

# WHALE WATCHING

## ACTIVITY TO BE DONE IN GROUPS

### RESEARCH - DISCUSS - COLLATE - PRESENT

Whale Watching Companies can be found all over the world. These companies have proven that it is far more lucrative to watch these beautiful marine mammals in their natural environment than it is to hunt them.

#### In groups work on the following activities:

Using the internet find as many Whale Watching companies as you can. Mark on a world map where they are found.

Make your own whale watching company, include:

- Which species of whale(s) will you be able to view on your tours. List some key info on those species.
- Design your own logo & brochure outlining what your tour has to offer.
- How much will your tour cost? Will any of this be going back into research / conservation projects?
- What kind of conservation message will you have available for educating your customers? How will this be made available?

As a group discuss whale watching as a business.

- How does your business help marine life?
- Could what you do harm marine life?
- What measures will you put into place within your company to help the whales rather than bring them harm?
- How are you going to build environmental and cultural awareness in to your tours?

There are 3 things you should be aiming for with your business

- **Experience of Choice**
  - There are many activities for tourists to choose from when they come to NZ; your aim is that they choose to experience what you have to offer.
- **Destination of Choice**
  - Whale Watch tours can be taken in many places around the world, think about how you are going to convince people to come here when they could do this closer to home.
- **Company of Choice**
  - Competition is a common, with other businesses to choose from how are you going to convince the customer to walk through your door? How will you stand out from your competitors?

There are many other factors to be taken into consideration when starting up your business, such as:

- What type of vessel you will be using?
- What is your environmental footprint? How will you offset this?
- The building you will be working out of. Is it visitor friendly? What type of signage you will have? Will you have a retail space? Etc...
- How are you going to monitor your:
  - Energy efficiency
  - Waste Management
  - Water Usage
  - Recycling
  - Customer reviews

Present your Whale Watching company to the other groups. Have a whale of a time!