



School of Business,
Economics and Law
GÖTEBORG UNIVERSITY

**Graduate Business School
Tourism & Hospitality Management Programme
The School of Economics and Commercial Law, Göteborg University**

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Match Point: Watching versus Catching
*The Influence of Whaling for the Whale
Watching Tourism Industry in Iceland*

Béatrice D. Wende & Susanna E. Gothall

Under the Supervision of:
Professor Tommy D. Andersson

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ABSTRACT

Watching whales in their natural environment can be an unforgettable experience. In the last twenty years, on an international scale, whale watching has become increasingly popular among tourists. Still some countries engage in whaling, which is challenging for the whale watching tourism industry.

The aim of this study is to determine if and how the whaling in Iceland influences tourists and whale watching tour operators. To acquire a deeper insight into the situation, two surveys were conducted; one by phone and one on location in Iceland, during the summer of 2007.

The study findings show that whaling puts pressure on tour operators and slightly impacts the influx of international tourists coming to Iceland. Whaling seems to have only a minor influence on the perception of Iceland as a tourist destination, however, it is uncertain if the image of Iceland remains intact.

The co-existence of whaling and whale watching in Iceland is questionable in the long-term as it is damaging the country's whale watching industry.

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We would like to dedicate our thesis to Migaloo, the only known white Humpback whale in the world and his fellow companions. As the author Antoine de Saint-Exupéry of the novel *Le Petit Prince* states:

‘It is only with one’s heart that one can see clearly. What is essential is invisible to the eye’
(De Saint-Exupéry, 1999).

This thesis is written from the heart as sometimes we tend to forget seeing the small, almost invisible parts in life, which are essential components for the beauty of the existing universe.

Table of Contents

1 INTRODUCTION	8
1.1 The Story of Migaloo – the white Humpback whale	8
1.2 Whale watching – definition and the different forms	9
1.2.1 Whale watching in an international context	9
1.3 Whaling – definition and implications	12
1.4 The need for research into whaling and whale watching	13
1.5 Research question and objectives of this study	13
1.6 Limitations of this study	14
1.7 Outline of this study	15
2 LITERATURE REVIEW	17
2.1 Background to the literature review	17
2.2 The notion of ecotourism	17
2.2.1 Ecotourism - an investigation field of its own	19
2.3 Background to whale watching	21
2.3.1 The need for regulations of whale watching	21
2.3.2 Division of whale watching tourists	22
2.4 Impacts of whale watching	23
2.5 Background to whaling	23
2.5.1 Whaling – historic perspective and position today	24
2.6 Implications of whaling for the whale watching tourism industry	24
2.7 Consumer behaviour in travel and tourism	27
2.7.1 Consumer psychology of tourism, hospitality and leisure	27
2.8 Tourist perceptions, values and motivation	28
2.9 Consumer behaviour models including tourists’ attitudes	29
2.9.1 Elements of consumer psychology	29
2.9.2 The travel destination choice process	31
3 METHODOLOGY	33
3.1 Research philosophy	33
3.1.1 The creation of the research problem	34
3.2 Research design	35
3.3 Research methods	36
3.4 Data collection	37
3.4.1 Primary and secondary data	38
3.4.2 Personally administrated questionnaires	39
3.4.3 Mail questionnaires and traditional telephone interviews	39
3.4.4 Sampling	39
3.4.5 Pilot cases	41
3.5 Trustworthiness of the study	42
3.5.1 Validity	42
3.5.2 Reliability	42
3.6 Database preparation	43

3.7 Critical aspects	44
4 WHALE WATCHING AND WHALING IN ICELAND	46
4.1 Introduction to Iceland	46
4.2 Icelandic Tourism	47
4.3 An introduction to whale watching in Iceland	49
4.4 The economical significance of whale watching for Iceland	51
4.5 Whaling in Iceland – a sensitive issue	54
4.5.1 Iceland and its IWC membership – a difficult relationship	55
4.5.2 Scientific whaling in Iceland - whaling in the name of science	56
4.5.3 Total whales killed by Iceland for scientific purposes	58
4.5.4 Commercial whaling in Iceland	60
4.5.5 Iceland and its whale meat market	60
4.5.6 Implications of whaling for the Icelandic tourism industry	61
4.6 Overlapping areas of whale watching and whaling	63
5 STUDY FINDINGS	64
5.1 Study findings of the tourists’ attitudes towards the Icelandic whaling	64
5.1.1 Demographic distribution of the respondents	64
5.1.2. Main purpose of trip to Iceland	65
5.1.3 Distribution of tourists with main purpose of whale watching	65
5.1.4 Respondent distribution in terms of origin	66
5.1.5 Respondent distribution based on knowledge of the Icelandic whaling situation	68
5.1.6 Attendance of whale watching in Iceland	68
5.2 Respondent distribution of question 9	69
5.2.1 Respondent distribution of question 9 and gender	69
5.3 Respondent distribution of question 10	70
5.4 Respondent distribution of question 11a, b and c	73
5.5 Results of question 12	74
5.6 Distribution of respondents’ attitudes when divided into whaling and non-whaling countries	75
5.7 Respondent distribution of question 11a, b and c and gender	77
5.8 Respondent distribution of question 13	78
5.9 Study findings of the tour operators’ attitudes towards the Icelandic whaling	80
5.9.1 Business description of the whale watching tour operators	80
5.9.2 Whale watching tour operators’ attitudes towards whaling	81
5.9.3 Impacts of the whaling for the whale watching operators	82
5.9.4 Development of spotted whales	83
5.9.5 Agreements between whale watching tour operators and whaling companies	84
6 ANALYSIS	86
6.1 Analysis of the theory in relation to the whaling situation	86
6.2 Analysis of age	88
6.3 Analysis of question 10	89
6.3.1 Question 10 in relation to purpose of trip	90
6.3.2 Question 10 in relation to question 12	91
6.4 Analysis of question 11 a	91
6.5 Analysis of question 11 b	91
6.5.1 Whaling countries and results of question 11	92

6.6 Qualitative result analysis of the open ended questions of the tourists' attitude survey	92
6.6.1 Question 9: 'Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?'	92
6.6.2 Question 10: 'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'	96
6.6.3 Question 12 'Please describe your feelings about Iceland practising whale hunting'.	97
6.6.4 Question 16: 'Did the whale watching experience change your attitude towards whale hunting?'	100
6.7 Study findings of the whale watching tour operators' attitudes towards whaling in Iceland	100
7 CONCLUDING REMARKS	103
7.1 Prologue	103
7.2 Concluding remarks of the tourists	103
7.2.1 The Icelandic tourism industry in relation to the whaling	103
7.2.2 The Icelandic whale watching industry in relation to the whaling	104
7.2.3 Conclusions regarding the Icelandic whaling situation	105
7.3 Concluding remarks of the tour operators	105
7.3.1 Concluding remarks related to the past situation	105
7.3.2 Concluding remarks related to the present situation	106
7.3.3 Concluding remarks related to the future situation	106
7.4 Summary	107
7.5 Recommendations	107
7.6 Future Research	109
<i>Postscript</i>	110
LITERATURE OVERVIEW	111
APPENDICES	118
APPENDIX 1: Tourists' answers to the open ended questions	118
APPENDIX 2: Survey of tourists' attitudes towards whale hunting in Iceland	123
APPENDIX 3: Survey of whale watching tour operators' attitudes towards whaling	125
APPENDIX 4: SPSS Results	128

Table of figures

Figure 1.1: Map of whale watching worldwide	11
Figure 1.2: Map of the main whale watching locations in Europe	11
Figure 2.1: Model of elements of consumer psychology	30
Figure 2.2: Model illustrating the travel destination choice process	31
Figure 3.1: Origins of the research problem and knowledge goal in the positivist approach	34
Figure 3.2: Origins of the research problem and knowledge goal in the interpretative research approach	35
Figure 4.1: Map of Iceland	47
Figure 4.2: Map illustrating the main whale watching locations in Iceland	51
Figure 4.3: The number of tourists going whale watching in Húsavík and Iceland	53
Figure 4.4: The number of tourists going whale watching in Iceland	53
Figure 4.5: Map illustrating whale watching areas and whales killed	63
Figure 5.1: Gender distribution of the survey	64
Figure 5.2: Respondent distribution of main purpose of trip to Iceland	65
Figure 5.3: Respondent distribution of whale watching one of the main purposes for visiting Iceland	66
Figure 5.4: Main target markets for Iceland	67
Figure 5.5: Respondent distribution of knowledge of the whaling situation in Iceland prior their arrival in Iceland	68
Figure 5.6: Respondent distribution of attending a whale watching trip in Iceland	68
Figure 5.7: Tourists' attitudes towards commercial whaling	73
Figure 5.8: Tourists' attitudes towards scientific whaling	74
Figure 5.9: Tourists' attitudes towards aboriginal whaling	74
Figure 5.10: Distribution of question 13	78
Figure 6.1: Stimuli display effects on a tourist's decision-making process when the person is in Iceland	86

1 INTRODUCTION

This first chapter is dedicated to one example of the problem of whaling and whale watching. An overview of both activities in a worldwide context with regards to the research question and the study objectives are given.

1.1 The Story of Migaloo – the white Humpback whale

Migaloo is the secret star in Australia (Squires, 2007). Migaloo, which means 'white fella' in the language of the Aboriginals is the only white male Humpback whale known in the world. It is a mystery if he is the single albino whale in the world or if he just has white pigmentation on his body. He became a national icon since he was first seen in 1991 near the coast of Australia. Migaloo became so popular that whale watchers along the east Australian coast are waiting impatiently for his arrival each year (Squires, 2007).

'He turned the blue water around him jade-green for two or three metres'

(Australian whale watch operator cited in Squires, 2007).

Migaloo and thousands of other Humpback whales migrate from the cold waters of Antarctica to the warm shallow waters of the South Pacific and the Great Barrier Reef (Squires, 2007). Here they give birth to calves and the warm water is a perfect place as a feeding and breeding ground. Below the peaceful surface, Migaloo and his companions are in danger since in 2007, Japan declared it will hunt 50 Humpback whales, 50 Fin whales and hundreds of Minke whales in the Southern Ocean (Squires, 2007).

Conservationists in Australia fear that Migaloo will be an easy target for the Japanese whaling vessels as the whale is accustomed to whale watching boats (Squires, 2007). Migaloo does not act shyly when boats approach him. The Fisheries Authorities in Japan refuse to rule out hunting Migaloo (Squires, 2007).

This is the story of two countries fighting about one whale. Both countries have different interests. One country does whaling and the other practises whale watching. Both interests can be conflicting especially because whales migrate from one place to another. Therefore the whaling in one country can affect the whale watching industry in another country. But how is

it if both activities overlap in the same country? Can whale watching and whaling in Iceland exist next to each other without damaging the whale watching industry?

1.2 Whale watching – definition and the different forms

Marine tourism, if following sound ecological regulations, is one of the fastest growing forms of ecotourism (Clayton, 2004). Whale watching has contributed significantly to this growth (Orams, 2000). Whales, dolphins and porpoises belong to the scientific order cetaceans (Hoyt, 2005). Worldwide there is a total of 84 cetacean species (Hoyt, 2005). The term '*whale watching*' can be defined as humans encountering cetaceans in their natural habitat (Hoyt, 2002). There are at least three forms of whale watching (Hoyt and Hvenegaard, 2002). Firstly, '*commercial whale watching*' comprises tourists paying whale watching tour operators in order to experience a guided opportunity to observe whales. The second form is '*opportunistic whale watching*', which is non-commercial and conducted by amateurs. The third form occurs when cetaceans are observed for scientific purposes (Hoyt and Hvenegaard, 2002). Scientific and commercial whale watching are interrelated because whale watching operators have discovered new cetaceans to study during whale watching trips (Hoyt, 2002). In this way, commercial whale watching contributes and supports research (Hoyt, 2002). Whale watching is regarded as possibly the most economically feasible and sustainable use of cetaceans (Parsons and Rawles, 2003). This thesis is concerned with commercial whale watching, however the general term whale watching will be used.

1.2.1 Whale watching in an international context

During the last twenty years, whale watching has become increasingly popular among tourists and there is an approximate annual number of nine million whale watchers in the 87 countries where commercial whale watching is offered (Valentine et al., 2004). Currently, nearly 500 communities around the world offer whale watching tours (Herrera and Hoagland, 2006) and whale watching can be found worldwide in each continent (Orams, 2000). Whale watching grew from a small activity in 1955, in San Diego, California, (Hoyt, 2002) to an estimated US \$ 1 billion industry worldwide by the end of the 1990s (Herrera and Hoagland, 2006). Well-known whale watching destinations are Alaska with a direct expenditure of US \$ 89,1 million per year, New England with a direct expenditure of US \$ 30,6 million per year, Hawaii with a direct expenditure of US \$ 16,26 million per year followed by British Colombia with US \$ 9,1 million per year and New Zealand with US \$ 7,5 million per year (Parsons et al., 2003). Other popular whale watching destinations, which however generate a smaller amount of direct

expenditure, are the Azores, Iceland, parts of Australia and Scotland (Parsons et al., 2003). The Icelandic whale watching tourism industry is worth around US \$ 24,2 million (Helgason, 2007). The table below illustrates the average number of whale watchers in the key markets and the direct expenditures they constituted in 1999 (Pendleton, 2006). To see how whale watching has grown over recent years, the numbers in the table below assist in providing a clearer picture. Note that all figures are assumed to be in US \$ 1999 and that the figures were not adjusted to US \$ 2005.

Table 1.1: Average number of whale watchers and related expenditures 1999 (Hoyt, 2001 in Pendleton, 2006)

COUNTRY	NUMBER OF WHALE WATCHERS (MILLIONS)	DIRECT EXPENDITURES (MILLION US \$ 1999)
Australia	0,74	11,87
Canada	1,08	27,438
France	0,00075	0,41
Iceland	0,03	2,96
Ireland	0,18	1,32
Italy	0,0053	0,24
Mexico	0,11	8,74
New Zealand	0,23	7,5
Norway	0,02	1,63
Spain	0,025-0,038	0,55
USA	4,32	158,39
Worldwide	9,02	299,51

In Europe, whale watching is considered as a relatively young tourism activity (Hoyt, 2004). Here, the first whale watching tours were offered in 1980 to observe dolphins located around the Gibraltar area. In the late 1980s however, the first three countries, Italy, Norway and the Azores offered whale watching trips to see larger whale species such as Orcas, Sperm whales and Fin whales in Europe. There can be 36 different whale species found in European waters from Greenland to the Russian Arctic to the south of the Canary Islands as well as in the Mediterranean Sea (Hoyt, 2004). The map below provides a general illustration of the main whale watching locations worldwide.

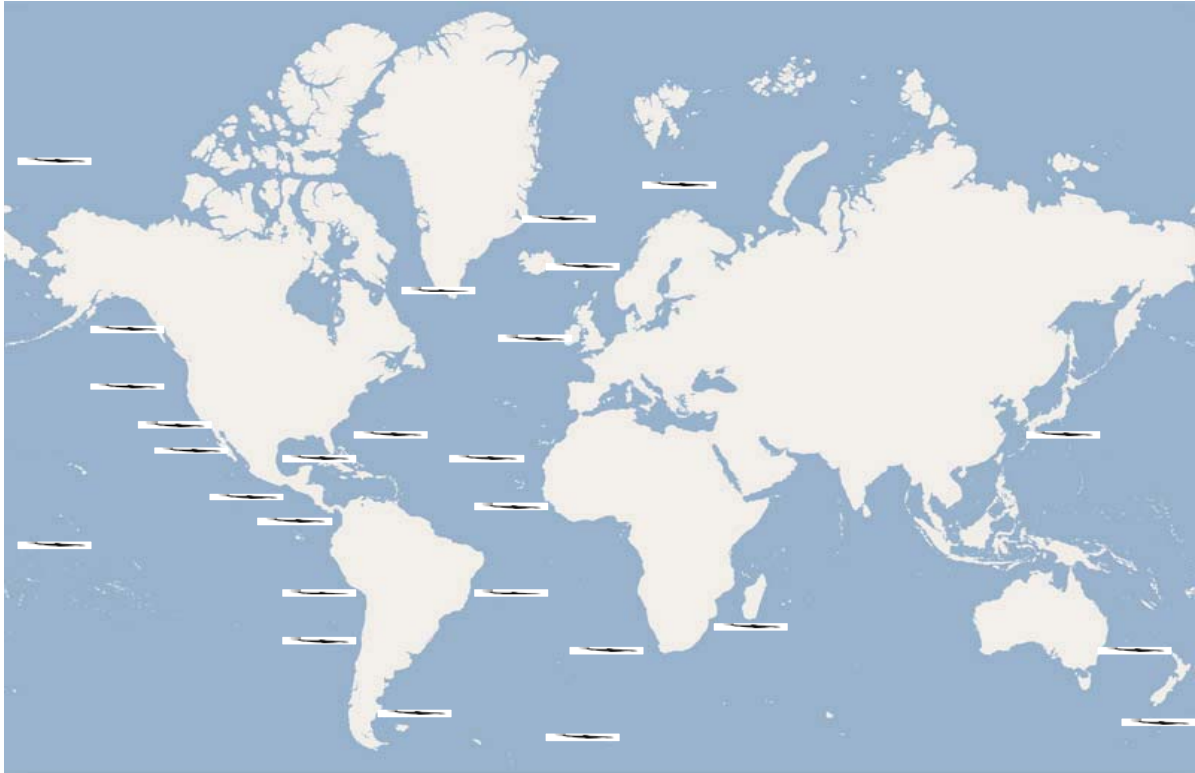


Figure 1.1: Map of whale watching worldwide (Based on Whale-Watching-Web, 2007 and Routebuddy, 2007)

The next map, as shown below, illustrates the whale watching top spots in Europe. As one can notice, the top spots for whale watching in Europe are Greenland, former USSR, Iceland, Norway, Scotland, Ireland, Portugal with Madeira and the Azores, Spain (Canary Islands and Gibraltar), France, Monaco, Italy, Greece and Croatia (Hoyt, 2004).

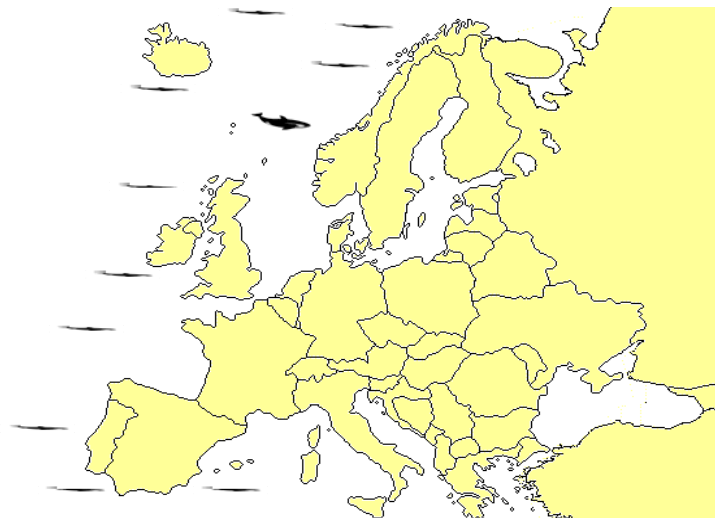


Figure 1.2: Map of the main whale watching locations in Europe (Based on Münzen Community, 2007 and BBC, 2007)

1.3 Whaling – definition and implications

Although whale watching as aforementioned is a highly popular tourist activity, some countries still engage in whaling, in other words the hunting of whales, for commercial, scientific or aboriginal purposes (Higham and Lusseau, 2007). The term whaling, which is commonly used, refers usually to the hunting of the larger whales (Hoyt and Hvenegaard, 2002). Cetaceans hunting, on the other hand, comprises the hunting of small cetaceans (Hoyt and Hvenegaard, 2002). Commercial whaling comprises whaling for economical purposes, for instance to earn money with the sales generated by the whale products (Siglaugsson, 2005). Whaling for scientific purposes is defined by the International Whaling Commission (IWC), an organisation which aims at providing for the proper conservation of whale stocks in regulating whaling, as whaling with a special permit that allows nations to catch and kill whales for scientific research (IWC, 2007). As Iceland conducts scientific and commercial whaling, these forms of whaling will be defined later into more detail. The IWC defines aboriginal subsistence whaling as whaling for cultural needs of indigenous people. In this case the whale meat is not intended for commercial sales (IWC, 2007).

