



Press release

Sustainable Tourism at the Street of Gibraltar

Whale Watch Tarifa 2011

Tarifa, 8 March 2011

We have started the season 2011 of the whale and dolphin watching at the Street of Gibraltar with major projects.

We have already announced before the opening of the vocational school "Escuela Taller Estrecho de Gibraltar" at which 24 young persons from Tarifa are doing a 2-year traineeship to become monitors for the observation of the cetaceans and dolphins and the exploration of the nature. The school was founded to help the town of Tarifa and the employment agency of Andalusia as the school is an investment in the future for the local development and the creation of jobs.

In this summer 4 teenagers are going to do an internship at Whale Watch Tarifa as part of their training module "cetaceans watching". They will help us with the realization of different projects and also take part of the supervision of our tours.

The tourism plays a big role in Tarifa and it is visited by many people from all over the world for many years. Tarifa offers different multidisciplinary projects which are related to nature, sports and culture and it is also committed to a sustainable development. Many foreigners and people from Tarifa and Andalusia have shaped an international brand: TARIFA, which has become a synonym for wind surfing, kite surfing, whale watching, bird watching, riding, diving etc. So Tarifa stands for a wide array of wind sports, whale and bird watching, horses, beaches, ships, diving, wind, nice temperatures ... nature in its unchanged condition and an unbelievable beautiful landscape – which the people from the 21st century like.

In the centre of that, Whale Watch teaches you that the whales and dolphins are living

with us. We see them everyday at the Street of Gibraltar where they are well. Our work includes showing the visitors of Tarifa seven different species of cetaceans: common and striped dolphins, bottlenose dolphins, pilot whales, orcas, sperm whales and fin whales – sea dwellers which defend their living space, communicate with other species, catch fish up to 950 m deep and start families – just as we humans do.

The whale and dolphin interpretation centre, which is a product of the cooperation between companies, organisations, corporations and public authorities, will be completed soon. In the future we will be able to complete and amend our work about the observation and the protection of the whales and dolphins and it will be possible to exchange information.



The realization of the congress of the European Cetacean Society (ECS) in Cádiz from 19 to 24 March 2011 will be a hit and an extremely important event for students and researchers to study the different characteristics of the different species that are living here in the Street of Gibraltar and are reproducing themselves. During the congress we will hold excursions to the sea to see the whales, dolphins and orcas that are staying just one sea mile from our beaches and mountains away. It is a true paradise here!

Since 1996 there have been in particular a lot of universities with who we concluded internship agreements. From Navarra, with who we did the first agreement, to Salamanca, Madrid, Cádiz, the Van Hall Institute in the Netherlands... but also with educational centres for biology, environment, veterinary medicine as well as different companies that are working with us. The theory and practise should be closely related to each other while we study the whales and dolphins in their natural habitat. For that reason a lot of biologists, economists, tourism associations and other companies are very interested in the work of Whale Watch Tarifa. Mainly through the cooperation with the universities it was possible to educate interested young persons – and some of them have nowadays already their own projects regarding to the observation of whales and dolphins in different companies and associations.

Our contribution to the certification process of the "European Charta for Sustainable Development" in the fields of the development of the "cork oak" and of the area of "La Janda" has allowed us to participate at the programme "Introduction of the European Charta for sustainable development" in the near future where 25 key personalities will join together to advance the development of initiatives for the sustainability in the cork oaks and the nature parks of the Street of Gibraltar.



In the last days there was news about the project of the development of the harbour in Tarifa. We have continually announced at different platforms that we are against

intensive construction work, especially regarding the extension of the harbour as that could threaten the cohabit with the cetaceans. Also because we want a model for Tarifa which establishes a fair balance between the socio-economic development – connected with the knowledge and the research – and the respect towards the nature as the nature is our most important heritage.

The times of megalomania are over. Now it is time for productive, intelligent and rentable innovations that are sustainable and based on our knowledge. We are glad that nowadays first it is thought about everything carefully – that shows that the aggressions of the nature from the last years have lead to an effect.

To invest into the future means a coordination between public and private organisations regarding the promotion of sustainable tourism, where the fight of interests must turn into a pact of sustainability which we all need.

The relationships between Morocco-Spain and Gibraltar-Spain are becoming more and more important. Particularly the area of "Campo de Gibraltar" is playing a big role for the cross-border relations and it requires that all private and public parties concerned are committed to preserve the essential dynamic of this paradise between the seas.

The whales and dolphins which live with us are a part of our natural heritage. For that reason we must invest in a sustainable future of Andalusia and the rest of the world. They are a part of our natural heritage!!

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