



**MEDIA RELEASE**

**05 May 2009**

---

### **Conservation of Great White Sharks through Responsible Tourism and Research**

**FTTSA certifies White Shark Projects. This latest accomplishment brings the number of FTTSA-certified businesses to 48.**

**White Shark Projects**, winner of the 2008 Imvelo Responsible Tourism Award in the Waste Management category, is owned and managed by three South African women. Based in Kleinbaai in the Western Cape, this world-leading tourism product focuses on the conservation of Great White Sharks through responsible tourism and research.

**White Shark Projects** is strongly committed to community development and upliftment. Staff members are all recruited from the local area, while local scholars benefit from ongoing tourism and environmental awareness programmes that promote a culture of responsibility for marine biodiversity and the environment.

The ***White Shark Recycle Swop-Shop*** is an initiative by **White Shark Projects** in Maskehane, Gansbaai. The Swop-Shop is a recycling project encouraging local children to collect recyclable waste such as bottles, tins and plastics in the community, at school or in their homes. They swap bags of waste at the Swop Shop in return for points that can be “spent” on much needed items like school stationery or clothes.

In addition, **White Shark Projects** works closely with the South Africa Shark Conservancy, financing various out-reaches as well as providing funds for the day to day running of the conservancy. **White Shark Projects** has implemented a dorsal fin tracking programme

whereby individual pictures of the dorsal fins of Great Whites are taken and fed into a database. By 2011 they will have significant data on this species, which will aid in identifying and conserving Great White Sharks in the Gansbaai area.

*“Because Fair & Responsible practises are what we build our business on, we wanted our commitment to be underwritten by a credible third party. We have learned a tremendous amount out of the FTTSA assessment process, and now that we are certified we will be better able to maintain the standards we’ve set.”*

**-- Charmaine Beukes, Sales and Marketing Manager, White Shark Projects**

According to FTTSA's Executive Director, Jennifer Seif, FTTSA's certification of **White Shark Projects** underscores the value of third-party assessment to tourism businesses in South Africa: *“The shark cage diving sector is characterised by some controversial behaviours, and operators like White Shark Projects benefit by being able to differentiate themselves from the rest of the pack. Tourists in turn should seek out FTTSA-certified operators as a way of ensuring that their encounter with the Great White Shark is managed in an ethical and socially responsible manner.”*

\*\*\*\*\*

FTTSA certification is an independent endorsement of fair and responsible tourism practice in South Africa. It is based on adherence to specific criteria including fair wages and working conditions, fair distribution of benefits, ethical business practice, and respect for human rights, culture and the environment. Certification is offered on a voluntary basis to providers of tourist accommodation, activities and attractions.

**E N D S**

---

Contacts:

1. Charmaine Beukes: Sales and Marketing Manager: White Shark Projects  
Tel: +27 28 384 1774  
Email: [charmaine@whitesharkprojects.co.za](mailto:charmaine@whitesharkprojects.co.za) , Web: [www.whitesharkprojects.co.za](http://www.whitesharkprojects.co.za)
2. Lolla Meyer: Marketing Manager: Fair Trade in Tourism South Africa (FTTSA)  
Tel: +27 12 342 2945  
Email: [lolla@fairtourismsa.org.za](mailto:lolla@fairtourismsa.org.za) , Web: [www.fairtourismsa.org.za](http://www.fairtourismsa.org.za)

Since October 2003, FTSA has certified the following tourism businesses:

- |  |  |
|--|--|
| 1. AWOL Tours: Masiphumelele Bicycle Tour      | 27. Mercure Hotel Midrand                        |
| 2. Bartholomeus Klip Farmhouse                 | 28. Mercure Hotel Nelspruit                      |
| 3. Bulungula Lodge                             | 29. Mercure Hotel Randburg                       |
| 4. Calabash Tours: Real City Tour              | 30. Moratiwa Tours: Soweto Fair Tourism Tour     |
| 5. Calabash Tours: Shebeen Tour                | 31. Motswari Private Game Reserve                |
| 6. Cape Grace                                  | 32. Ocean Blue Adventures                        |
| 7. Coffee Shack Backpackers                    | 33. Phumulani Lodge                              |
| 8. Daddy Long Legs Art Hotel                   | 34. Reed Valley Inn & Bush Lodge                 |
| 9. De Zalze Golf Course                        | 35. Royal Madikwe Luxury Safari Residence        |
| 10. Djuma Game Reserve                         | 36. Sabi Sabi Private Game Reserve               |
| 11. Dyer Island Cruise                         | 37. Safari Lodge, Amakhala Game Reserve          |
| 12. farm 215 nature retreat & fynbos reserve   | 38. Shiluvani Lakeside Lodge                     |
| 13. Grootbos Private Nature Reserve            | 39. Singita Kruger National Park                 |
| 14. Hog Hollow Country Lodge                   | 40. Singita Sabi Sands                           |
| 15. Imvubu Nature Tours                        | 41. Soekershof Private Mazes & Botanical Gardens |
| 16. Jan Harmgat Guest House                    | 42. Spier  |
| 17. !Khwatla San Culture and Education Centre  | 43. Stormsriver Adventures                       |
| 18. Klippe Rivier Country House                | 44. The Backpack                                 |
| 19. Lebo's Soweto Backpackers and Bicycle Tour | 45. Tswalu Kalahari                              |
| 20. Leeuwenbosch Country House                 | 46. Umlani Bushcamp                              |
| 21. Leshiba Wilderness                         | 47. White Shark Projects                         |
| 22. Madi a Thavha Mountain Farm Lodge          | 48. Woodbury Lodge                               |
| 23. Marine Dynamics                            |  |
| 24. Masakala Guest House                       |  |
| 25. Mehlooding Adventure Trail                 |  |
| 26. Mercure Hotel Bedfordview                  |  |