The following countries were still involved in whaling in 2002; Japan, Norway, Greenland, the Faroe Islands, former USSR, the United States, Iceland, Saint Vincent and the Grenadines as well as Canada (Herrera and Hoagland, 2006 and Department of Foreign Affairs, 2007). Norway is claiming to conduct whaling for commercial purposes whereas Japan declares to conduct whaling for scientific purposes (BBC, 2004). Greenland, former USSR, the United States, Saint Vincent and the Grenadines conduct whaling for aboriginal purposes (Herrera and Hoagland, 2006). Faroe Islands, which consists of an archipelago of 18 islands is situated in the Gulf Stream of the North Atlantic (Sansir, 2007). Faroe Islands is considered as an autonomous region of Denmark (Sansir, 2007). The country sees whaling as part of their local tradition (Department of Foreign Affairs, 2007). In Iceland whaling is currently conducted for both scientific and commercial reasons (Helgason, 2007). In fact, as stated by Higham and Lusseau (2005), whaling impacts the whale watching tourism industry dramatically. In Iceland, bookings of whale watching tours declined from British and German tourists when Iceland resumed whaling (Higham and Lusseau, 2007). In 2006, as a protest when commercial whaling started, Icelandic whale watching companies experienced several cancellations from international travel agencies (Helgason, 2007). Similarly, the national airline Icelandair was influenced by the resumption, especially in the initiation phase of the whaling, in the form of cancellations (Conlin, 2006). Clive Stacey, who is managing director

at Discover the World, one of UK's leading tour operators, stated that a number of customers have cancelled their reservations to Iceland as a political gesture (Conlin, 2006). It is assumed that whaling has a strong impact on whale watching and consequently there is an urgent need for empirical research to which extent this is happening (Higham and Lusseau, 2007). To comprehend the complete situation, a closer look upon tourists' feelings about whaling is necessary (Higham and Lusseau, 2007, Weaver and Lawton, 2007).

1.4 The need for research into whaling and whale watching

Studies have shown that whale watchers often react in a negative way to commercial whaling (Herrera and Hoagland, 2006). However, this research aims at investigating tourists' attitudes towards whaling in Iceland. Questions such as if foreign tourists know that whaling is practised in Iceland will be researched. In addition, the questions *whether* and *how* whaling impacts their experiences and if whaling influences the tourists' destination image of Iceland, will be analysed.

It is also significant to find out the opinions of whale watching tour operators and if they believe that whaling has an impact on their business. To give an example, in Tonga, 100 per cent of the tour operators were opposed to commercial whale hunting and 66 per cent of the tour operators were against aboriginal whaling (Orams, 1999, stated in Hoyt and Hvenegaard, 2002). In Iceland, 11 out of 13 whale watching companies were opposed to the whaling when the country decided to start whaling again (Bjorgvinsson, 1997, stated in Hoyt and Hvenegaard, 2002). In contrast, whale watching companies and whaling companies located in Andenes in Norway have developed acceptance and tolerance for each other over time (Goddard, 2000, stated in Hoyt and Hvenegaard, 2002). A part of this study will therefore focus on interviewing the whale watching tour operators in Iceland by asking them about their attitude towards the different forms of whaling and if they believe that the current whaling has an impact on their businesses. It will also investigate if both activities can co-exist.

1.5 Research question and objectives of this study

This study seeks to determine the impact whaling has on international tourists and whale watching tour operators in Iceland. The focus of this study is on the attitudes, which these stakeholders have towards whaling and whale watching and the implications that might occur.

The following research question to be answered through this study has been formulated:

Are international tourists and domestic whale watching tour operators in Iceland influenced by the fact that the country allows whaling and if so, in which way?

In order to research this, the following objectives which shape the foundation for this research have been determined:

- 1) To describe the situation in Iceland regarding the existing whale watching and whaling.
- 2) To provide a clear understanding and an analysis of the attitudes of tourists towards whaling in Iceland.
- 3) To provide a clear understanding and analysis of the attitudes of Icelandic whale watching tour operators towards whaling in Iceland.
- 4) To consider and analyze the potential influence of whaling for the whale watching industry in Iceland.
- 5) To recommend how to deal with the issue of whaling in relation to whale watching in Iceland.

1.6 Limitations of this study

This research study has various limitations which are of importance to be aware of. This study was carried out during a limited amount of time. Surveys were conducted during 10 days, in Iceland in the end of June and the beginning of July, summer of 2007. Due to the fact that the majority of tourists in Iceland arrive at and depart from Keflavík International Airport located in Keflavík, south of Reykjavík, the researchers of this study decided to concentrate the data collection to the Reykjavík area. This included Keflavík International Airport, Blue Lagoon, Reykjavík Bus Terminal, Reykjavík City Hostel and in Reykjavík Harbour. Regarding the survey at Keflavík International Airport, it included both arriving and departing tourists. The results of this study can therefore only to some extent be assumed to be representative for the whole population.

One key limitation is that the study does not cover surveys in the area of Seydisfjord Seaport - Iceland's major seaport, which might be an appropriate location for conducting surveys with tourists. As shown in chapter four, Keflavík Airport has a considerable higher number of tourists and therefore it was the preferred choice for this research. For this study, only international tourists in Iceland were included in the survey. The weather conditions might have had a small impact on the results of the survey as one sample site, Reykjavík Harbour, is located outside and the weather conditions were observed as windy and drizzling. However, it is assumed that the weather conditions might not have had affected the other sample sites, as they are located indoors. It has to be kept in mind that the survey of the international tourist was conducted during summertime. It might be assumed that the fact that the research was conducted during this time period influenced on the demographics of the tourists included in the survey. It has to be noticed that different European countries have dissimilar summer holidays, some countries might not have had holidays in the end of June and the beginning of July, when the survey was conducted. Tourists from those countries may therefore be underrepresented.

1.7 Outline of this study

The next chapter (chapter two) presents a literature review on ecotourism, whale watching and whaling in an international context. Different concepts and definitions within the aforementioned areas are provided and the problems these activities are facing. The aim of this chapter is to give the reader an in-depth understanding of the entire context. The chapter also provides an overview of tourist behaviour towards destination image and whaling applied to the field of consumer psychology. Two models of consumer behaviour are presented, from which, later in the analysis chapter, inspiration was derived for the study model of this thesis.

In the following chapter (chapter three) the methodology of the study is discussed. It explains the paths chosen of this study, the different means used, research quality as well as problems that occurred during the process.

The fourth chapter gives insight into the unique whaling and whale watching situation in Iceland, beginning with an introduction to the country followed by presenting the Icelandic tourism industry. An in-depth overview of the Icelandic whaling and whale watching is presented.

Chapter five presents the study findings, in other words the answers to the stated questions in the surveys on the tourists' and the whale watching tour operators' attitudes towards whale watching and whaling.

An analysis of the study findings, in relation to aforementioned theories in earlier chapters, constitute the content of chapter six. The findings are processed and evaluated.

The final chapter (chapter seven) illustrates the conclusions of this study and the recommendations to the Icelandic tourism industry, the whale watching tour operators and the whaling/whale watching situation in general. Recommendations on future studies of interest related to this topic constitute also a part of chapter seven.

2 LITERATURE REVIEW

This second chapter is dedicated to previous literature, which is seen as significant for this study. It addresses different interrelated areas of whale watching, starting with associated research in ecotourism, followed by studies conducted in the management of whale watching activities to previous research into how whaling impacts the whale watching tourism industry. Subsequently, a preface to consumer behaviour in travel and tourism is given. Two models of interest are presented.

2.1 Background to the literature review

With its growing popularity over the last decades, there has been extensive research conducted in the field of ecotourism. As aforementioned, whale watching can fall into the category of ecotourism. Research into whale watching encompasses an extensive array of disciplines and study areas, ranging from the biological influences of whale watching, the whale watching management as well as regulations of whale watching, and further to the sociological and economical perspectives of whale watching (Weaver and Lawton, 2007). This includes the impacts on various stakeholders comprising tourists, local communities, whale watching operators, tourism authorities, governmental ministries, non-governmental and environmental organisations (Weaver and Lawton, 2007). Whaling stands in contrast to ecotourism and whale watching, however sparse research has been conducted in this area. In Iceland, these three areas influence each other and therefore the focus on this chapter is settled around this topic. As tourists' image of destinations influences their decision-making where to travel, consumer behaviour in travel and tourism is of grand significance for the long-term tourism development (Pizam and Mansfeld, 2000). The destination image of Iceland can be connected to the overall existing image of a nature destination, as well as it can be linked to the co-existence of the whale watching and the whaling activities in this country. The aim of this literature review is to compose this important connection.

2.2 The notion of ecotourism

With reference to Weaver and Lawton (2007), the term ecotourism started to appear in academic literature in the late 1980s and it grew of major importance thereafter. Nowadays, ecotourism is seen as a significant research area on its own and it plays a special important

role within the tourism sector (Weaver and Lawton, 2007). Whale watching can be considered as an ecotourism activity if it follows sound ecological regulations (Herrera and Hoagland, 2006, Hoyt, 2005). Nevertheless, in general it is difficult to control if these regulations are applied on a daily basis by each whale watching tour operator as they consist mainly of guidelines, which are not obligatory to follow. Afterall, it comes down to the common sense of each whale watching tour operator to follow the guidelines.

During the past two decades, the interest and popularity of ecotourism has made it one of the fastest growing segments in tourism today (Blangy and Mehta, 2006). It originates from the concept of sustainability that commenced to dominate the tourism debates subsequent to the UN Conference on Environment and Development (UNCED) - the Rio Janeiro Earth Summit in 1992 (Hoyt, 2005). Despite its popularity, there is no universally accepted definition of ecotourism among academics. Depending on different viewpoints and interests, ecotourism has been given numerous meanings and definitions.

To a large extent, definitions of ecotourism include a form of tourism that provides for conservation measures, comprises meaningful community participation that is profitable and can sustain itself (Luck, 2003). The International Ecotourism Society (TIES) is the oldest ecotourism organisation (TIES, 2007). Since its foundation in 1990, TIES has been dedicated to promote ecotourism. TIES defines ecotourism as:

‘responsible travel to natural areas that conserves the environment and improves the well-being of local people’ (TIES, 2007).

This definition was chosen for this research, because it emphasizes the important role local communities play in ecotourism, which also can be applied to this study. To be more precise, as whale watching enterprises consist mainly of small scaled locally owned businesses, that benefit the local communities, they should be paid special attention. Responsible travel means that everybody involved has to take responsible actions, starting with the management of the whale watching tour operators, guides and the tourists themselves. These criteria have to be applied in whale watching if it is to be considered as a form of ecotourism.

Ecotourism can be classified by three key criteria; firstly, activities should be mainly nature based, secondly, education and the learning experience of consumers are key components and

thirdly, ecotourism has to work within an ecological, socio-cultural and economic sustainable framework (Weaver and Lawton, 2007). There are further principles that have to be followed if a certain tourism activity can be classified as ecotourism (TIES, 2007). The impacts, the activities cause, need to be minimized. Awareness of as well as respect for the environment and culture are required. Visitors and hosts must be provided with positive experiences and conservation purposes should be ensured and financed. Local people need to be given financial benefits and empowerment. Finally, an understanding of the host countries' political, environmental and social climate is essential and international human rights and labour agreements must be supported (TIES, 2007). There are tourism enterprises marketing themselves as offering ecotourism activities when they in fact are not following the aforementioned principles. According to Hoyt (2005), the 'eco' label suggests special quality, high value and exclusiveness, which unfortunately can lead to abuse of the label. Whale watching is no exception where the name ecotourism has been misused and there are many reported cases, where the name ecotourism has been capitalized on (Hoyt, 2005). This is explained more into detail in the next section.

2.2.1 Ecotourism - an investigation field of its own

In tourism research, ecotourism has established itself as its own investigation field during the past two decades (Weaver and Lawton, 2007). It is important to notice that ecotourism often takes place in protected areas, which are extremely vulnerable to tourism activities. This impact also has to be considered in ecotourism research. Nowadays, ecotourism research can be divided into five interrelated subject segments as discussed below (Weaver and Lawton, 2007).

The first segment stresses the nature of ecotourism itself related to its definition, criteria, types and overlapping areas (Weaver and Lawton, 2007). The authors Weaver and Lawton identified 85 different definitions of ecotourism. Currently, many definitions have an increasing emphasis on ethics, education, conservation, sustainability and community benefits. Ecotourism co-exists in a 'soft' and 'hard' approach, with the first one including a high level of services and facilities and the accessibility for a large number of visitors whereas the second one focuses on a more pure form of ecotourism that can be considered as less luxurious and comfortable. The soft approach with its easy accessibility can lead to 'mass ecotourism', which has been observed in various countries (Weaver and Lawton, 2007). This happened in the whale watching tourism industry in the Canary Islands (Hoyt, 2005).

Furthermore, new ecotourism subfields, which concentrate on indigenous ecotourism or special animal species such as whale watching have also started to gain more recognition by scientific researchers and the public (Weaver and Lawton, 2007).

The second research area divides ecotourists into different market segments based on demographic features, travel patterns, preferences and individual motivations (Weaver and Lawton, 2007). This research is however mainly conducted to improve marketing analysis and promotional strategies (Weaver and Lawton, 2007). For this study, it is important to divide tourists into different segments to find out how their attitudes differ.

The third study area in ecotourism research focuses on investigating institutions such as government authorities, various organisations and educational programs (Weaver and Lawton, 2007). Universities worldwide nowadays offer courses and programmes in ecotourism and sustainable tourism with some of them focusing on marine tourism. However, as noticed by the authors, only a few studies so far have addressed this issue (Weaver and Lawton, 2007). Similarly, research into whaling is scarce. This research area plays a significant role in this study as it is concerned with the different stakeholders.

The fourth research area consists of analyzing all ecological, socio-cultural and economic impacts of ecotourism (Weaver and Lawton, 2007). Ecological impact studies, which are concerned with the effects of human observations on wildlife, have been conducted mainly by biological experts but only a few have been undertaken by tourism specialists. Although ecological impact research is important for the management of the ecotourists' experiences almost none of them can be found in specific tourism journals (Weaver and Lawton, 2007). In this study, socio-cultural and economic impacts of whale watching, will also be investigated.

According to the aforementioned authors, the fifth and last identified research area concentrates on the external environment such as cultural and geophysical forces (Weaver and Lawton, 2007). The conducted research in this field, however, does not relate to tourism and is therefore considered to be extremely sparse (Weaver and Lawton, 2007).

Subsequently, there is need for more ecotourism research in specific areas. One specialized research field in ecotourism is whale watching, which is said to need more empirical research investigations from a tourism research perspective (Weaver and Lawton, 2007). One

important question, which has to be considered by researchers, is if whale watching should be classified to be on the leading or the trailing edge of ecotourism (Hoyt, 2005). This area however, will not be the focus of this research, but tourists will be asked if they consider whale watching an animal friendly activity.

It is noteworthy to review the existing research in ecotourism because whale watching and whaling have a strong link to this research field. With reference to Herrera and Hoagland (2006), countries, which actively promote ecotourism, are strictly against whaling as it has a negative impact on the image of the country and it might discourage ecotourists from visiting the destination. For instance, Norway's decision to resume commercial whaling resulted in losses of US \$ 1 to 2 million during 2004 (Herrera and Hoagland, 2006).

2.3 Background to whale watching

It is fruitful to have basic knowledge about what whale watching comprises before issues concerning this activity can be brought up to the surface. Therefore, the following paragraphs provide an introduction to whales and whale watching.

2.3.1 The need for regulations of whale watching

With reference to Garrod and Fennell (2003), governments around the world realize that intervention in regulations of whale watching is necessary to protect these animals. However, the type of regulation is not yet decided on. This is caused by the fact that whale watching is a relatively new activity, which is difficult to order into the complexity of marine and coastal regulations. One possible solution would be to develop an international standardized whale watching regulation. It would overcome the current problem that every country has their own regulations (Garrod and Fennell, 2003). To give an example of one country, Australia is considered in a case study of Valentine et al. (2004). As stated by these authors, there are whale and dolphin watching guidelines in all Australian waters. For swimming with the whale species Minke whales, there is a regulation for inwater encounters, which regulates that the distance should be 30 metres in federal waters and 300 metres in Queensland waters. However, this existing regulation does not consider if whales approach boats or swimmers voluntarily. The authors suggest that for small Dwarf Minke whales, there should exist the same guidelines as for dolphins because both species are similar in size. The authors recommend that an approach distance should be in the caution zone of 150 metres and 50 metres in an approach zone (Valentine et al., 2004). The aforementioned authors suggest more

specified codes of conduct for different cetaceans and therefore there is a need for more research in this field. Although the researcher of this study think that Australia is in need of more regulations, the belief is that Europe is even more in need of whale watching regulations. It can be concluded that Europe necessitates more regulations regarding whale watching as well as whale and dolphin swimming.

Though the regulations concerning whale watching do not have a direct impact on the topic how whaling affects whale watching, it is still significant to include this matter in the study in order to get a better grasp of whale watching in general. Tourists' opinions of whether whale watching is an animal friendly activity or not are surveyed. In Iceland, research has shown that due to the whale watching activities, some whales became used to the whale watching boats and therefore they approach boats voluntarily without distinguishing between whale watching boats and whaling boats (Herrera and Hoagland, 2006). This resulted in the fact that whales became easy victims for whale hunters (Herrera and Hoagland, 2006). On the contrary, some whale species are extremely wary of boats due to the previous whale hunting in some destinations and therefore avoid approaching boats as a response (Hoyt and Hvenegaard, 2002). Helgason (2007) further concludes that due to the whaling, the whales avoid the whale watching boats. It is also more difficult since the resumption of whaling in Iceland to get close to the whales because the most curious animals have already been killed by whalers (Helgason, 2007). This affects both the whale watching experiences of tourists and the business of the whale watching tour operators (Hoyt and Hvenegaard, 2002). These facts imply that whaling may have negative implications since whales change their habits, which in turn affects their actions.

2.3.2 Division of whale watching tourists

According to Orams (2001), tourists can be divided into three groups with relevance to whale watching; the first group consisting of '*hard-core whale enthusiasts*', who have whale watching as their prime motivation for going to a destination. The second group consists of tourists for whom the opportunity of whale watching constitutes part of the overall experience but who also come to the destination for other purposes. The third group comprises tourists who are unaware of the fact that whale watching opportunities exist in the area before their arrival and who selected the destination for completely other purposes (Orams, 2001). This research will take this aspect into consideration, by dividing tourists who visit Iceland into

these three aforementioned groups. The research will also focus on investigating the target markets and demographics of the whale watching tourists.

2.4 Impacts of whale watching

Whale watching clearly has a lot of possible serious impacts on the cetaceans, whereas many might be unknown (Garrod and Fennel, 2004). Research has shown that close approaches by whale watching boats can alter the behaviour of the whales. In some instances, whale watching boats even collide with whales. This case happened in Maui, Hawaii where a whale watching boat collided with a Humpback calf (Wilson, 2006). In Hawaii, two to five boats collisions with whales are reported each year, but it is questionable if it is just a fraction of the real number (Wilson, 2006). The fact that whales are the '*products*' in the whale watching experience and that they actually are used for mainly commercial reasons by whale watching operators, is seen as another detrimental exploitation of them (Orams, 2000). To counteract this exploitation, there is need for an international whale watching regulation (Garrod and Fennel, 2004).

The tendency that most whale watching tourists respond negatively to the hunting, has to be taken into consideration (Higham and Lusseau, 2005). A study revealed that over 90 per cent of whale watching tourists do not want to visit a country that engages in commercial whaling (Parsons and Rawles, 2003 stated in Higham and Lusseau, 2005). This demonstrates that the purpose of the whaling truly affects the tourists' attitudes (Parsons and Rawles, 2003 in Higham and Lusseau, 2005). It implies that aboriginal and scientific whaling might be more accepted than the commercial form.

Another problem related to whale watching and whaling is the fact that some whales get used to boats due to the whale watching activities and therefore are easy victims for whaling boats (Herrera and Hoagland, 2006). However, as mentioned earlier, the whaling might also result in whales avoiding whale watching boats.

2.5 Background to whaling

In this part, a general overview of whaling is given. Finally, a discussion covering how whaling impacts the whale watching tourism industry is presented.

