwide Trips

Pre-tour Information and Final Documentation

- A certain amount of written documentation accompanies each holiday booking taken by Dive Worldwide. Where possible, e-mail communication is preferable. However, where printed documentation is required we try to ensure that this is concise and informative.
- All pre-tour documentation relating to each specific destination is as informative as possible regarding local customs, religions, communities etc. We try to ensure that our customers will be helping to benefit the local communities by their trips.
- Each Dive Worldwide booking made offers customers the chance to offset their trip carbon footprint by donating to Climate Care (see www.climatecare.org). Climate Care has a tree planting program, as well as other initiatives to offset carbon emissions.

Local operators

- In all areas we favour, and in most areas we use dive centres, liveaboards, ground agents, camps and lodges that are environmentally sympathetic in the way that we are.
- We find many divers are, by their very nature, environmentally conscious and the same can be said therefore for dive centres. The marine eco system is very fragile and we are all aware of this and as divers often see this first hand.
- Almost all of the dive centres we work with make use of local guides and are actively employed in the training and development of local staff.
- We work with the Shark Research Institute on the Kairos liveaboard in Tanzania. This research body was founded on 1991, focusing on research and conservation of sharks in the world. On board customers are given the opportunity to be actively involved in the research. They can collect data and snorkel with whale sharks.
- Most of our dive centres are PADI Dive Centres and so are affiliated with Project Aware. This is a non profit organization. They focus on conserving underwater environments through education, advocacy and action. Divers can make a donation to Project Aware each time they are certified on a new course.
- Clean up day takes place yearly in September and all divers are encouraged to head to their local waters and clear out rubbish, debris and anything else that shouldn't be underwater. They also organise Coralwatch and Dive For the Earth Day.
- Throughout Africa the lodges we work with favour solar power over generators, and don't employ damaging detergents that can contaminate local water sources. Many of the lodges that we work with actually remove ALL waste products from the parks and reserves and dispose of them in environmentally sound situations away from wilderness areas. One company even has a policy in certain areas of building its lodges on stilts in order to reduce the 'footprint impact' of the lodge on the ground.
- We work with Wakatobi Resort, Indonesia who has recognized the need for a sustainable marine resource protection in the area. The *Collaborative Reef Conservation Program* was designed to motivate the people living within the Wakatobi region to realize the intrinsic value of the reefs and to inspire the villages to take an active role in protecting the marine ecosystem. The program achieves this by providing an economic alternative to fishing and creates real incentives that help protect and manage the reefs. Cooperation between local fishermen and visiting divers is promoted by generating an income from tourism that is channelled directly back into the

community.

- A considerable number of the hotels, lodges and camps that we work with around the world have their own environmental programmes, including specific projects for the protection of certain species e.g. (turtles and zebra in South Africa, etc).
- In Pacific Harbour Fiji, a marine park has been established. Here customers are taken on shark dives and prior to this, they are asked to contribute FJ\$10.00 (about £3.50) to the local village. In doing this, the locals are reminded that sharks and fish have a value alive rather than to continue fishing.
- Aqua-Trek's Beqa Shark Dive has recently won an International Award. Skål International of Spain announced the winners for the 6th Annual Skål International Ecotourism Awards during the 68th Skål World Congress in Antalya, Turkey. Tourism businesses from all over the world applied for these prestigious Awards, which represent the highest honours for best practice in travel and tourism.
- Turneffe Flats, Belize is a member of 1% for the Planet. It donates 1% of all revenues to environmental efforts, primarily to Belize. They have also formed a non-profit organisation, Friends of Turneffe Atoll which is dedicated to education and research related to the Turneffe Atoll.
- A number of the lodges we work with are co-owned by local residents who benefit directly from the visiting tourists.
- Buccaneer Diving has been involved in many environmental projects. These include amongst others, free training courses for members of the Kenya Wildlife Service, regular beach clean ups and the creation of East Africa's largest artificial reef the MV Dania. Buccaneer Diving also employs a full time marine biologist, Sander den Haring
- Rising Sun dive centre (part of Breezes Beach Club & Spa, Zanzibar) work in conjunction with Seasense (www.seasense.org) to protect turtles in the area. The methods include Buying the turtles from the local fishermen if they catch them in the nets, relocating nests if the original location is bad., providing security for the nests and helping the hatchlings to the water and protecting them, The longer term project is to be able to tag them in future

3. Conservation

Shark Trust

- Sharks in particular have and still are being persecuted though much of the world and it is for these reasons that Dive Worldwide actively supports the Shark Trust.
- The Shark Trust was set up 10 years ago to further the conservation of shark species and promote education and awareness of the plight of sharks today. The Trust has actively campaigned at UK and EU government level as and collaborates with conservation, education and awareness projects around the world, engaging the public through outreach and recording.
- Dive Worldwide has given them a full page advert free of charge in our 146 page brochure in order to attract subscriptions and donations to the Shark Trust.
- We have also supported them by sponsoring the production of 50,000 flyers which have been distributed in shows and aquariums nationwide to promote the Shark Trust. This has come at significant cost to Dive Worldwide.

Other Conservation Fund Raising

Dive Worldwide is organising promotional evenings at our barn offices in Hampshire for 2008. As we had recently moved as a company to Hampshire, these evenings will provide us the opportunity of opening our doors to the local community for evenings of presentations, drinks and canapés. Currently we have support from Simon Rogerson, who is the patron of the Shark Trust and Andy Lange, a successful photographer and videographer. At each event customers are given the opportunity to donate an entrance fee to the Shark Trust.

We are continuing to develop other ideas for working with and helping raise funds for different conservation groups.

4. Code of conduct

We endeavour to use only diving operators who are environmentally responsible.

Our code of conduct is on our website:

Dive carefully

Be aware of your body and equipment placement when diving

Keep your diving skills sharp with continuing education

Consider your affect on aquatic life

Resist the urge to collect souvenirs

If you hunt or gather game, obey all fish and game laws

Report environmental disturbances or destruction of dive sites

Be a role model for other divers in diving and non diving interactions with the environment

Get involved in local environmental activities and issues.