2.5.1 Whaling – historic perspective and position today

Already in the 11th century, whales were exploited for their whale oil and meat as well as for other products (Herrera and Hoagland, 2006). With time, this led to overexploitation and danger of extinction of several of the world's whale stocks. In order to counteract this development, strict conservation measures were introduced during the 20th century, which ended in a worldwide suspension on commercial harvest in 1986. However, some countries have refused to sign the moratorium and still engage in whaling. A number of these countries have special permits to hunt under the International Whaling Commission (IWC) policy (Herrera and Hoagland, 2006). IWC was established to manage the regulation of whaling so that the conservation of the declining whale stocks is ensured in a proper way (IWC, 2007).

The following countries were still involved in whaling in 2002; Japan, Norway, Greenland, former USSR, United States, Iceland, Saint Vincent and the Grenadines as well as Canada (Herrera and Hoagland, 2006). Most of them have permission from the IWC to catch a restricted number of whales for aboriginal subsistence purposes. There are certainly other countries as well that engage in whaling, in the smaller form of artisanal fisheries, however it is difficult to confirm them due to non-existent catch data (Herrera and Hoagland, 2006). In Norway, during the time period of 1998-2002, on an average, there were 307 Minke whales, three Bryde whales and three Sei whales caught. During this period Norway had the second largest harvest, after Japan with 442 catches. Important to notice, is, that these numbers are estimates and may have been higher in reality (Herrera and Hoagland, 2006).

2.6 Implications of whaling for the whale watching tourism industry

As the whale watching industry relies on whales as the primary attraction for tourists, other actions such as fishing and whaling will impact on the number of whales present at a tourism site (Higham and Lusseau, 2007). According to Greenpeace (2007), whales are worth far more alive than dead (Greenpeace, 2007). This fact has also been realized by the ecotourism industry. With its growth, which promoted viewing wild whales in their natural environment, many countries decided to stop the whaling completely and turned to protecting the animals instead (Herrera and Hoagland, 2006). The development of cetacean-based tourism takes place in a unique environmental, economical, socio-cultural and political setting at each destination (Higham and Lusseau, 2007). In Iceland and Norway, the whale watching industry exists side by side with the whaling industry. The aforementioned authors suggest that tourists visiting Iceland and Norway might react in three different ways to the destinations' whaling

activities. The first response might be that they think whaling and whale watching can co-exist without having any negative impact on each other. The second response might be that whaling no matter if it is commercial, scientific or for sustainable harvest will be seen by the tourists as offensive and shocking, which will have a direct impact on the whale watching industry. The third response of tourists might be that indigenous whaling is seen as a local cultural expression, which is accepted by the tourists or might even enhance the visitors' interests in the destination (Higham and Lusseau, 2007).

The majority of whale watching tourists come from Western countries and have environmentally friendly values (Higham and Lusseau, 2005). The belief of the researchers of this study is that the term Western countries seen in a social context can be defined as people coming from Europe, North America, Australia and New Zealand. For instance in Iceland, a whale watching tourist from British Columbia declared:

'The main reason people come here is to see the whales, the amazing nature and other wildlife. If they take that away, I don't think as many people would come' (CBS News, 2003:1).

Therefore it is strongly believed that they have negative attitudes and feelings towards whale hunting. To give an example, whale watching tourists from the German and British markets reduced bookings and cancelled tours when Iceland started whaling in 2003 (Higham and Lusseau, 2005). Another survey about whaling and whale watching, showed that residents in Australia were the ones that were opposed most to whaling (60 %), followed by the United States (57 %), Germany (54 %), and England (43 %) (Freeman and Kellert, 1992, as stated in Hoyt and Hvenegaard, 2002). Japan and Norway had the lowest numbers; with Japan (25 %) and Norway (22 %) (Freeman and Kellert, 1992, as stated in Hoyt and Hvenegaard, 2002). The inferior numbers of Japan and Norway might derive from the fact that both countries engage in whaling and local people might even see whaling as a tradition of their country. Another study has shown that 91,4 per cent of whale watching tourists would not travel to a country, which hunts whales for commercial purposes (Parsons and Rawles, 2003 in Higham and Lusseau, 2007). To illustrate which implications whaling might have on the whale watching tourism industry, an example is given. In the summer of 2006 a whale was shot in front of the eyes of whale watching tourists in Andenes, Norway (Berglund, 2006). Naturally, the tourists were shocked because they did not expect to experience this incident during their

whale safari. Leontien Dielman, a tourist from the Netherlands made the following comment regarding the incident:

'This really wasn't what we came to see' (Berglund, 2006:1).

On the very same trip, the tourists also saw another whaling boat hauling a dead whale on to its deck (Berglund, 2006). Dielman continued:

'It was a fantastic sight to see a whale swimming and breathing. On the way back to Andenes, though, we saw a dead whale on the deck. The blood was running, it wasn't a pretty sight'
(Berglund, 2006:1).

Further research of tourists showed that 80 per cent of visitors, who were visiting Iceland, came mostly from whale loving nations and refused whaling in general. 70 per cent of these tourists were opposed to the fact that Iceland had commenced whaling again (Altherr, 2003).

For a number of reasons, the co-existence of whaling and whale watching has been described as incompatible (Hoyt and Hvenegaard, 2002). Removal of whales from the local population and disturbance or altering of the animals' regular activities are direct effects of whaling. This implies that whaling can reduce the number of existing whales for whale watching at the same time as it can cause avoidance responses to boats. Other implications of the co-existence are disturbance of whales, imbalance in revenue resulting from both activities and the impact of the negative attitudes towards the destination image of whale watchers, other tourists and local communities (Hoyt and Hvenegaard, 2002). On the contrary, there are some proponents of the Icelandic resumption of commercial whaling that say that it is possible for commercial whaling and whale watching to co-exist. Their point of view is that money can be gained from both whaling and whale watching (Parsons and Rawles, 2003). A different perspective says that the image of whales may be exaggerated into one imaginable body - the '*super whale*', which has human-like characteristics such as friendliness, careness and intelligence. It is seen a mythical creature, which does not exist in reality (Ris, 1993). The question is why whales should be sacred and be treated differently when other animals are killed in everyday life without much consideration (Ris, 1993). The whale watchers perhaps see whales from this '*super whale*' perspective whereas the whaling industry perhaps looks at whales as a resource for harvesting. These perspectives are conflicting, especially when whale watching and

whaling occur in the same country. To develop an understanding of potential impacts, more research is needed into how whaling affects the whale watching industry as well as need for research concerned with the attitudes and feelings of whale watchers towards whaling.

2.7 Consumer behaviour in travel and tourism

In this part, an introduction to consumer psychology of tourism, hospitality and leisure, with special regards to consumer behaviour, is presented. Higham and Lusseau (2007) suggested, that one approach to explore the relationship between whale watching and whaling, is to gain an understanding of which cultural and environmental values are held by tourists (Higham and Lusseau, 2007). Therefore, the importance of values in this context is clarified. Two models of consumer behaviour are presented, covering stimuli situation/display effects on tourist behaviour.

2.7.1 Consumer psychology of tourism, hospitality and leisure

The interest in the field of consumer psychology of tourism, hospitality and leisure is growing and it now constitutes a separate scientific area (Crouch, 2004). The core of psychology is the understanding of human behaviour. As many different aspects can impact on, form or drive human behaviour, the field psychology can be divided into several dimensions, where consumer psychology is one branch of it. Consumer psychology is concerned with the behaviour of consumers (Crouch, 2004) and is defined as the study of behaviour of customers (Mullen and Johnson, 1990 cited in Crouch, 2004). It is essential to see the individual tourist with its personal characteristics in the social and organizational context, which includes the destination image, the whale watching tourism industry and the local communities with its social impacts (Ross, 1998 cited in Crouch, 2004).

In consumer psychology of tourism, hospitality and leisure according to Woodside (2000), the focus is on:

'describing, understanding, predicting and/or influencing the discretionary travel and time-use motivations, beliefs, attitudes, intentions and behaviours of individuals, households and organizations' (Woodside in Woodside et al., 2000:1).

Discretionary travel and time-use motivations include a mix of thinking and behaviour processes concerned with a number of decisions and actions (Woodside in Woodside et al.,

2000). Considerations about whether to make a trip or not, the time for travel, where to travel, whom to travel with, the mode of travel, the travel route and accommodation are just a few examples of these decisions and actions (Woodside in Woodside et al., 2000). There are three fundamental phases in the consumption process: the pre-purchase, purchase and acquisition, as well as the post-purchase (Croach, 2004). The tourism, hospitality and leisure behaviour is in all of these phases unique. In this context, the pre-purchase phase has a tendency to occur much further in advance than for most retail products, often purchase decisions are made from long distances, and include decision-making between intangible and very symbolic alternatives. The purchase and acquisition phase comprise the trip and constitute in general the core benefit from the point-of-view of the consumer/tourist. In order to consume the product, that is to say the trip, it requires the consumer/tourist to travel to the destination. Moreover, the post-purchase phase is of importance for the tourists as they normally enjoy the memories of their trip long after it was taken. Even after having arrived at their home-destination, the tourists' sense of satisfaction, willingness to return to the destination as well as word-of-mouth is spread on to potential visitors (Crouch, 2004). These consumption phases can be related to the situation in Iceland where whale watching and whaling co-exist. The decision-making process of tourists who consider visiting Iceland might be affected if they are or become aware of the fact that Iceland conducts whaling prior to their purchase. Furthermore, the whaling might also influence in the post-purchase phase in the memories of their visit and therefore impacts decisions to return to Iceland. Since travel involves people leaving their own culture, understanding of cross-cultural behaviour in tourism is of importance (Crouch, 2004). This applies both to the tourists and the ones working in tourism. Misunderstandings can arise due to cross-cultural matters, nevertheless they can give tourists a memorable travel experience (Crouch, 2004).

2.8 Tourist perceptions, values and motivation

Research has shown that in consumer choice, perception is considered as more important than reality (Ateljevic in Woodside et al., 2000) and that values can enable the understanding of markets (Lawson et al., 1996 cited in Higham and Lusseau, 2007). The importance of perception as a force of influence was stated by Meyer and Reynolds (1967) as follows:

'what we perceive is very often as much a product of what we want to perceive as of what is actually there' (Meyer and Reynolds, 1967, in Ateljevic in Woodside et al., 2000:3).

Knowledge of perception enables the understanding of tourists' decision-making process (Ateljevic in Woodside et al., 2000). Stimulus factors and personal response factors influence perception. Stimulus are outer-directed factors whereas personal factors are internal and influenced by the individual's personal interests, needs, motives, expectations, social position and personality (Ateljevic in Woodside et al., 2000). Motives are related to emotional driving forces while motivations relate to cognitive situational parameters and are created by obtained values within people's everyday lives (Ateljevic in Woodside et al., 2000). Motives influence the development of perceptions and expectations. Tourists tend to choose a destination that suit their motives and preferences. Their motivations and expectations are deeply influenced by the socio-cultural context in which they live (Ateljevic in Woodside et al., 2000). Mental images of destinations are crucial when tourists decide where to travel (Ateljevic in Woodside et al., 2000). Creating and managing a unique and appealing image of the destination is consequently of great significance for the destination in attracting tourists. Individual tourists evaluate destinations based on the perceived ability of a destination in satisfying their personal travel needs. With the socio-cultural context from which motivations of tourists derive, the perceptions of a 'destination's ability' to satisfy these tourists' needs evolve (Ateljevic in Woodside et al., 2000).

As values are centrally held and long-term beliefs, guiding peoples' actions and judgements in different situations, they constitute the foundation upon which travel decisions and tourism behaviour occur (Lawson et al., 1996 in Higham and Lusseau, 2007). Values can be distinguished from attitudes in the sense that they are more deeply seated and they influence behaviour more than attitudes do. Tourists' attitudes towards particular situations and objects, as well as their expectations, decision-making, on-site behaviours and purchase decisions, are thus deeply influenced by their values (Lawson et al., 1996 in Higham and Lusseau, 2007).

2.9 Consumer behaviour models including tourists' attitudes

In order to understand tourists' attitudes towards destination image and the whaling situation in Iceland, the following paragraphs introduce consumer behaviour models of importance for this study.

2.9.1 Elements of consumer psychology

Studies illustrate that the image of a destination is more important than any factual information of the place for the tourist's travel decision (Pizam and Mansfeld, 2000). As

Iceland has the image of a nature destination where ecotourism is growing rapidly, the resumption of whaling might have negative consequences for the image of the country. In order to understand consumer psychology, two models, starting with a model illustrating the elements of consumer psychology and secondly a model showing the travel destination choice process are introduced in the following pages. An adapted model of these two models has been created by the researchers of this study in order to understand and interpret tourists' attitudes towards the whaling in Iceland. This model is later on presented in the analysis chapter. The model below is used for this study. When applying the stimulus situation of the model to the whaling/whale watching situation in Iceland, seen within a cultural and social context, an analysis and thereafter conclusions can be made.

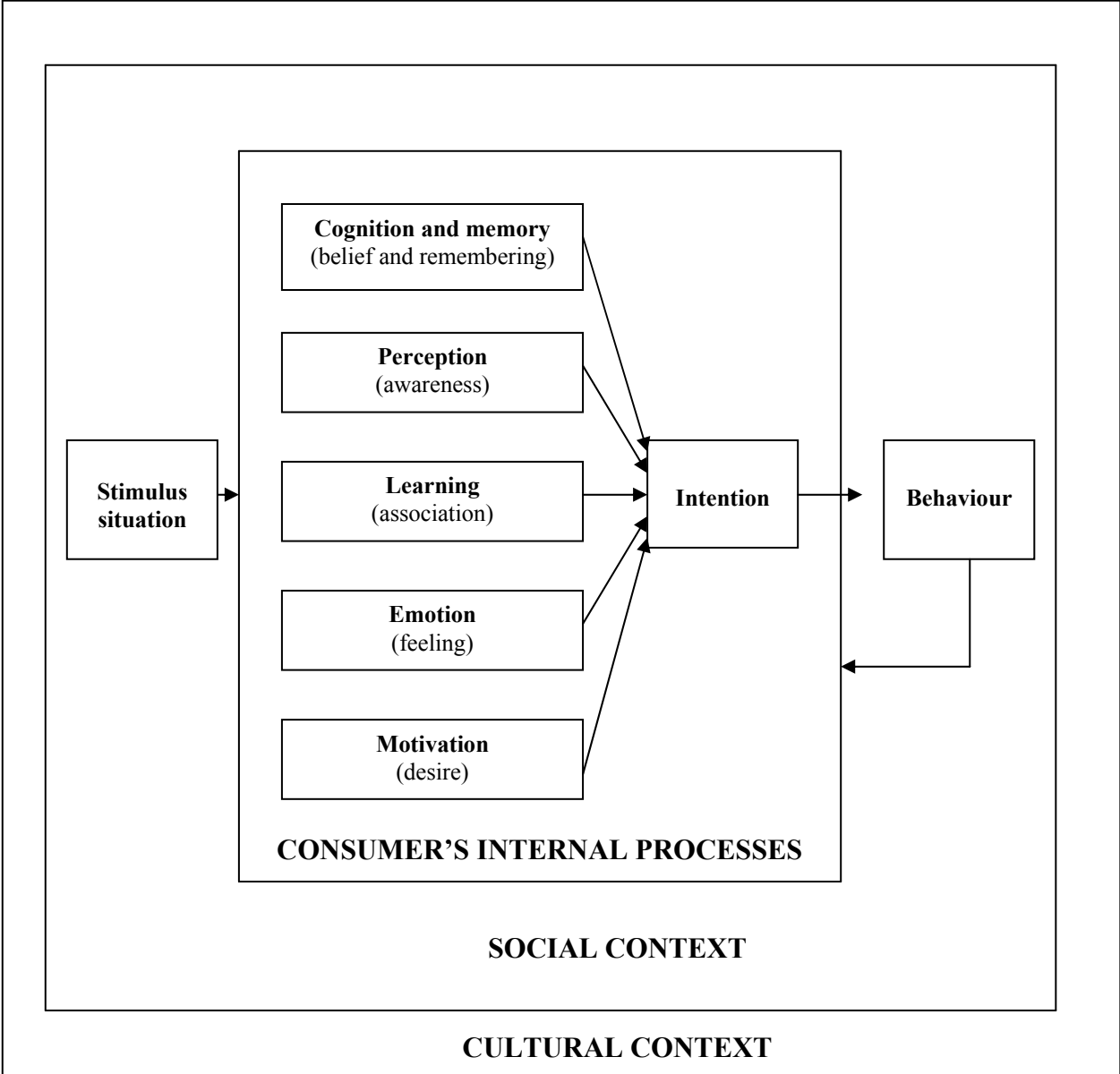


Figure 2.1: Model of elements of consumer psychology (Based on Crouch, 2004:4, Adapted from Mullen and Johnson, 1990)

The stimulus impacts on the consumer’s internal processes, which include the cognition and memory, perception, learning, emotion and motivation of a person. All these factors influence the intention and the behaviour of an individual. In Iceland, it might affect the decision of the person to travel to Iceland or not to travel. As this research was conducted by surveying tourists in Iceland, it shows that the stimulation whaling has not influenced the behaviour of the tourists going to Iceland because they are in fact already at the destination. Some tourists, however, might have not known that Iceland practises whaling and therefore it might have not impacted their behaviour, nevertheless it may have impacted their actions to return to the country or not to return. The stimulation whaling might have also influenced the internal processes of the tourists and the intention of the individual, without effecting the tourists behaviour. It can show that there is a large gap between the intention of people and their actual behaviour.

2.9.2 The travel destination choice process

Below, a model of the travel destination choice process is presented. The concept of the model is divided in external inputs, cognitive constructs and internal inputs (Pizam and Mansfeld, 2000). The external inputs are seen as the social interactions and the marketing communication mix, which a potential visitor might use (Pizam and Mansfeld, 2000).

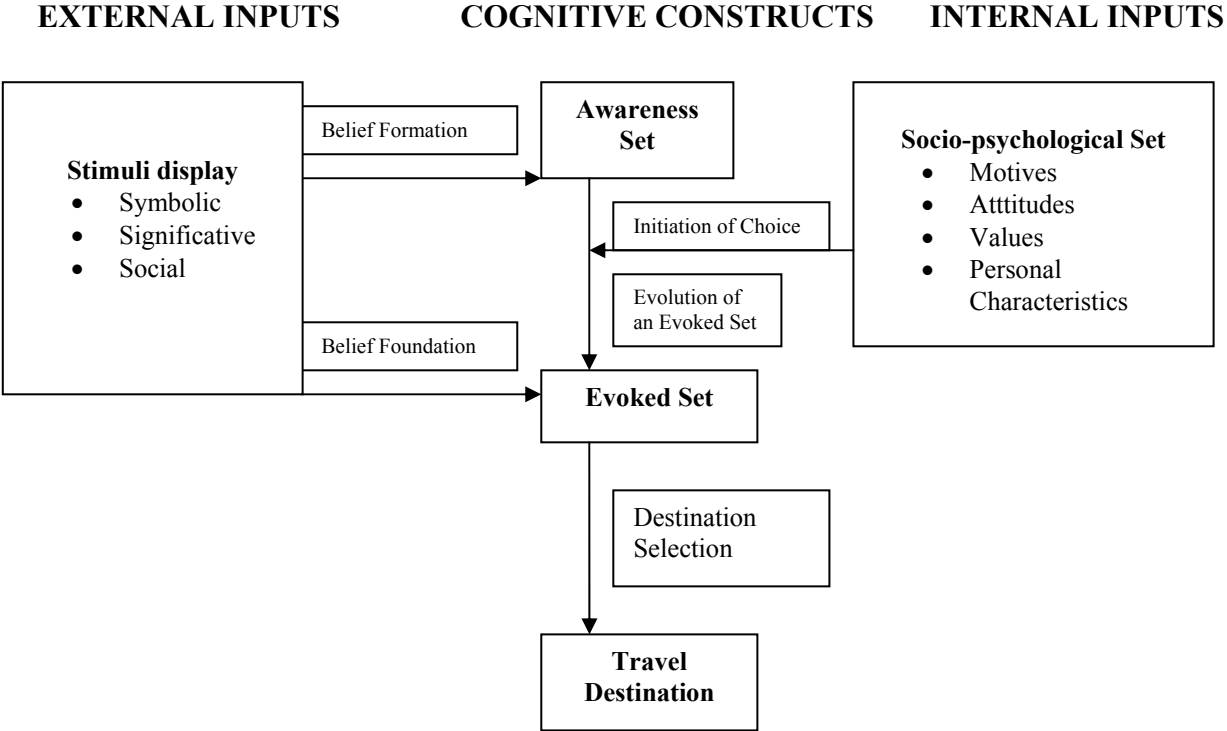


Figure 2.2: Model illustrating the travel destination choice process (Based on Um and Crompton, 1990 in Pizam and Mansfeld, 2000:16)

In this study, the stimuli display would be seen as the stimuli of the resumption of whaling, which can be perceived in a symbolic, significative and social context. The internal inputs are described by the authors Pizam and Mansfeld (2000) as the socio-psychological set of an individual, which includes the motives, attitudes, values and personal characteristics of a potential traveller. In this study, the socio-psychological set is the motives, attitudes, values and personal characteristics that a potential tourist has towards the whaling situation in Iceland. All these aforementioned parts might influence the behaviour of the person to go to a destination or choose to travel to another destination instead (Pizam and Mansfeld, 2000).

The cognitive construct is affected by the internal and external constructs. It leads to the awareness set of a tourist followed by the evoked set of destinations (Pizam and Mansfeld, 2000). After the evolution of the evoked set, the tourist makes its travel selection and decides on the final travel destination (Pizam and Mansfeld, 2000).

3 METHODOLOGY

This chapter enlightens the implementation of the study. The approaches and processes chosen are introduced as well as the underlying reasons for their selection are explained in detail. The chapter commences with a clarification of the study's research perspective, thereafter continues with the research design, the compilation of data and an analysis of the data assembled. The theoretical framework, on which the research is based, is introduced and explained. The chapter finally ends in a discussion of the quality of the research.

3.1 Research philosophy

The philosophy of the research depends on how the researcher considers the development of knowledge and consequently it affects the path chosen of the research (Saunders et al., 2003). There are three different philosophies of importance in regards to the way in which knowledge is developed and judged; positivism, interpretivism and realism. In positivism, the researcher works with an observable social reality where the emphasis is on a very structured methodology. The intention in positivism is to facilitate replication of the research and to create a result that can be generalised to the target population (Saunders et al., 2003). In contrast to positivism, the research philosophy interpretivism requires the researcher to search for an understanding of the subjective reality and meanings of respondents (Saunders et al., 2003). Interpretivism considers reality as psychological and perceived (Thiétart et al., 2001). Reality has its own essence, no matter what individuals perceive. The foundation of realism is the conviction that a reality exists independently of human thoughts and beliefs (Thiétart et al., 2001). In other words, social forces and processes influence peoples' interpretations and behaviours even though they may be unaware of them (Saunders et al., 2003). According to this philosophy, people themselves are not objects to be studied in the natural science manner (Saunders et al., 2003). Since the intention of the study is to deliver a statistical proof of the impact whaling has on whale watching tourists' attitudes in Iceland, in combination with an understanding of the subjective meanings that motivate the tourists' attitudes, positivism and interpretivism clarify best the study's approach used.

3.1.1 The creation of the research problem

From the positivist perspective, the research problem involves examining facts (Thiétart et al., 2001). The research problem is created through identification of inconsistencies or gaps in existing theories. An alternative way is to identify inconsistencies between theories and facts. The aim with the research findings is to some extent to resolve or correct the inconsistencies or gaps in the existing theories, resulting in improved knowledge regarding the underlying structure of reality (Thiétart et al., 2001). Figure 3.1 below illustrates this process.

As aforementioned in the introduction chapter, there is currently an urgent need to investigate the impact whaling has on whale watching and to study how tourists feel about whaling. Becoming aware of this gap in theories in previous research, the decision evolved to determine the research question of this study that can explain the tourist feelings. This research problem was kept in mind throughout the course of this study and guided the research, especially in times, when it was not clear which path to choose.

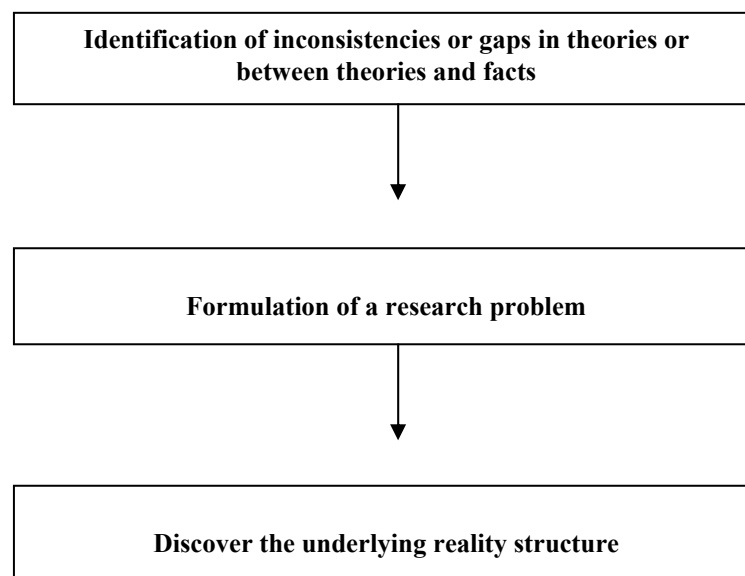


Figure 3.1: Origins of the research problem and knowledge goal in the positivist approach (Thiétart et al., 2001:37)

Since this study in addition to the positivist approach, comprises the interpretative approach to the research, a clarification of this approach is required. Constructing a research problem the interpretativist way, starts with an interest in a phenomenon, followed by development of and understanding of it (Thiétart et al., 2001). When this understanding develops, the specific research problem appears. (Thiétart et al., 2001). Interest in wildlife and nature tourism in addition to some knowledge about the whaling and whale watching situation in Iceland were

the underlying reasons for choosing the topic. During the search for literature in this field and after learning more about the Icelandic situation, the research problem was developed. In the model below, the origin of the research problem as well as the knowledge goal with regards to the interpretative research approach is illustrated.

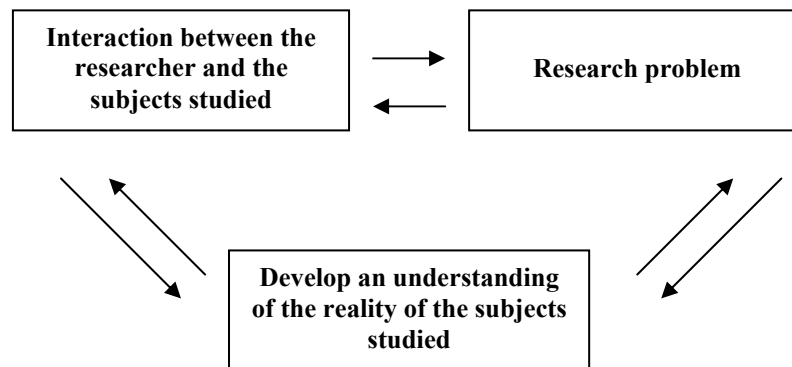


Figure 3.2: Origins of the research problem and knowledge goal in the interpretative research approach (Thiétart et al., 2001:39)

3.2 Research design

This research has a descriptive as well as an exploratory research design. The focus of a descriptive design is to describe something for someone about a specific target sample (Hair et al., 2006). The exploratory design is used to collect secondary or primary data, thereafter interpret the collected data using an unstructured design (Hair, Bush and Ortinau, 2006). Research should be designed in such a way that it enables the collection and analysis of the essential data and finally the solution of the research problem (Sekaran, 2003). In essence, a clear research design provides guidance throughout the course of the study. Study approaches are descriptive, exploratory in nature or are conducted with the purpose to test hypotheses (Sekaran, 2003). In this research study, both descriptive and exploratory approaches are used. The foundation of a descriptive approach is the belief that something can be described about a specific target sample (Hair et al., 2006).

There is currently sparse empirical research conducted into how whaling impacts whale watching and how tourists feel about their co-existence. Few studies have addressed this topic before, the study at hand is of explorative nature. In other words, through related theories and surveys handed out to international tourists, the exploratory study enables the researchers to seek new insights about the chosen topic. Complimentary to exploratory research, the descriptive design can be applied (Saunders et al., 2003), which is the case in this study.

3.3 Research methods

A combination of qualitative and quantitative research methods can be implemented by using a triangulation approach (Thiétart et al., 2001). It involves the combination of the two different approaches simultaneously to take advantage of their individual qualities. The concept behind the triangulation approach is to consider a research problem by formalizing two corresponding axes (Thiétart et al., 2001). The differential effect between the two axes can then offer valuable information to the research study. It assists the researcher to benefit from the advantage of the two strategies, counterbalancing the weaknesses of one method with the qualities of the other method (Jick, 1979 cited in Thiétart et al., 2001). The triangulation approach is said to enhance the precision of both; measurement and description (Thiétart et al., 2001).

This study is both of qualitative and quantitative nature, using a triangulation approach. Qualitative research is an umbrella concept, which is showing how all the different segments work together to form a complete piece (Merriam, 1998). The researcher hereby tries to understand the problem from the participant's point of view and not from his own perspective. In qualitative research, understanding is the ground rationale for the research (Merriam, 1998). Qualitative research methods are used in exploratory studies in order to achieve preliminary insights into research problems (Hair et al., 2006). It focuses on the collection of data from small sample sizes through interviews or observations. Qualitative research has the advantage that the gathering of data can be conducted within a short period of time, however it is difficult to rapidly draw conclusions from the data. Due to small sample sizes and sometimes the lack of missing structures of the questions, it is complicated to generalize the results of qualitative research methods to the whole population (Hair et al., 2006). This research method is valuable for understanding and solving problems in businesses and in particular at the stage of initial discovery, marketplace, consumer behaviour and decision-making (Hair et al., 2006). The qualitative method is used when texts are revised with the purpose to achieve a deeper understanding of the study (Patel and Davidson, 1994).

The foundation of quantitative research is based on statistics (Patel and Davidsson, 1994) and research problems are in this instance normally specific and well defined (Hair et al., 2006). In order to find out how the different stakeholders related to whale watching in Iceland are affected by the whaling, a quantitative survey of the tourists and a qualitative survey of whale watching tour operators has been conducted. A self-administrated survey consisting of Likert

scale questions as well as open-ended questions, was chosen. The reason why both qualitative and quantitative research approaches are used in this study is that a triangulation approach provides a deeper understanding of the research problem. In addition, because of the limited time frame, it would have been impossible to conduct in-depth interviews with a large number of participants.

The core objectives of quantitative research are according to Hair et al. (2006) the following:

- To predict correct relationships between market factors and behaviours.
- To obtain important insights into market factors and behaviours.
- To have enough information in order to validate the relationships.
- To test different hypotheses.

In other words, for this study it means:

- To predict correct relationships between the whale watching industry, the whaling situation and tourists behaviours in Iceland.
- To analyze international tourists' demographics in Iceland.
- To obtain important insights into whale watching businesses related to whaling and into tourists behaviours.
- To conduct enough surveys and self administrated questionnaires in order to validate the relationships.

The results of quantitative research are dependent on the researcher's ability to translate numerical data into information that can be easily understood. Quantitative data collection methods are common to use in descriptive research (Hair et al., 2006).

3.4 Data collection

The data collection can be separated into four essential components, the type of the data compilation, the method used to assemble the data, the nature of the observation field including the sample and finally the data foundation (Thiétart et al., 2001). All of these four components must be in harmony with the research question. It is necessary that the data analysis method is chosen in accordance to be coherent to all four parts (Thiétart et al., 2001).

3.4.1 Primary and secondary data

The study comprises both primary and secondary data. Primary data consists of data, which will be collected for the particular research issue (Hair et al., 2006). Primary data can be also described as first hand data, because it is new information (Hair et al., 2006). If primary data is used, careful assessment and interaction with the location where the data is collected, is essential to guarantee precise results (Thiétart et al., 2001).

Secondary data is information, collected beforehand for another purpose (Hair et al., 2006). It can be more easily collected than primary data, however due to it has been collected for another purpose, problems may arise when using it for the research. It is essential to be aware of this fact when using secondary data in the research (Hair et al., 2006). Secondary data, however, allows the researcher a limited interaction with the field (Thiétart et al., 2001). The secondary data in this study comprises academic literature, in the form of articles and books. In chapter two, this chapter and chapter four, secondary data was used. In chapter two – the literature review, the secondary data gave insight into ecotourism, whale watching, whaling and consumer behaviour in the field of travel and tourism. In this chapter, secondary data was used to explain the data collection and the sampling method. Chapter four uses secondary data to give background information about Icelandic whale watching and the whaling situation. The primary data in this study consists of data collected through self-administrated questionnaires and mail surveys specifically created for this research.

Primary and secondary data have different analysis constraints (Thiétart et al., 2001). For primary data, the researcher has two roles and acts as a *'defendant and jury'* (Thiétart et al., 2001:76) at the same time because he gathers the data, which he will later analyze. Errors might occur because researchers follow their own model when gathering the data and during the process of analysing the results. Without considering other perspectives and keeping an objective point of view, this weakness can pilot to wrong conclusions. Secondary data however has the disadvantage that researchers are dependent on other research studies and cannot trace, clarify or complete the source of the research (Thiétart et al., 2001).

It is said that primary and secondary data are complementary at all phases of the research development (Thiétart et al., 2001). If primary data is missing and insufficient, it should be completed by secondary data. This can be also applied the other way around. Research, which

is based on secondary data should be backed up by primary data (Thiétart et al., 2001). This study therefore uses both primary and secondary data to assure the complete situation.

3.4.2 Personally administrated questionnaires

A questionnaire is defined as a preformulated written set of questions to which participants respond in their own answers, usually within rather closely defined choices (Sekaran, 2003). A personally administrated questionnaire is classified by the fact that the person who is handing out the survey is available for informing and answering questions of the survey participants. Personally administered questionnaires are used in the research as a way to collect data from a large sample size in a relatively short time span. This data collection method has the advantage that it is inexpensive, doubts of the respondents can be solved directly and it takes less time to interview a large sample size (Sekaran, 2003). This type of questionnaire has been chosen in this study due to its aforementioned advantages. In appendix two, pages 123-124, this questionnaire is attached.

3.4.3 Mail questionnaires and traditional telephone interviews

Mail questionnaires are used in research as they cover a wide geographical area (Sekaran, 2003), in this case the entire country Iceland. As mail questionnaires were mailed by post to six whale watching tour operators in Iceland, they have the possibility to complete the questionnaires at their convenience, which is seen as an advantage with the use of mail questionnaires. Disadvantages are that the return rate of mail questionnaires is usually low and doubts that the participants may have, cannot be clarified on the spot (Sekaran, 2003). This weak point might have a negative impact on the results of the study and lead to study errors or misunderstandings (Sekaran, 2003). In the study, only one whale watching tour operator responded to the mail questionnaire. As the respondent rate for the mail questionnaires therefore was relatively low, this method was replaced by traditional telephone interviews. A telephone interview is defined as an individual interview, which is carried out via telephone (Hair et al., 2006). Questions were asked over the telephone to whale watching tour operators and the answers were recorded on a papersheet. Each telephone interview had a time duration between 30 and 35 minutes. In appendix three, pages 125-127, the questionnaire can be found.

3.4.4 Sampling

A target population can be defined as a particular collection of people or objects for which questions can be asked or observations made to develop a required data formation in a

research (Hair et al., 2006). The target population of this study consists of international tourists, who go to Iceland as well as Icelandic whale watching tour operators. A sample is defined as a randomly selected subgroup of people or objects, that belong to the target population which is investigated by the researchers (Hair et al., 2006). The sample of this study consists of 171 respondents, however only 160 surveys fulfilled the criteria and could be used. This was due to unfinished surveys as well as completed surveys by domestic tourists and Icelandic residents. It resulted in 160 valid surveys to be used in the analysis. The locations and dates where the self-administrated surveys were conducted are the following:

- Keflavík International Airport (29th of June and 9th of July, 2007)
- The Blue Lagoon (30th of June and 8th of July, 2007)
- Reykjavík Bus Terminal (BSÍ), (1st of July, 2007)
- Reykjavík City Hostel, (2nd and 5th and 7th of July, 2007)
- Reykjavík Harbour (3rd and 4th of July, 2007)

As can be noticed, the data collection took place during several days, however the time span to collect the data, was relatively short approximately around four hours per occasion. The survey was self-administrated nevertheless, the researchers of this study assisted in filling out the questionnaires in some cases when the respondents needed it for different reasons (limited eyesight and language barriers). The majority of the respondents filled out the survey in English, while in some instances participants were allowed to use their mother language when the researchers comprehended their language such as German, Swedish, French and Spanish. The sites were chosen by the researchers according to the criterion that they are frequented by a large amount of international tourists. Six whale watching tour operators were identified in Iceland. It seemed as if there are currently less whale watching tour operators in Iceland compared with a couple of years ago. All of the identified tour operators were contacted to participate in the survey, however only four finally did due to different reasons such as willingness to participate, time constraints and mergers. The mail questionnaires were mailed by post to them. Though, as aforementioned only one tour operator completed the mail questionnaire. The name of the tour operator is:

- Sjóferdir Snorra EHF, located in Dalvík, near Húsavík.

As the respondent rate for the mail interviews was very low, the decision to use traditional telephone interviews was taken. Three companies hereby participated in the traditional telephone interviews. The non-respondent rate was thus two out of six.

The tour operators which participated in the telephone interviews are the following:

- Seatours. Located in Snaefellsnes Peninsula.
- Gentle Giants. Located in Húsavík.
- Elding Whale Watching. Located in Reykjavík.

Simple random sampling was used as a probability sampling design. Simple random sampling is defined as a method that ensures that every sampling unit in the target population has a known and equal possibility of being chosen (Hair et al., 2006). This method was used for the self administrated survey of the tourists' attitudes as well as for selecting the whale watching tour operators in Iceland. As the defined target population of the tour operators was relatively small, all sampling units were selected, which means that all identified whale watching tour operators were contacted to participate in the study. Simple random sampling was also used for selecting the tourists to participate in the research. This strategy was used by asking every fourth person at the different sampling sites to participate. Quota sampling was also used by the researchers. Quota sampling is defined as a non-probability sampling method in which participants are chosen according to prespecified quotas such as gender, age or demographics (Hair, Bush and Ortinau, 2006). Quota sampling was used in this research by trying to concentrate on the gender distribution as well as an almost equal division of whale watching and non-whale watching tourists.

3.4.5 Pilot cases

Pilot cases seek to assess the feasibility of the study through estimating the reliability and validity of the data collection tools used in the research, which can be of quantitative or qualitative nature (Thiétart et al., 2001). In this research, the feasibility of the self-administrated questionnaire has been pre-tested on a small sample population beforehand. 15 pilot self-administrated questionnaires were handed out to tourists coming back from Iceland, arriving at the Landvetter Airport, Gothenburg, Sweden. After the pretest, the wording of some questions were changed to make it simpler to understand for people who are not an

expert in the field. The mail questionnaire addressed to the whale watching tour operators was also tested in one case beforehand to ensure the quality of the survey.

3.5 Trustworthiness of the study

Special attention needs to be given to guarantee the credibility of the research. Research quality embraces validity and reliability aspects of the particular study (Silverman, 2005). Validity and reliability can be ensured by the researchers in careful collection, analysis and interpretation of the data and in the presentation of the research results (Merriam, 1998). Unless a detailed description of the researcher's procedures is given, there is no point in finishing a research study (Silverman, 2005). In the next section, the meaning of these concepts are clarified and applied to the study.

3.5.1 Validity

Another expression for truth is validity (Silverman, 2005). Validity refers to the degree in which the conclusions drawn from a research study, is true for the whole target population (Hair et al., 2006). Here, it is crucial to question whether the study in fact evaluates what it was intended to do (Saunders et al., 2003).

This research intends to evaluate tourists' attitudes as well as the whale watching tour operators' attitudes towards the whaling situation in Iceland. Attention should be drawn to the fact that the surveys of the tourists were conducted in Iceland and therefore excludes other people who might have chosen not to go to Iceland because of various reasons. This fact must be kept in mind by the reader throughout the entire thesis. The interviewed whale watching tour operators are as aforementioned, located in Iceland. However, due to the small sample size of only 160 respondents in the tourists' attitude survey, it is not certain that the results of the survey of the tourists are true for the entire target population. Especially as the respondents originating from whaling nations were underrepresented in the survey, the results of the survey cannot be said to be true for the whole target population. The same problem might have occurred with the whale watching tour operators as only four tour operators participated in the interview.

3.5.2 Reliability

If a study can be repeated by another person or at another point of time with identical results, reliability is present (Thiétart et al., 2001). Reliable data is characterized by consistency in

observations as well as in interviews (Hair et al., 2006) and absence of measurement errors (Patel and Davidsson, 1994). To be able to estimate reliability, documentation of the researcher's course of actions and demonstration of consistent use of categories is required (Silverman, 2005).

The reliability of this study may have been threatened by subject or participant error occurring when the respondents filled out the questionnaires. According to Saunders et al. (2003), the time of completion of the personally administered questionnaire can play an important role in the sense that different times of the week can cause different answers (Saunders et al., 2003). There is the possibility that the tourists' answers in this study were influenced depending on their duration of stay or the point of time when they completed the questionnaire, resulting in that they may have formed different attitudes towards whale watching and whaling.

As phone interviews and a self administered survey were used in this research, development of trust between the interviewee and the interviewer is crucial to avoid situational biases (Sekaran, 2003). The topic how whaling affects whale watching might very well constitute a sensitive issue for some of the respondents, resulting in what Saunders et al. (2003) refers to as subject or participant bias, with the consequence that they write what they think is appropriate or correct for this situation (Saunders et al., 2003). To reduce this from happening, the respondents were informed about that the questionnaires were anonymously. In spite of this measure, some answers may still have been biased. Likewise, the questionnaire and the telephone interviews for the whale watching tour operators may have been influenced by this type of bias. However, the belief is that they have told their true opinions about the Icelandic whaling situation and the implications it has on their businesses due to their noticeable genuine concern about the situation.

3.6 Database preparation

In order to analyse the results into more detail the raw data obtained from the survey about tourists' attitudes towards whaling and whale watching, was firstly entered into an Excel file. Thereafter this file was transferred into SPSS, a computer programme for data preparing and statistical analysis. With SPSS as a tool, the analysis of the study findings could be conducted smoothly. Concerning the traditional telephone interviews to whale watching tour operators,

notes were taken at the time of the calls, which were later evaluated. A similar approach was taken with the mail-per-post questionnaire.

3.7 Critical aspects

One source of non-sampling errors might have been the non-response errors. Non-response errors occur when the final sample differs from the sample, which was planned. (Hair et al., 2006). It occurs when the preselected respondents do not participate in the survey. In this research this error occurred as one whale watching tour operator was unwilling to participate in the survey and one was not accessible to contact. The non-response error might have also occurred in the self-administrated questionnaires as some tourists surveyed were unwilling to participate in the survey for various reasons. The researchers of this study were unable to contact one tour operator due to an unaccessible telephone number, this can be classified as a sampling error (Sekaran, 2003). Response errors might have occurred also during the phone interviews as perhaps some interviewees could not remember what really happened. This is also called the faulty recall (Hair et al., 2006). Another source of possible errors are measurement and design errors. These errors occur due to inappropriate design of constructs, size measurement and the study questionnaire (Hair et al., 2006). Although the surveys were pilot tested beforehand, this mistake might have occurred because some questions of the self-administrated questionnaire, as found out later, were designed improperly. To be more precise, question number eight in the self-administrated survey has not been taken into consideration when analyzing the results. The question if tourists know which form of whaling Iceland practises was not included in the survey, although it would have been interesting for the results. Another type of error might be the sample design error. This error occurs when not the 'right' persons are chosen for the survey. As all persons interviewed were already in the Iceland, this error might have occurred as persons who refused to travel to Iceland could naturally not participate in the survey. To be more precise, the survey was conducted in Iceland, which implies that the interviewed tourists were already in Iceland and therefore decided to travel to Iceland no matter if the country conducts whaling or not. Thus, tourists who rejected completely to go to Iceland, with one reason perhaps to boycott the destination because of the whaling situation, were not included in this research. This limitation was anticipated by the authors of this study as otherwise it would have been difficult or even impossible to choose the right sample sites as well as the right target population. Therefore

the focus of this study was determined to ask tourists in Iceland if they would return to the country in the future when they know that the country conducts whaling.

Language barriers and misunderstandings due to language constraints might have been a critical aspect in the self-administrated questionnaires as well as in the mail interview and the traditonal telephone interviews. As aforementioned, the survey of the tourists' was written in English, however the respondents were allowed to complete them in a couple of other languages, as specified in the section named sampling in 3.4.4. This may have reduced the possibility of the occurrence of misunderstandings.

As most sampling sites provided indoor facilities, the collection of the data was not impacted by the weather conditons, with the exception of the Reykjavík Harbour. During both occasions, the weather conditions were not suitable for conducting a survey, it was windy, the temperature was approximately ten degrees Celsius and it was drizzling. This might have influenced how the respondents answered the questions and it can be classified as situational biases concerning the physical setting of the survey (Sekaran, 2003).

The researchers of this study are aware about the difficulty to remain neutral during the process of collecting and processing the data. The likelihood that the research in this study has been influenced by subjective perspectives and preferences has to be taken into consideration.

4 WHALE WATCHING AND WHALING IN ICELAND

This chapter begins with a general overview of Iceland, showing the development of the tourism industry within the country. The first part is followed by an introduction to the Icelandic whale watching industry and explains the whaling situation in Iceland.

4.1 Introduction to Iceland

The island Iceland is located in the North Atlantic Ocean and is with its 103.000 square metres (Icelandic Tourist Board, 2005) the second largest island in Europe (EURES IS, 2007). In 1944, the sovereign state Iceland, which was united with Denmark, became an independent republic (Country Watch, 2006). As of 2006, the population of Iceland was approximately 297.072 and out of these, more than 50 per cent of the inhabitants lived in the capital of Reykjavík and towns in the nearby Southwest (Country Watch, 2007). Glaciers cover more than 11 per cent of the country and the highland interior is sparsely populated as it is uninhabitable (Icelandic Tourist Board, 2005). January is the coldest month with an average temperature of - 0,5°C. The warmest month is July, having an average temperature of + 10,6 °C. These figures apply to Reykjavík (Icelandic Tourist Board, 2005).

Throughout the 20th Century, the fishing industry, especially the export of fish has been the main national income for the country (Helgason, 2007). However, in the 1980s and the 1990s the fishing industry was restructured and the government introduced a new system in which a fishing enterprise was given a particular allowance of fish to be caught. This new regulation resulted in the movement of fishing enterprises and fish processing plants from smaller rural areas with little or no fishing quota to the more urbanized areas. The inhabitants of Húsavík and various other small towns suddenly faced problems like unemployment, relocation or bankruptcy. As a solution, tourism has been promoted as the way out of the misery (Helgason, 2007). Currently the fishing industry counts for 70 per cent of the export income (Country Watch, 2007). Though, only a minor percentage of the workforce are employed in this sector. Services account for over 50 per cent of the workforce's occupation (Icelandic Tourist Board, 2005). Although the significance of the fishery industry is indisputable, the service sector including the tourism industry is currently experiencing a stable growth.



Figure 4.1: Map of Iceland (Stolaf, 2007)

4.2 Icelandic Tourism

Foreign visitors are mainly attracted to Iceland for recreational activities in the nature (Icelandic Tourist Board, 2005). Around the world, Iceland has the image of a nature destination (Björgvinsson, 2007). During the recent years, the tourism activities offered, have increased enormously (Icelandic Tourist Board, 2005) and among these, horse riding tours, various boat tours, hiking tours, jeep tours and glaciers tours are popular. Furthermore, Iceland's more than 100 geothermally heated pools constitute important tourist attractions (Icelandic Tourist Board, 2005). During the last years, the significance of the tourism industry has become increasingly recognized by the Icelandic government (Helgason, 2007). The emphasis of the recently elected government is on the growth of tourism, innovation and support systems for tourism related businesses (Helgason, 2007).

In the past decade, there has been an annual growth rate of 7,2 per cent of incoming tourists to Iceland (Icelandic Tourist Board, 2005). 369.500 foreign visitors to Iceland were reported in 2005, most of them arrived to the island by air. 8.100 of these traveled through Seydisfjord Seaport and the rest via other airports and seaports. In addition, 56.000 tourists came on cruise ships. The tables on the next page illustrate the country of origin of the tourist arrivals to Keflavík Airport and to Seydisfjord Seaport in 2004 and 2005 as well as the difference

between the years (Icelandic Tourist Board, 2005). As one can notice, both tables show that the key tourism markets for Iceland are the Nordic Nations, followed by United Kingdom, the USA and Canada, Germany and France. They also illustrate that there was an increase in tourist arrivals between 2004 and 2005.

Table 4.1: International tourist arrivals through Keflavík Airport in 2004 and 2005 (Icelandic Tourist Board, 2005)

KEFLAVÍK AIRPORT	2004	2005	% difference 04/05
Nordic Nations	94,096	92,578	-1.6
USA. Canada	51,847	57,697	11.13
Germany	38,539	36,959	-4.1
United Kingdom	59,856	57,792	-3.4
Holland	11,014	10,948	-0.6
France	21,482	20,066	-6.6
Switzerland	6,964	6,552	-5.9
Italy	9,470	8,925	-5.8
Spain	5,613	6,379	13.6
Japan	6,525	6,081	-6.8
Other	43,127	52,175	21.0
Total	348,533	356,152	2.2

Table 4.2: International tourist arrivals through Seydisfjord Seaport in 2004 and 2005 (Icelandic Tourist Board, 2005)

SEYDISFJORD SEAPORT	2004	2005	% difference 04/05
Nordic Nations	2,610	2,429	6.9
Germany	2,112	2,022	-4.3
United Kingdom	348	425	22.1
Holland	382	609	59.4
France	697	555	-20.4
Italy	393	382	-2.8
Other	1,317	1,657	25.8
Total	7,859	8,079	2.8

The peak tourist season in Iceland is July and August (Icelandic Tourist Board, 2005). According to a survey of international visitors to Iceland in 2004, visitors' main reasons for coming to Iceland were interests in nature and the country in general (Icelandic Tourist Board, 2004). The most positive aspects of their stay were similar to the nature and the entire country. In contrast, the most negative aspects of the stay were in the respondents' opinions the cost of living (Icelandic Tourist Board, 2004). The cost of living in Iceland is, when compared with other EEA (European Economic Area) countries, relatively high (EURES IS, 2007). When asked to choose among a couple of statements that describe the respondents' impressions of Iceland, the alternatives *'pure and unspoiled nature'* followed by *'unique*

wonderland', were the most popular statements (Icelandic Tourist Board, 2004). This clearly shows that nature is a very important feature of the destination image of Iceland.

4.3 An introduction to whale watching in Iceland

One of Europe's most popular whale watching destinations is Iceland (IFAW, 2003). The diversity of whale species its water offers is unique (IFAW, 2003). Due to the island's location, a variety of whale species can be found in Icelandic coastal waters (North Sailing, 2003 cited in Parsons and Rawles, 2003). The occurring species include Humpback whales, Minke whales, Blue whales, Killer whales, White peaked dolphins and Harbour porpoises (North Sailing, 2003 cited in Parsons and Rawles, 2003). These different species can be seen within only a couple of hours of each other (IFAW, 2003). The high season for whale watching in Iceland is from April to September (Helgason, 2007). The whale watching tourism industry in Iceland mainly consists of local small and medium sized enterprises, which are influenced by the surrounding competitive, political, economic, socio-cultural and technical context of the country (Helgason, 2007).

It is arguable when whale watching started exactly in Iceland. Although some researchers say that the whale watching industry in Iceland has its roots in the year 1990, other authors say that it commenced in 1991 (Hoyt, 1995 cited in Fisher, 2007). According to Hoyt, it began on a small scale in 1991 with 100 persons whale watching annually and the industry only consisted of one whale watching tour operator (Hoyt, 1995 cited in Fisher, 2007).

Eco-tourism and especially whale watching constitute an increasing source of income for the Icelandic economy (IFAW, 2003). Even though the whale watching industry is solely one decade old, whale watching is the fastest growing sector of the Icelandic tourism industry. It is estimated that the industry experienced over a 250 per cent growth and the direct value of the whale watching industry exceeded US \$ 12 million by the year 2002 (Bjorgvinsson, 2003 and Oddsson, 2003 cited in Parsons and Rawles, 2003). Nowadays, the Icelandic whale watching tourism industry is, as aforementioned in the introduction chapter, worth around 24,2 million US \$ and competing against the turnover from the Icelandic whaling industry at its peak time in the eighties (Helgason, 2007). In comparison with 2002, the direct value of the whale watching industry exceeded US \$ 12 million by the year 2002 (Bjorgvinsson, 2003 and Oddsson, 2003 cited in Parsons and Rawles, 2003). These figures show that the whale watching industry has experienced a significant growth over the years. For Iceland as a

country and its several isolated communities in particular, whale watching is therefore valuable (IFAW, 2003). It is said that the amount of new jobs, business spin-offs and social benefits of the whale watching tourism industry outweigh the social and economic influences that the whaling industry has had and will have in the future (Oddson, 2004 cited in Helgason, 2007).

In Iceland, whale watching mainly takes place in three areas: the Reykjavík area and the nearby Reykjanes Peninsula area, the North with the fishing town of Húsavík and Ólafsvík and the Snaefellsnes Peninsula (Arctic Experience, 2007). Húsavík, which is located on the north coast of Iceland is a popular tourist destination for whale watchers (North Sailing, 2003 cited in Parsons and Rawles, 2003) and is known as the top spot for whale watching in Iceland (Arctic Experience, 2007). Húsavík has a population of approximately 2500 inhabitants (Helgason, 2007). The main industry of Húsavík in earlier time was the fishing industry, however currently it is replaced by the tourism industry, specifically the whale watching tourism industry. Since the whale watching tourism industry developed in Húsavík, the unemployment rate decreased, at the same time the aesthetic appearance of the town became more important (Helgason, 2007). The map on the next page illustrates these main whale watching locations in Iceland.

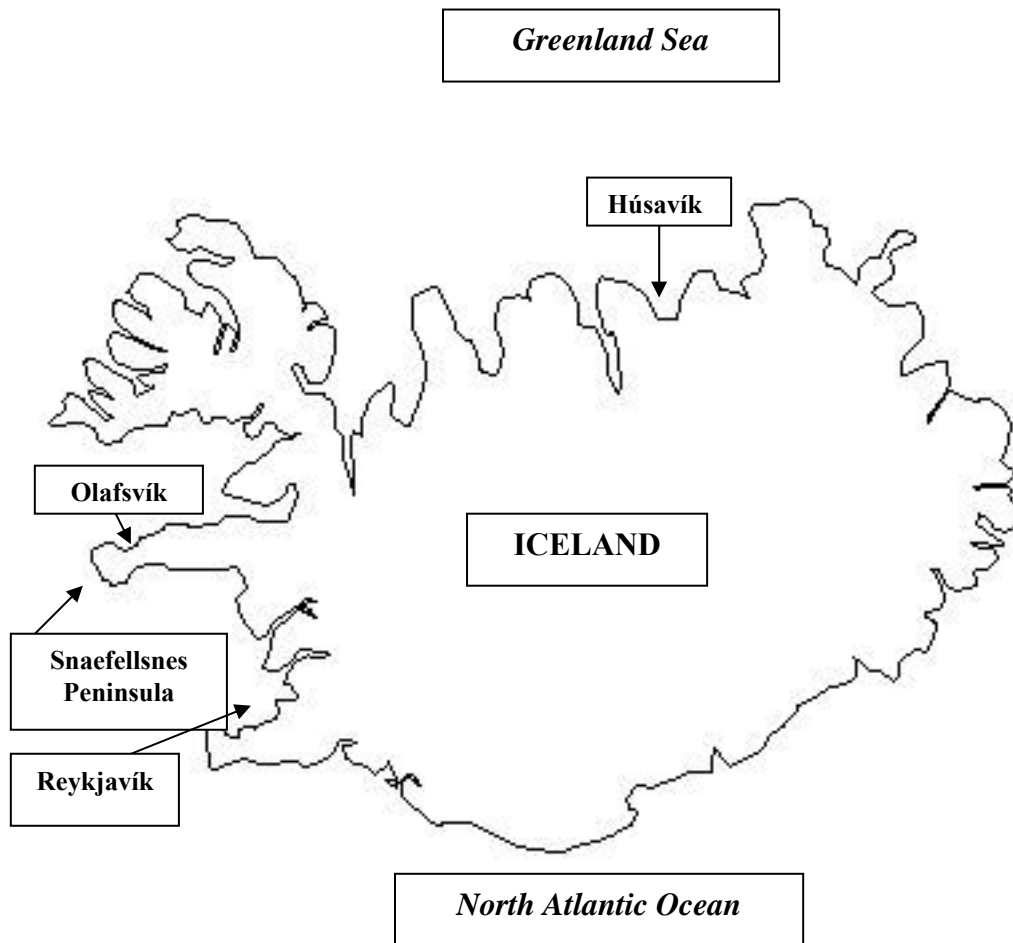


Figure 4.2: Map illustrating the main whale watching locations in Iceland (About, 2007)

4.4 The economical significance of whale watching for Iceland

The economical significance of whale watching has increased rapidly over the recent years (Hoyt, 1995 cited in Fisher, 2007). In 1991, whale watching in Iceland gained a direct revenue of £ 10.000 and a total revenue of £ 35.000 (Hoyt, 1995 cited in Fisher, 2007). In 1993 a UK based travel company brought British tourists to Iceland to experience whale watching (Björgvinsson, 1997 cited in Fisher, 2007). Five different whale watching tours were offered to the tourists at that time (Hoyt, 1994 cited in Fisher, 2007). In 1994, there were already 200 persons coming to Iceland for whale watching and four whale watching tour operators (Hoyt, 1995 cited in Fisher, 2007). This year whale watching received a direct revenue of £ 20.000 and a total revenue of £ 90.000 (Hoyt, 1995 cited in Fisher, 2007). In 1995, 2.200 people including approximately 200 international tourists went whale watching in Iceland (Björgvinsson, 1997 cited in Fisher, 2007). Four tour operators were taking care of the whale watchers. The industry gained a direct revenue of £ 65.000 and a total revenue between £ 350.000 and £ 500.000 (Hoyt, cited in Fisher, 2007). In 1996, 9.500 visitors came

to Iceland for whale watching. 85 to 90 per cent of these visitors consisted of foreign tourists and eight whale watching tour agencies were operating (Björgvinsson, 1996 cited in Fisher, 2007). The direct revenue in 1996 was estimated to be £ 289.000 and between £ 1,5 and 2 million were gained in the total revenue (Hoyt, cited in Fisher, 2007). These figures imply that whale watching has gained great importance for Iceland. This can also be seen in the quote below.

‘Tourism is the fastest growing sector in the Icelandic economy where whale watching is the fastest growing activity’ (Gudmundsson, 2007).

The number of whale watchers increased to 20.534 in 1997, among 85 to 90 per cent of the them were foreigners (Björgvinsson, 1997 cited in Fisher, 2007). In the same year, 13 tour operators could be found on the island and the direct revenue increased to £ 534.000 with the total revenue being between £ 2,8 to 3,7 million (Hoyt, cited in Fisher, 2007).

The table on the next page shows the number of whale watching tourists in Iceland in comparison with Húsavík from 1995 to 2006. It corresponds with the figures in the article of Fisher (2007) as aforementioned, however the table below additionally illustrates more recent numbers of whale watching tourists, specifically from 1995 to 2006, whereas the author Fisher only considers the whale watching tourists from 1990 to 1997. The market share of whale watching companies in Húsavík counted for more than half of the Icelandic whale watching market from 1996 to 1999. The growth ratio of Húsavík versus Iceland decreased over the years after 1996. From year 2000 to 2006, it seems as if whale watching became popular also in other regions. As can be noticed, in 2004 to 2005 there was a slight decrease.

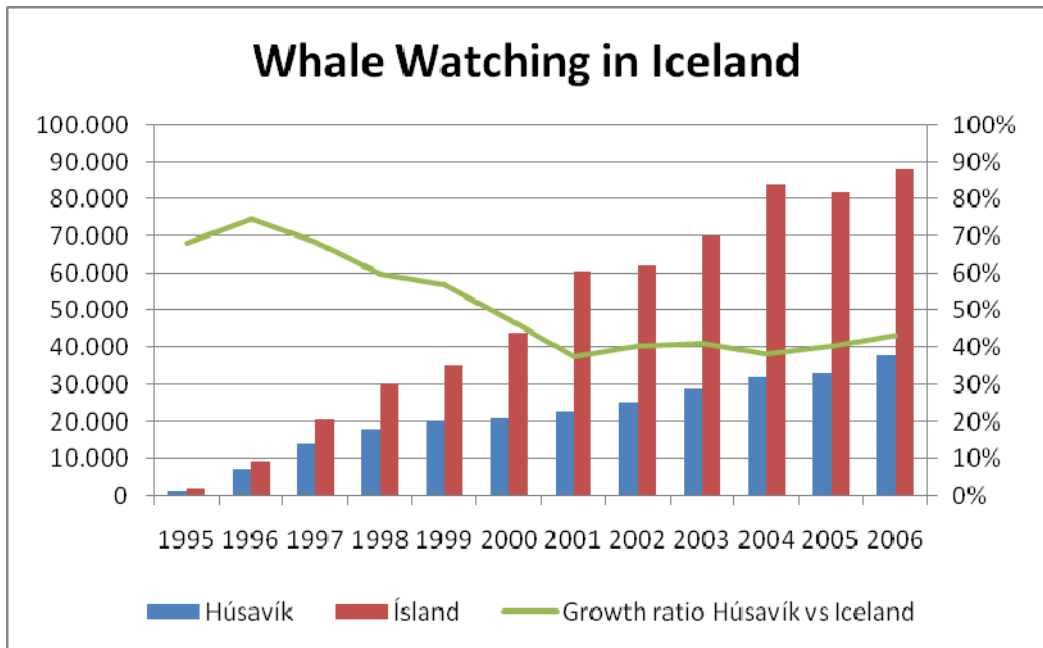


Figure 4.3: The number of tourists going whale watching in Húsavík and Iceland (Björgvinsson, 2007, in Helgason, 2007)

The next table illustrates the number of tourists going whale watching in Iceland during the period of 1995 to 2004 (Húsavík Whale Watching Statistics, 2006).

Iceland Whale Watch (updated 2006)

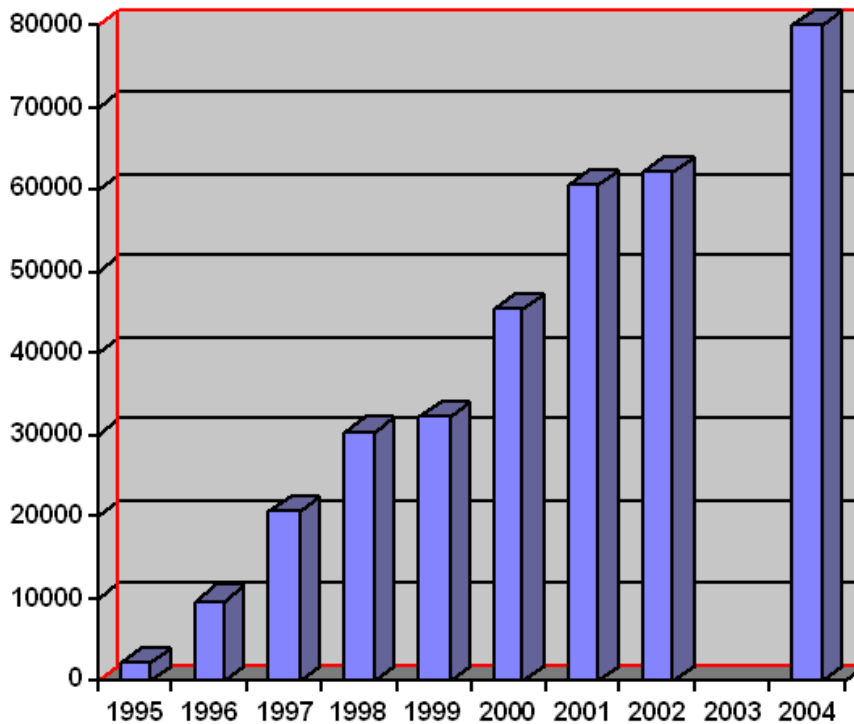


Figure 4.4: The number of tourists going whale watching in Iceland (Húsavík Whale Watching Statistics, 2006)

4.5 Whaling in Iceland – a sensitive issue

Whaling is considered as a sensitive topic in Iceland and the Icelanders are strongly divided in their opinions towards whaling (Helgason, 2007). According to Helgason (2007), *'In the past, extreme action taken by environmental groups or individuals, have resulted in solidifying Icelanders consensus towards whaling as an icon of independence regardless of pro's and con's'* Helgason, 2007:13).

In contrast to whaling, the value of the whale watching tourism industry has not yet gained recognition because it is not seen as an old profession (Helgason, 2007). According to Hoyt and Hvenegaard (2002), no surveys have been conducted whether local whale watching communities have any preferences towards whaling or whale watching. However, Hoyt and Hvenegaard state that local communities, which are involved in the whale watching tourism industry, are mainly satisfied with it (Hoyt and Hvenegaard, 2002). This aspect is mainly interesting as Iceland practises both whale watching and whaling.

After a pause of 14 years, in 1988 the first preparations were done in Iceland to commence whaling again (Altherr, 2003). These preparations included the following two developments; the country became a member of CITES (a convention which regulates the international trade in endangered species) and it started to import Norwegian whale products. Iceland also tried to enhance its relationship with Japan, discussing fisheries and whaling issues with the country as well as the Icelandic fisheries minister stated the intention to be able to export whale products to Japan in the near future. Iceland rejoined the International Whaling Commission, as well as in March 2003, the country even prepared a plan for a two year so called research whaling program including the killing of 500 whales, which was presented to the IWC. As whale meat has not been seen as a popular product among the Icelanders, the government launched a promotional campaign to increase the demand for whale products on the domestic market. This media campaign included the publication of cooking recipes for whale meat and Icelandic politicians even had meals containing of whale meat in presence of the media. Articles in the Icelandic media even argued that the consumption of whale meat is especially healthy. As a result, the consumption of whale meat in Iceland increased by approximately seven per cent in the same year from around 150 to 200 tonnes per year (Altherr, 2003).

Kristjan Loftsson, the chief executive of the Icelandic whale hunting firm Hvalur Hf., strongly believes that to preserve fishing stocks, the number of whales must be reduced (CBS News, 2003). Loftsson has little sympathy for the whale watching tour operators and claims that the whaling business since the 1940s always has been a feasible industry whereas whale watching companies sometimes have had problems staying in business (CBS News, 2003). Loftsson argues that without the financial support from anti-whaling groups, many whale watching companies would have been subjects to bankruptcy (High North Alliance, 2004). In contrast, anti-whaling groups claim that in Iceland, there is more to be earned from whale watching than whaling (High North Alliance, 2004). According to Loftsson, thousands of tourists visited a whaling plant in Hafnarfjordur, Iceland where the entire carcasses were brought on land (CBS News, 2003). His viewpoint is that on whale watching trips, tourists barely see the back of the whale and that they might as well visit an aquarium instead (CBS News, 2003).

In contrast to the opinion of Loftsson, Oddson (2004, cited in Helgason, 2007) argues that the amount of new jobs, business development and social benefits of whale watching far outweigh the social and economic impact whaling has had and is likely to have in the future (Helgason, 2007).

The Prime Minister of Iceland Geir H. Haarde (Forsætisráðuneyti, 2007) declared in 2003 that he does not want to accept that Iceland would be forbidden to utilize whales as they constitute an important marine resource when other resources in the sea are harvested (CBS News, 2003).

4.5.1 Iceland and its IWC membership – a difficult relationship

In the hope to launch an alternative body called NAMMCO, the North Atlantic Marine Mammal Commission, which comprises only states and territories in the North Atlantic area with a strong interest in whale hunting including Norway, Greenland and the Faroe Islands, Iceland signed out from the IWC in 1992 (Altherr, 2003). NAMMCO was established at the 9th of April, 1992, however its foundation was unsuccessful and never gained international popularity and recognition of a North Atlantic whalers club, which was Iceland's intention. The result was that the invited countries Canada and former USSR refused to become a member. Norway showed no strong commitment towards it and Denmark did not join the organization at all. As Iceland recognized that NAMMCO became an international

failure, the country was thinking of rejoining the IWC in 1994, however Iceland did not agree with the IWC's condition to suspend commercial whale hunting (Altherr, 2003).

In 2001 Iceland tried to regain membership in the IWC, however it stated the condition not to accept the moratorium on commercial whaling (Altherr, 2003). The United Kingdom, the USA, New Zealand, Australia as well as Germany and Mexico declared that they were unwilling to accept the lifting of the moratorium (IWC, 2001). The IWC chairman, at that time, Bo Fernholm from Sweden stated his opinion about it as followed. He thought if Iceland's reservation would be accepted, other states who are dissatisfied with the IWC decision would follow Iceland as an example. They would leave and later return without being tied to the decision that has been the reason for them to leave IWC at the first place (IWC, 2001). The former IWC chairman Michael Canney puts it in his own words as the following:

'A convention is there. You join or you don't join. You can't pick the bits you like and leave out the bits you don't like' (IWC, 2001:6).

A membership in IWC was denied to Iceland in July 2001 as well as in May 2002 (Altherr, 2003). At the 14th October in 2002, Iceland was finally allowed to rejoin the IWC, however the procedure of voting was questionable and the country was even allowed to vote for itself. Afterwards, several countries expressed their controversial feelings that Iceland joined the IWC once more (Altherr, 2003). The main reason why Iceland wanted to enter the IWC again after leaving it in anger in 1992 seems to be that Japan only allows imports of whale products from IWC member countries (IWC, 2001). As the domestic market for whale meat in Iceland is seen as small due to the country's sparse population as well as the fact that Icelandic people are not used to eat whale meat anymore, the country hopes to export its whale products to Japan. It is also believed to be the same purpose why Norway remains a member of the IWC (IWC, 2001).

4.5.2 Scientific whaling in Iceland - whaling in the name of science

In order to comprehend the Icelandic situation, a deeper insight into scientific whaling is fruitful. Scientific whaling is also known under the name special permit whaling (Steuer, 2005). The IWC has written two significant articles related to regulations in scientific whaling. The first article called article number four, describes the purpose and aim of whale

interrelated research within the IWC. The second article named article number eight defines the use of special permits to hunt whales for scientific reasons. Since 1982, it is estimated that more than 7000 whales worldwide have been killed for scientific research (Steuer, 2005).

In earlier time, around the 1970s, when both articles for whaling for scientific purposes were written, it has to be acknowledged that most research about various species was obtained from whaling data including information on pregnancy rates, age distribution, and sex ratio (Steuer, 2005). Nowadays, non-lethal techniques have however gained more popularity as they provide various advantages, which ensure whale conservation and biology in the 21st century (Steuer, 2005).

The ethics of scientific whaling as well as the overall quality of the scientific research are seen as controversial and questionable (Steuer, 2005). The entire commercial sales from scientific whaling such as the trade of whale products from the Japanese program can pilot to potential biasing management of member countries and can therefore increase the conflict of interest. In contrast, non lethal methods such as biopsy sampling, genetic research and hormone analysis can provide greater sample sizes, more reliable data, the advantage of tracking animals over many years as well as doing repetitive research with the same samples. In 1982, more than 100 scientific whaling permits have been issued by a number of countries such as Canada, USA, former USSR, South Africa as well as Japan. Subsequent to 1982, when the IWC decided to set up a suspension in commercial whaling, the extent of permits and the number of whales taken started to increase because some countries used the special permit as an option to circumvent the suspension in commercial whaling (Steuer, 2005). The nations South Korea and Iceland were the first ones, using the special permit option during the whaling season 1986 and 1987. Despite considerable international opposition, Japan, the Soviet Union and Norway just continued commercial whaling without considering the suspension (Steuer, 2005).

After Iceland became a member of the IWC once more in 2002, the country announced that it would commence a scientific whaling program which included the annual catches of 100 Minke, 100 Fin and 50 Sei whales (Steuer, 2005). Later on, however, Iceland decided to reduce the catches and to concentrate on hunting only Minke whales (Steuer, 2005). In 2003, 37 Minke whales were killed and a further 25 Minke whales were caught the following year (Siglaugson, 2005). The country justified the catches with the reason that they wanted to

conduct a study of the role of cetaceans in the marine ecosystem to be able to enhance the ecosystem-based management of fisheries in Iceland (Steuer, 2005). A further study of interest from Iceland was the study of population dynamics and the basic biology/ecology of the three whale species being caught as well as the analysis of the impacts of pollution on cetacean populations. Iceland explained that killing the whales is necessary to sample the internal organs in assessing the impacts on skin and organs of cetaceans. Iceland handed in its proposal to the Scientific Committee of the IWC in 2003 and some members of this committee admitted that the proposal contained two research areas which have to be investigated further and where a precise analysis would be useful (Steuer, 2005). Adverse international protest, in 2006, Iceland started commercial whaling next to scientific whaling (Helgason, 2007).

One of the most controversial questions, which rises is why whales from scientific research are used as food as well as they are used as ingredients for other whale products (IWC, 2001). Opinions differ about this issue. The IWC secretary Dr. Ray Gambell stated that whales caught from research are too valuable just to measure and throw away. These whales should be completely utilized and not be wasted (IWC, 2001). On the other hand, if looked at the definition of scientific whaling it says it should be used only for research purposes.

4.5.3 Total whales killed by Iceland for scientific purposes

The table on the next page illustrates the total whales killed in whaling operations for scientific purposes by Iceland since the IWC Whaling Moratorium went into effect. Notable is that there was no whaling between 1990 and 2003, due to a pause of whaling. Since 2003, officially only North Atlantic Minke whales have been killed in Iceland. In contrast from 1986 to 1990, North Atlantic Fin and Sei whales were targeted (IWC, 2006). Since 2003, the species Minke whales were also killed as can be seen in the table below and there was also no market for meat as stated by Siglaugsson (2005). This might have been the reason why less whales were killed from 2003. Another reason might have been that the IWC gave Iceland less scientific permits from 2003.

Table 4.3: Total whales killed since the moratorium (IWC, 2006)

Whaling Season	Species	Category	Number killed
1986/1987	North Atlantic Fin	Scientific Permit	76
1986/1987	North Atlantic Sei	Scientific Permit	40
1987/1988	North Atlantic Fin	Scientific Permit	80
1987/1988	North Atlantic Sei	Scientific Permit	20
1988/1989	North Atlantic Fin	Scientific Permit	68
1988/1989	North Atlantic Sei	Scientific Permit	10
1989/1990	North Atlantic Fin	Scientific Permit	68
2003/2004	North Atlantic Minke	Scientific Permit	37
2004/2005	North Atlantic Minke	Scientific Permit	25
2005/2006	North Atlantic Minke	Scientific Permit	39
Total whales killed			463

To fully understand the whaling situation in Iceland, a closer look at describing the hunted species is essential. Worldwide, it is estimated that there are 60.000 to 100.000 Fin whales left and therefore this species is classified as endangered (Whale Center of New England, 2007). Although it is unknown where the calving grounds are located it is believed that calves are born in winter time. It is estimated that the maturity commences with the age of six to eight years and females give birth to a single calve every two to five years. The life duration of Fin whales is relatively high and it is estimated that they can live up to 100 years (Whale Center of New England, 2007).

Minke whales can be seen as the most abundant whales with over 1000.000 animals worldwide (Whale Center of New England, 2007). The highest population density can be found in the Southern Hemisphere but a large population of Minke whales is located in the North Atlantic. However not much is known about the life history of this species but it is estimated that females produce a calf every one to two years. Minke whales are strongly hunted by the whaling nations Norway and Japan, which hunt up to 1.300 animals annually. The meat of Minke whales is seen as a delicacy in Japan and it is sold for approximately US\$100 per 500 gram (Whale Center of New England, 2007).

Sei whales are listed as an endangered animal species and the number of living animals is hard to estimate (Whale Center of New England, 2007). Although Sei whales are fairly abundant in the Northern Hemisphere they are in low numbers in the Southern Hemisphere. The exact breeding grounds for this species are unknown, however it is estimated that females

produce calves every two to three years. Since 2002, Japan is catching a small number of Sei whales for scientific purposes (Whale Center of New England, 2007).

4.5.4 Commercial whaling in Iceland

Commercial whaling in Iceland has a long history (Siglaugsson, 2005). The commercial whaling industry had its peak in the early 20th Century when whale oil was seen as an essential product (Siglaugsson, 2005).

In 2006, Iceland announced that the country would commence commercial whaling consisting of catching nine Fin whales and 30 Minke whales per year (Black, 2006). According to a representative of the government, the total stock size of Minke whales in the North Atlantic and Central Atlantic area consists of 70.000 Minke whales including 43.600 animals of this species living in Icelandic water. The representative of the Icelandic government also stated that it is estimated that 25.800 Fin whales live in Icelandic waters. Therefore the commercial whaling activity is seen as sustainable by the Icelandic government (Black, 2006).

However, according to Arnason (2007), Iceland has not yet sold any whale meat from the commercial whaling activities that resumed in 2006. 100 tonnes of whale meat were stored in Icelandic freezers, three months after the resumption in commercial whaling. Kristjan Loftsson, the owner of the whaling company Hvalur Hf. claims that the whale meat has not been sold yet because it must firstly be tested for chemicals. It is also questionable if Iceland finds an export market to sell its whale meat as whale meat is not popular on the domestic market (Arnason, 2007).

4.5.5 Iceland and its whale meat market

According to Siglaugsson (2005), the whale meat market in Iceland if seen in an international and a domestic context is very small. The study reveals that the scientific whaling programme of Iceland in 2003 and 2004 did not receive any immediate monetary benefits. When the whale meat from scientific whaling entered the Icelandic market in 2003, Icelanders were not used to eat whale meat anymore as this product had not been available during the past 20 years. The whale meat was purchased by Ferskar Kjötoorur Hf. and sold in the outlets of Hagkaup, which is a well known supermarket chain in Iceland. As the product got much media attention and was promoted in various ways, the public in Iceland was willing to try to eat whale meat in the beginning, however the repeat sale rate was really low. Retailers and distributors said that they were not willing to promote whale meat as it was not seen as a

popular product on the domestic market. Even the initial price was decreased with the hope that it would increase the sales. In 2003, 62 tonnes of whale meat have been gained through the whaling for scientific purposes from which 10 to 15 tonnes were sold in trade in 2003 and 15 tonnes in 2004. However Siglausson (2005) assumes that 32 to 37 tonnes of the whale meat remained unsold. To be more precise, it seems like the current market for whale meat in Iceland is only five to 15 tonnes per year. It also appeared difficult for Iceland to find an adequate export market, due to the fact of the current trade restrictions as well as that the market for whale meat is decreasing dramatically. Potential markets for whale meat which were identified by Iceland were China, former USSR, Norway and Japan. However as Japan, China and Russia have no import permits of the association CITES, these countries cannot be classified as potential trading partners. Norway on the other hand has its own whale hunting which covers the need for whale meat on the domestic market. The only potential whale meat markets would be niche markets, such as speciality restaurants in Iceland or in the USA. The other option, to introduce whale meat in other European countries seems also impossible as whale meat is not seen as a traditional or cultural product (Siglausson, 2005).

4.5.6 Implications of whaling for the Icelandic tourism industry

Since 1883, around 35.195 whales were caught at the coast of Iceland (Altherr, 2003). Whaling in the waters of Iceland stopped in 1989 due to the moratorium on whaling. However, after a pause of 14 years, in 2002, the Icelandic government decided to join the International Whaling Commission (IWC) and to start whaling once again, which caused considerable controversy among the public (Kirby, 2003 cited in Parsons and Rawles, 2003). In 2003, the first 36 whales were killed in Iceland (Parsons and Rawles, 2003).

The resumption of whaling is said to hurt the sensible tourism industry of Iceland (Conlin, 2006). Iceland is losing its image of a green island where visitors can experience unique wilderness and wildlife, which has been promoted by the tourism industry (Altherr, 2003). As whales are seen as an integrative part of Iceland's image, whaling is a threat to the Icelandic tourism industry (Helgason, 2007). Whaling even harms the general image of the island as most tourism attractions in Iceland are nature based (Sigursteinsdóttir, 2003 in Helgason, 2007). A Gallup poll conducted in Iceland at the time when commercial whaling started again in 2006, showed that 48 per cent of the surveyed Icelanders believed that commercial whaling would have a negative impact on the country's tourism industry (IFAW, 2006). This result

implies that also the Icelandic inhabitants are concerned about the implications whaling might have for their country.

The Icelandic Tourist Industry Association believe that the whaling might harm the growing whale watching tourism industry, which is said to *'create a very positive image for Iceland'* (CBS News, 2003:1). Vignir Sigursveinsson, operating manager of Elding Whale Watching feared that the whales would be afraid of boats in general due to the resumption of whaling (CBS News, 2003). It is likely that whales cannot distinguish between whale watching boats and whaling boats and consequently avoid all boats.

One month after the resumption of whaling in Iceland, a drop of 25 per cent in bookings for whale watching trips was reported by an important British tour operator (Williams, 2006). The national airline Icelandair has also experienced cancellations due to the decision, which implies that the alive whales are a more valuable resource for the Icelandic tourism industry and that the resumption of whaling is refused by the public (Conlin, 2006). Of 13 whale watching tour operators, which were interviewed in 1997, only two accepted a resumption of whaling whereas one tour operator wanted to stop its whale watching if whaling would start again (Björgvinsson, 1997 cited in Fisher, 2007). However the reason why this operator would stop its business was not further explained. Most interviewed tour operators wanted to improve their operations and were keen on educating tourists about the importance of whales for the ecosystem (Fisher, 2007). The opposition to whaling is strongly growing, especially in source countries, which originate a considerable number of foreign tourists (Hoyt and Hvenegaard, 2002). A survey, which was conducted in 1998 with tourists visiting the country showed that 54 per cent of respondents said that it would have negative impacts on their decision to travel to Iceland again if the country would commence whaling (Fisher, 2007).

According to Conlin (2006), boycotting Iceland might only hurt the tourism industry with its whale watching companies. Icelandic firms are concerned about the effect the resumption of whaling has on the tourism industry in Iceland, therefore they are lobbying against the decision. The managing director of Icelandair and chairman of the Icelandic Tourism Association, Jon Karl Olafsen, is one of the them who spoke against the government's decision to resume commercial whaling (Conlin, 2006).

4.6 Overlapping areas of whale watching and whaling

The map below illustrates whale watching areas (the triangles) and whales killed (the circles) in Iceland during 2003 to 2005 (Björgvinsson, 2006). As can be noticed, in some locations the areas where whale watching and whaling occur, overlap, in particular in the Reykjavík area and the Snæfellsnes Peninsula area.

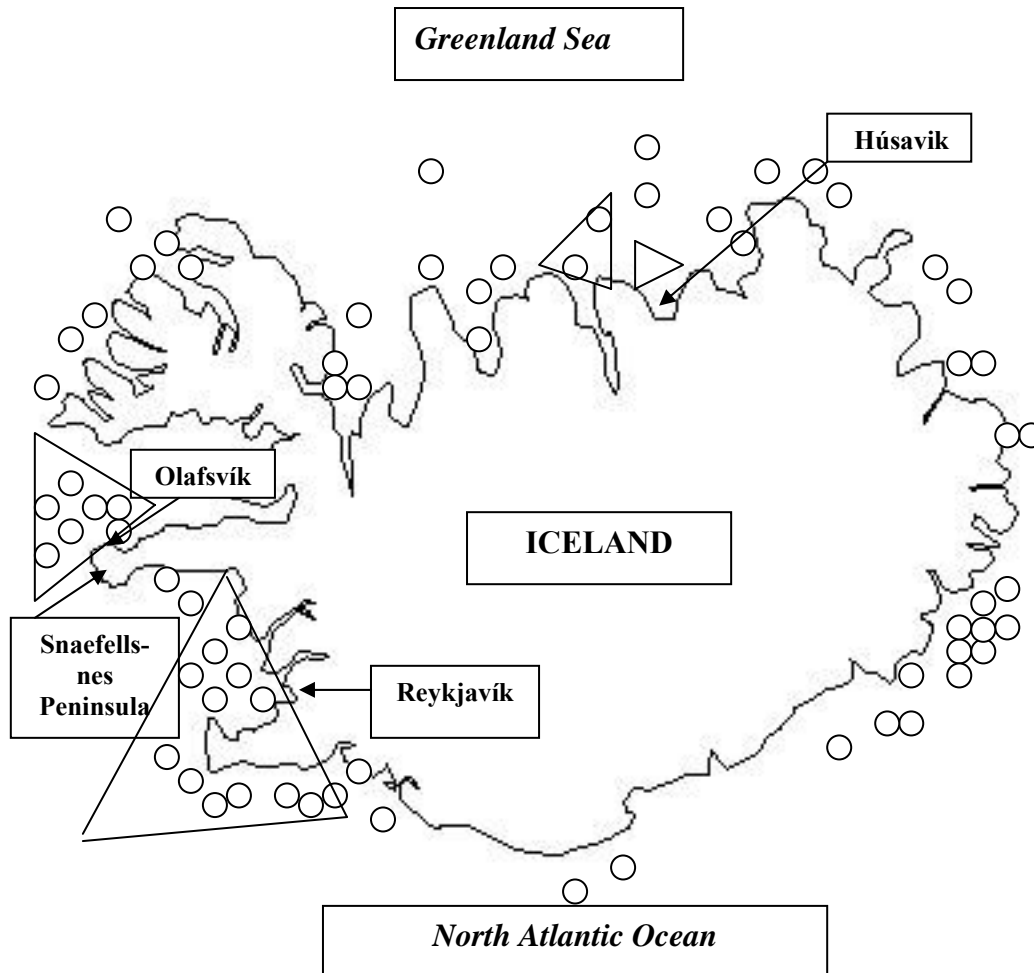


Figure 4.5: Map illustrating whale watching areas and whales killed (Björgvinsson, 2006)

5 STUDY FINDINGS

This chapter presents the outcomes of the empirical study of tourists' and whale watching tour operators' attitudes towards whaling in Iceland. The first part presents the study findings of the tourists' attitudes towards whaling in Iceland. Secondly, it enlightens the study findings of the whale watching tour operators.

5.1 Study findings of the tourists' attitudes towards the Icelandic whaling

This part is dedicated to the study findings of the international tourists' attitudes towards the Icelandic whaling situation commencing with the demographic characteristics of the surveyed tourists followed by a general description of tourists' knowledge about and behaviour towards whaling. Furthermore, it also includes a description of tourists' acceptance of the different types of whaling related to various variables.

5.1.1 Demographic distribution of the respondents

The distribution among female and male respondents in the survey were calculated to 45,60/54,40 per cent as can be seen in the figure below.

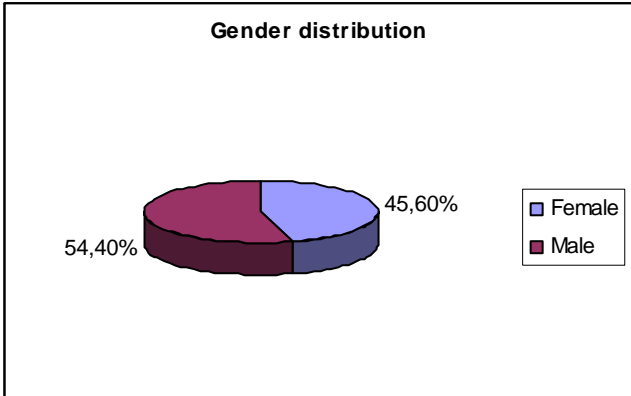


Figure 5.1: Gender distribution of the survey

The respondents were divided into different age layers as shown in the following table which illustrates the distribution based on the sample size of 160 respondents.

Table 5.1: Distribution of respondents divided into different age groups

AGE	FEMALE	MALE	TOTAL	TOTAL IN PERCENTAGE
18 - 30	32	40	72	45 %
30 - 45	17	25	42	26,25 %
45 - 60	14	16	30	18,75 %
60 - 76	10	6	16	10 %
Total	73	87	160	100 %

The table shows that the proportion of gender in the survey was 73 female participants and 87 male participants. Most respondents were between 18 and 30 years old (72 respondents), followed by respondents aged 30 to 45 (42 respondents). Only 30 respondents were in the age group of 45 to 60 years old followed by 16 respondents who were between 60 and 76 years old.

5.1.2. Main purpose of trip to Iceland

The majority of the respondents, 69,4 per cent (111 respondents) travelled to Iceland for the main purpose of leisure. The second most common reason was other purposes, 20,6 per cent (33 respondents) followed by business purposes and visiting family and friends, which both constituted five per cent (8 respondents) each.

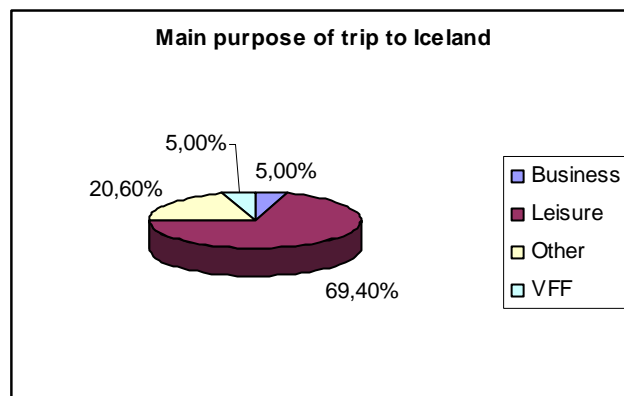


Figure 5.2: Respondent distribution of main purpose of trip to Iceland

5.1.3 Distribution of tourists with main purpose of whale watching

As mentioned earlier in chapter two, with reference to Orams (2001), tourists can be divided into three groups with relevance to whale watching. This theory was taken into consideration when analyzing the self administrated questionnaires. As one can notice only 13,80 per cent of the respondents can be defined as 'hard-core' whale enthusiasts, whereas the majority of

the surveyed tourists - 85 per cent, did not have whale watching as their prime motivation for their travel to Iceland. Two respondents (1,3 %) did not answer this question.

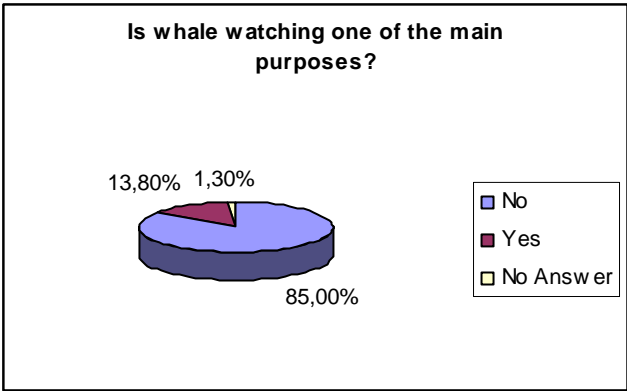


Figure 5.3: Respondent distribution of whale watching one of the main purposes for visiting Iceland

5.1.4 Respondent distribution in terms of origin

Respondents were divided into their continents of origin as shown in the table below.

Table 5.2: Sample distribution based on continent of origin

CONTINENTS	NUMBER OF PARTICIPANTS	PERCENTAGE OF TOTAL PARTICIPANTS
Europe	138	86,25 %
Middle East	2	1,25 %
North America	13	8,13 %
Asia	4	2,5 %
Australia/New Zealand	3	1,88 %
Total	160	100 %

Furthermore, the respondents originating from Europe were divided into different segments. The Nordic countries represented in the study are Norway, Sweden, Finland and Denmark. The represented Baltic states in the study are Latvia, Lithuania and the Ukraine. Survey participants from Western Europe are represented by Germany, Switzerland, Austria, France, Belgium and the Netherlands. The Czech Republic is the only country representing Eastern Europe in the study. Spain and Italy represent Southern Europe.

Table 5.3: Sample distribution based on European country of origin

EUROPEAN COUNTRIES	NUMBER OF PARTICIPANTS	PERCENTAGE OF TOTAL PARTICIPANTS
Nordic countries	36	26 %
England, Scotland and Ireland	32	23,18 %
Baltic states	5	8,13 %
Western Europe	58	3,62 %
Eastern Europe	2	42 %
Southern Europe	5	3,62 %
Total	138	100 %

As mentioned in chapter four, page 48, the Icelandic Tourist Board (2005) has analyzed the main target markets for Iceland by looking at the tourist arrivals to Keflavík International Airport and Seydisfjord Seaport in 2004 and 2005. Based on this data, the main target markets for Iceland as found out in the empirical survey of this study, is compared to the findings of the Icelandic Tourist Board.

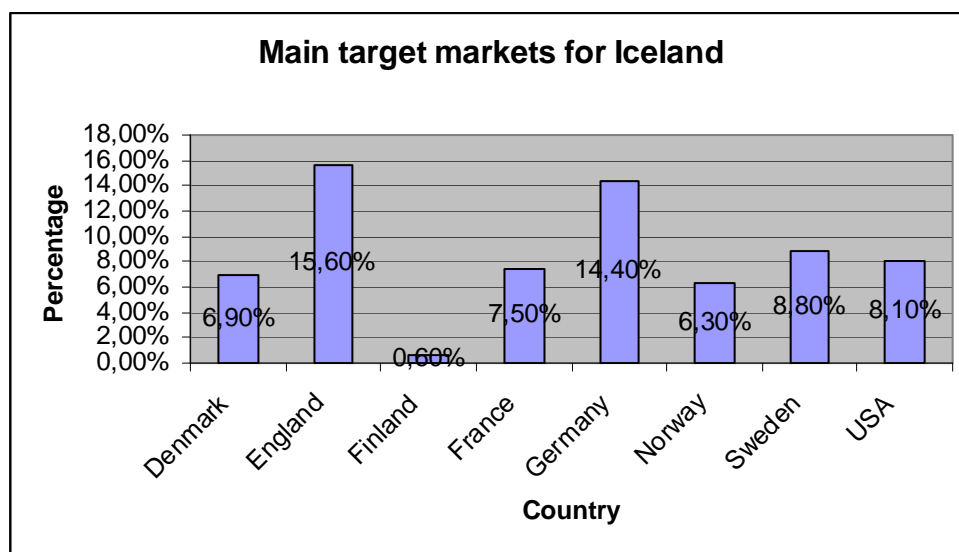


Figure 5.4: Main target markets for Iceland

Figure 5.4 above illustrates how the main target markets for Iceland are distributed in the empirical survey. As one can notice, there were 25 respondents from England (15,6 %) and 23 from Germany (14,4 %). These are the main target markets of the survey's respondents, followed by Sweden (14 respondents/8,8 %) and the USA (13 respondents/8,1 %). France is represented with a frequency of 12 respondents (7,5 %), followed by Denmark (11 respondents/6,9 %), Norway (10 respondents/6,3 %) and Finland (1 respondent/0,6 %). Tourists from England, Germany and France in this study were similarly equally distributed as in the data of the Icelandic Tourist Board and the demographic distribution of this research

survey is comparable with the statistics of the Icelandic Tourist Board (2005). Noticable is that tourists from Finland are underrepresented in this study in comparison to the data of the Icelandic Tourist Board (2005). Although the Icelandic Tourist Board (2005), summarizes data from Norway, Sweden and Finland in the Nordic Nations, the researchers of this study decided to show the survey results for these nations separately and the study therefore divides the Nordic Nations into Sweden, Norway, Denmark and Finland.

5.1.5 Respondent distribution based on knowledge of the Icelandic whaling situation

79,4 per cent of the respondents (127 respondents) had prior knowledge of the whaling situation in Iceland, whereas 20,6 per cent of the respondents (33 respondents) were unaware of it.

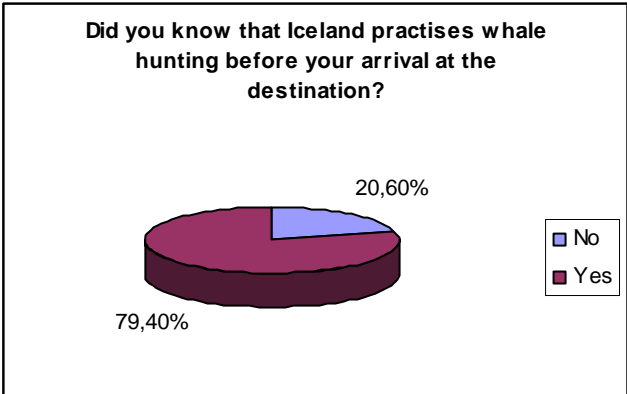


Figure 5.5: Respondent distribution of knowledge of the whaling situation in Iceland prior to their arrival in Iceland

5.1.6 Attendance of whale watching in Iceland

51,9 per cent of the respondents did not attend a whale watching trip in Iceland (83 respondents) whereas 40,6 per cent (65 respondents) went whale watching in Iceland. 7,5 per cent (12 respondents) of the respondents did not answer this question.

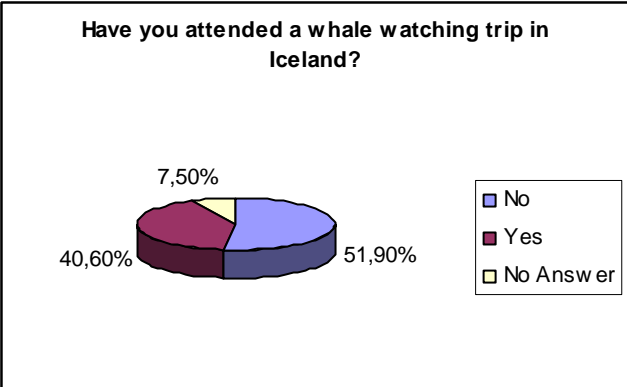


Figure 5.6: Respondent distribution of attending a whale watching trip in Iceland

5.2 Respondent distribution of question 9

Question 9 *'Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?'* had the following results: 70,6 per cent of the respondents answered that they would go, 18,1 per cent answered that they would not and 10,6 per cent were not sure whether they would go or not. One of the respondents (0,6 %) did not answer the question.

5.2.1 Respondent distribution of question 9 and gender

Regarding Question 9 *'Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?'*, female respondents in the conducted survey seem to be less willing to consider going on a whale watching trip in Iceland when they know about the whaling situation of the country, in comparison to male respondents. 21,9 per cent of the females would not consider going on a whale watching trip in Iceland. The number of male respondents that stated that they would not consider going was 14,9 per cent.

Table 5.4: Respondent distribution of question 9 and gender

Question 9: <i>'Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?'</i>	FEMALE	MALE
Yes	63 %	79,3 %
No	21,9 %	14,9 %
Not sure	16,4 %	5,7 %
Non-response rate	1 respondent (1,4 per cent)	-

Three female tourists from Germany made the following statements in the section where they could fill in an explanation of their answer yes/no/not sure related to question 9:

'It is a contradiction that Iceland conducts whale hunting and offers whale watching tours at the same time' (German tourist).

'I believe that people who see these animals will take more care about them in the future not to hunt them anymore' (German tourist).

'On one side it would be interesting to see whales in their natural habitat but on the other side maybe it would not be good to go whale watching at all as a form of protest. However,

the question is if that would help to convince the government to stop whaling?’ (German tourist).

The statements in addition to the statistical results show that female tourists would to a smaller extent consider going on a whale watching trip compared to male tourists. Female visitors seem to be more concerned about the whaling situation in Iceland and it seems to have a greater impact on their decision to attend a whale watching trip than for male visitors. The following statements below were made by male respondents. It should be taken into consideration that there was no major difference between male and female respondents however male respondents tend to differentiate more and not to connect both activities as is shown in the next statements.

‘Whale watching and whale hunting are organized by different companies’ (Latvian tourist).

*‘I do not think that there is a relationship between whale watching and whale hunting’
(Swedish tourist).*

‘I do not consider it as connecting activities’ (Swedish tourist).

Both female and male respondents also go whale watching because they hope that the whale watching activity can assist in stopping the whaling in Iceland. This opinion can be seen in the following quotations.

*‘Whale watching can replace the benefits of commercial whaling, thus making it unnecessary’
(English tourist).*

‘Whale watching is better than whale hunting’ (Danish tourist).

5.3 Respondent distribution of question 10

The results of question 10 *‘Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?’* showed that 82,5 per cent of respondents would still consider visiting Iceland in the future regardless of the existing whaling situation at this destination, whereas 6,9 per cent would not visit Iceland and 9,4 per cent were not sure. To this question, two respondents (1,3 %) did not reply. It seems that most

of the respondents who answered 'yes' to this question, are positive to the destination Iceland with its incredible nature and its warm and friendly people no matter the fact that the country is practising whale hunting. This opinion can be noticed in the following statement made by one tourist from the USA:

'I like Iceland, regardless of the whale hunting' (American tourist).

Another tourist from Norway agrees with the aforementioned statement declaring:

'Whale hunting has no influence on my opinion of Iceland' (Norwegian tourist).

Similarly do two tourists from Scotland and Germany as follows:

'Because Iceland is a very beautiful country with many natural phenomena and the people are really friendly' (Scottish tourist).

'It is not that important, the landscape and nature itself are fascinating' (German tourist).

Most respondents who would consider visiting Iceland in the future irrelevant of the whaling situation also shared the following opinion that they do not want to blame the entire country for the whaling situation. This 'general' opinion is summarized in two statements made by respondents from Latvia and France:

'Every country has its drawbacks. What about bull fightings in Spain and fox hunting in England? Travelling to these countries, does not mean that I accept the cruelty' (Latvian tourist).

'Every country does bad things, we have to fight against the bad things but keep up the good things of that country' (French tourist).

Furthermore, tourists from Germany and the Netherlands explain their opinion in the following statements:

'One cannot make all Icelanders responsible for the whaling and therefore people should still visit the country' (German tourist).

‘You cannot blame the majority of the population who benefit from tourism for the few who are practising the hunting’ (Dutch tourist).

These statements show that these tourists do not want to blame the entire population of Iceland for the whaling. Most respondents in the conducted self-administrated survey explain that they believe visiting the destination does not imply that they support the Icelandic whaling. Respondents from different target markets of Iceland express this feeling in their following statements:

‘While I in general do not support whale hunting, that will not affect my decision to visit Iceland again in the future’ (American tourist).

‘To me, visiting Iceland does not mean supporting whale hunting’ (French tourist).

‘I would not condemn whale hunting if it is managed in line with international treaties. Whale hunting is part of the culture even if I may not agree with it’ (English tourist).

A tourist from Germany stated that boycotting the country, especially the tourism industry will not help to solve the whaling situation within the country.

‘I doubt that boycotting the country will lead to no successful results’ (German tourist).

Question number 10 was further divided into female and male respondents as can be noticed in the table below. As one can notice, female respondents would to a minor extent than male ones consider travelling to Iceland in the future because of the whaling situation. However, the difference was slight. The statistical outcomes show that the whaling situation in Iceland has a greater impact on female tourists’ decision to travel to the destination in the future.

Table 5.5: Respondent distribution of question 10 and gender

Question 10: <i>'Taken into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'</i>	FEMALE	MALE
Yes	79,5 %	85,1 %
No	11 %	3,4 %
Not sure	8,2 %	10,3 %
Non-response rate	1 respondent (1,4 %)	1 respondent (1,1 %)

5.4 Respondent distribution of question 11a, b and c

The results of question 11 *'Whale hunting is conducted for different purposes. What is your attitude towards whale hunting referring to the different reasons?'* revealed that almost half of the respondents or 45,6 per cent definitely refused commercial whale hunting, whereas 23,8 per cent refused, 16,3 per cent were neutral, 9,4 per cent accepted it and 1,3 per cent definitely accepted it. Six respondents (3,8 %) failed to answer the question.

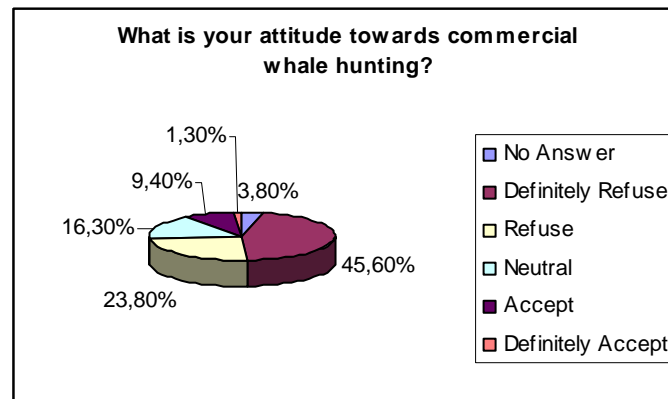


Figure 5.7: Tourists' attitudes towards commercial whaling

The results indicated furthermore that scientific whale hunting was definitely refused by 18,8 per cent, refused by 20,6 per cent, 26,3 per cent answered that they were neutral, 26,3 per cent accepted scientific whale hunting and 4,4 per cent definitely accepted scientific whale hunting. Six respondents (3,8 %) failed to answer the question.

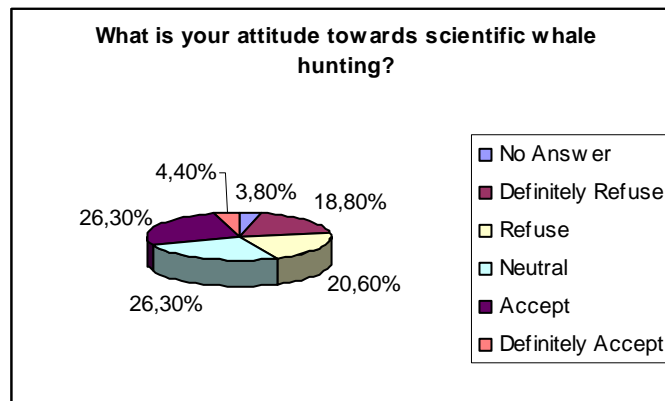


Figure 5.8: Tourists' attitudes towards scientific whaling

Aboriginal whale hunting was definitely refused by 20,6 per cent, was refused by 9,4 per cent, 26,9 per cent answered that they were neutral, 31,9 per cent accepted aboriginal whale hunting and 8,1 per cent definitely accepted. Five respondents (3,1 %) failed to answer the question.

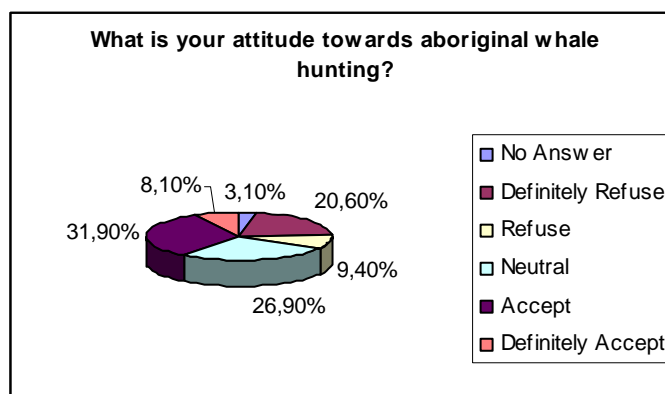


Figure 5.9: Tourists' attitudes towards aboriginal whaling

5.5 Results of question 12

Although question number 12 is an open ended question, in order to comprehend the tourist attitudes a statistical summarization was made solely by interpreting the answers. The table below shows the findings. The majority of the respondents had negative feelings about Iceland practising whaling.

Table 5.6: Results of question 12

Question 12: <i>'Please describe your feelings about Iceland practising whale hunting'.</i>	Number of tourists	Percentage of total participants who answered
Negative Feelings	74	50,34 %
Positive Feelings	31	21,09 %
Neutral feelings	42	28,57 %
Non-response rate	13	8,9 %

5.6 Distribution of respondents' attitudes when divided into whaling and non-whaling countries

As explained earlier in chapter two, page 25, research made by Freeman and Kellert (1992, as stated in Hoyt and Hvenegaard, 2002) showed that countries had different attitudes towards whaling, especially if divided into whaling and non-whaling nations. Therefore, the following tables divide the survey respondents into whaling and non-whaling nations depending on their country of origin. The whaling countries represented in the survey are Norway (10 respondents) and Japan (1 respondent) whereas the non-whaling countries consist of respondents (149 respondents) from 25 other countries. Countries such as the USA, Canada, former USSR, the Grenadines and St. Vincent, which practise whaling for aboriginal purposes, were not included under the whaling nations as aboriginal whaling by indigenous people falls into a different category as scientific or commercial whaling. However, it has to be taken into consideration that the number of respondents from whaling countries were underrepresented with only 11 completed surveys. This small amount of completed surveys cannot be classified as being representative for the whole population and therefore the results have to be looked upon with caution.

The table below presents the respondent distribution of question 10 and 9.

Table 5.7: Respondent distribution of question 10 and 9

ATTITUDE QUESTION	WHALING COUNTRIES	NON-WHALING COUNTRIES
Question 10: <i>'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'</i>	100 % (11 respondents) answered yes	Yes: 81,2 % (121 respondents) No: 7,4 % (11 respondents) Not sure: 10,1 % (15 respondents) 2 persons did not answer (1,3 %)
Question 9: <i>'Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?'</i>	Yes: 63,6 % (7 respondents) No: 9,1 % (1 respondent) Not sure: 27,3 % (3 respondents)	Yes: 71,1 % (106 respondents) No: 18,8 % (28 respondents) Not sure: 9,4 % (14 respondents) 1 person did not answer (0,7 %)

On question 10 *'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'*, all respondents from the whaling

countries answered 'yes', whereas 81,2 per cent of the respondents from the non-whaling countries answered 'yes'. Regarding question 9 'Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?', 63,6 per cent of the respondents from the whaling countries answered 'yes' whereas among the non-whaling countries 71,1 per cent agreed to the question.

The following table shows the tourists' attitudes towards commercial, scientific and aboriginal whaling when divided into whaling and non-whaling countries. As earlier mentioned, Iceland practises whaling for commercial and scientific reasons and therefore the attitudes to these types of whaling have been paid special attention to. Respondents from Western countries are represented to a major extent in the survey as the main target markets originate from these countries.

Table 5.8: Respondent distribution of question 11a, b and c

Attitude towards commercial whaling	Whaling countries	Non-whaling countries
Refuse or definitely refuse	36,4 %	71,9 %
Neutral	18,2 %	16,1%
Accept or definitely accept	45,4 %	8,8 %
Non-response rate	(1 respondent (9,1 per cent) did not answer	5 respondents (3,4 per cent) did not answer
Attitude towards scientific whaling		
Refuse or definitely refuse	36,4 %	39,6 %
Neutral	9,1 %	27,7 %
Accept or definitely accept	45,5 %	29,6 %
Non-response rate	1 respondent (9,1 per cent) did not answer	5 respondents (3,4 per cent) did not answer
Attitude towards aboriginal whaling		
Refuse or definitely refuse	18,2 %	38 %
Neutral	18,2 %	27,5 %
Accept or definitely accept	63,6 %	38,3 %
Non-response rate	-	5 respondents (3,4 per cent) did not answer

The results show that respondents from non-whaling countries refuse commercial whaling (71,9 %) to a larger extent than respondents from whaling countries (36,4 %). Respondents originating from whaling countries also accept commercial whaling more (45,4 %) than the

respondents from non-whaling countries (8,8 %). All figures except for the results illustrating the neutral opinion, clearly show that there is a significant difference in level of acceptance between the whaling and the non-whaling nations.

The outcomes show that non-whaling countries refuse more scientific whaling (39,6 %) in comparison to the whaling countries (36,4 %), however the difference is small. It is significant to notice that the non-whaling countries have a much more neutral attitude towards scientific whaling. With 45,5 per cent, the results show that respondents from whaling countries tend to accept scientific whaling more in comparison with the respondents from non-whaling countries.

As also can be noticed in the table above, respondents from the non-whaling countries tend to both refuse and accept aboriginal whaling to the same extent. It is worth mentioning that the results clearly show that aboriginal whaling is more widely accepted when compared to the other forms of whaling. Tourists from whaling countries accept aboriginal whaling to the highest extent (63,6 % of the respondents). Similarly, respondents from non-whaling countries tend to accept this type of whaling the most (38,3 %). The following statements were made by two respondents from whaling nations. Whereas one tourist from Japan agrees with the whaling in the following statement:

‘Being from Japan, I share the way of thinking of a whale hunting culture’
(Japan).

... another tourist from Norway expresses a contradictory opinion:

‘Norway also hunts whales and I do not like it’ (Norway).

Although, it tends to be an exception in the conducted survey, this instance shows that not all respondents from whaling nations support whaling in general.

5.7 Respondent distribution of question 11a, b and c and gender

Question 11a, b and c were further divided into female and male respondents. The table below illustrates the attitudes of female and male respondents towards the different forms of

whaling. The results indicate clearly that females tend to refuse all the three forms of whaling more than the male respondents.

Table 5.9: Respondent distribution of gender and question 11a, b and c and gender

Attitude towards commercial whaling	FEMALE	MALE
Refuse or definitely refuse	71,2 %	67,8 %
Neutral	16,4 %	16,1 %
Accept or definitely accept	5,5 %	14,9 %
Non-response rate	5 respondents (6,8 per cent) did not answer	1 respondent (1,2 per cent) did not answer
Attitude towards scientific whaling		
Refuse or definitely refuse	48 %	32,2 %
Neutral	17,8 %	33,3 %
Accept or definitely accept	27,4 %	33,3 %
Non-response rate	5 respondents (6,8 per cent) did not answer	1 respondent (1,2 per cent) did not answer
Attitude towards aboriginal whaling		
Refuse or definitely refuse	35,7 %	25,2 %
Neutral	24,7 %	28,7 %
Accept or definitely accept	34,2 %	44,8 %
Non-response rate	4 respondents (5,4 per cent) did not answer	1 respondent (1,2 per cent) did not answer

5.8 Respondent distribution of question 13

The below figure shows the respondent distribution of question 13 'Would you consider whale watching an animal friendly activity?'. 81 tourists or 49,4 per cent of the respondents consider that whale watching is an animal friendly activity, whereas 31 tourists or 20,6 per cent stated that they do not consider the activity animal friendly. 38 tourists or 24,4 per cent

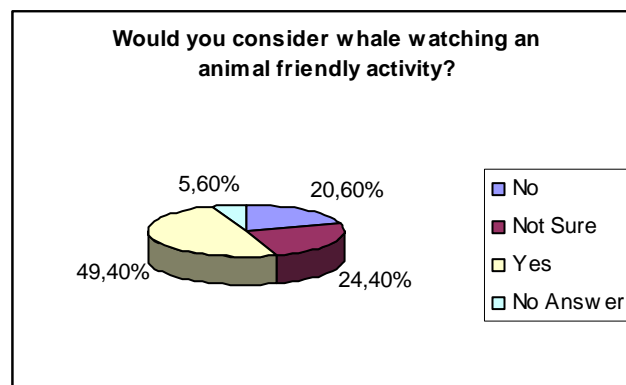


Figure 5.10: Distribution of question 13

of the respondents were not sure if it is animal friendly or not and ten respondents (5,6 %) did not answer this question.

A closer look at the section where the respondents could fill in explanations to their yes/no/not sure answers to the above question, (see appendix one, pages 118-122) reveals that the opinions among the respondents regarding whale watching being an animal friendly activity or not are divided. As the following quotations show, some respondents consider whale watching an animal friendly activity and/or believe the whale watching can benefit the whales in the long run.

‘The more people want to watch whales, then the greater the chance they will be protected’
(English tourist).

‘As far as I know, the animals are not affected. The public will develop a better understanding and become more conscious about maritime wildlife, which is a positive thing’ (Dutch tourist).

‘Whale watching makes people appreciate the whales’ (American tourist).

Other respondents answered ‘no’ to this question and thus consider whale watching not an animal friendly activity. Below are quoted some of the statements.

‘Animals feel the best without any human interaction’ (Swedish tourist).

‘I think we should leave them alone’ (Danish tourist).

A couple of respondents answered that whether whale watching is an animal friendly activity or not depends on the actions of the whale watching operator, for example in terms of distance held between the whale watching boat and the whales.

‘If the boats keep a distance, it cannot be damaging’ (Swedish tourist).

‘As long as it is undertaken in a responsible way and does not put the animals under strain’
(English tourist).

'I believe that if the whales got used to the boats quickly then whale watching has no influence on the whales and their behaviour' (German tourist).

5.9 Study findings of the tour operators' attitudes towards the Icelandic whaling

This part is dedicated to look at the whale watching tour operators' attitudes towards whaling in Iceland, starting with a general business description of the four interviewed companies, followed by how whaling impacts each business operation on a daily basis. This part furthermore enlightens the difficulties, which these businesses encountered since Iceland resumed its whaling.

5.9.1 Business description of the whale watching tour operators

As the table below illustrates, all the interviewed whale watching tour operators are small scale businesses, ranging from two to 45 employees. All businesses offer whale watching tours and other types of tours. Two of the four businesses do not inform the customers that Iceland practises whaling, one business informs sometimes whereas the other one informs its customers on a frequent basis. The approximate number of customers per year vary between 1.500 and 60.000.

Table 5.10: Business description of the whale watching tour operators

COMPANY NAME AND LOCATION	APPROX. NUMBER OF EMPLOYEES	APPROX. NUMBER OF CUSTOMERS PER YEAR	BUSINESS DESCRIPTION	INFORMS CUSTOMERS ABOUT THE WHALING SITUATION
Sjóferdir Snorra EHF. Located in Dalvík, close to Húsavík.	2	1.500-2.000	Offers whale watching and sea fishing for tourists and other groups. Tours last 3-4 hours per day. Takes 2-48 pax.	No.
Seatours. Located in Snæfellsnes Peninsula.	40-45	50.000-60.000	Offers whale watching, nature and bird watching tours, sea angling, dinner tours and tailor made tours. Tours last 3,5 hours to a day.	No.
Gentle Giants. Located in Húsavík.	10	10.000	Whale watching tours, sea angling, bird watching and horse riding tours.	Yes.
Elding Whale Watching. Located in Reykjavík.	40	50.000	Whale watching tours, bird watching (especially Puffins) and sea angling.	Sometimes.

5.9.2 Whale watching tour operators' attitudes towards whaling

Table 5.14 below illustrates the whale watching tour operators' attitudes towards the different types of whaling including whaling for scientific, commercial and aboriginal purposes. The results show that all the four tour operators have negative feelings towards all different types of whaling, however for various reasons. Furthermore, they think whaling should be prohibited in Iceland and they do not believe in the co-existence of the two activities. For instance, the managing director of the company Gentle Giants stated his personal opinion about whaling for aboriginal purposes as follows:

'Culture is changing from year to year' (Gudmundsson, 2007).

and therefore hunting for aboriginal purposes cannot be justified.

All four interviewed tour operators think that there can be no co-existence between whaling and whale watching if seen in the long perspective. As the managing director of the company Gentle Giants states, the question is:

'Killing or watching?' (Gudmundsson, 2007).

Table 5.11: The whale watching tour operators' attitudes to the different forms of whaling

COMPANY NAME	SCIENTIFIC WHALING	COMMERCIAL WHALING	ABORIGINAL WHALING	SHOULD WHALING BE ALLOWED IN ICELAND?	CO-EXISTENCE BETWEEN WHALING AND WHALE WATCHING POSSIBLE ?
Sjóferdir Snorra EHF	Negative attitudes towards it. Too many animals are used for it and the research findings are not available and visible for the company.	Negative attitudes towards it.	Negative attitudes towards it.	No.	No.
Seatours	Supports the claim of the Icelandic Tourist Board that is against whaling.	Supports the claim of the Icelandic Tourist Board which is against whaling.	Supports the claim of the Icelandic Tourist Board which is against whaling.	No.	No, cannot co-exist in the long run.
	Negative attitudes towards it	Negative attitudes towards it.	Negative attitudes towards it because culture		No, the co-existence would be very difficult.

Gentle Giants	because it has nothing to do with science. It is possible to conduct scientific research without any killing.		is changing from year to year.	No.	The more whaling Iceland conducts, the worse reputation the country will get.
Elding Whale Watching	Negative attitudes towards it. Many doubts about the methods used. Should do research on live whales instead.	Negative attitudes towards it. May be detrimental to the business. Fewer whales to watch. Demands that whaling stops.	Does not consider whaling an expression for a traditional coastal culture.	No.	No. Definitely not in the same area.

5.9.3 Impacts of the whaling for the whale watching operators

According to a representative of Sjóferdir Snorra EHF (2007), the whaling in Iceland has affected their business and the number of bookings, in the following way:

‘The passengers are not as many as before when Icelanders did not conduct whaling. Tourists do not like the country Iceland when Icelanders are hunting whales’ (A representative of Sjóferdir Snorra EHF, 2007).

The representative also has noticed that not so few customers are concerned about the whaling situation in the country. According to Vigner Sigursveinsson (2007) of Elding, people have approached the company because they are concerned about the whaling situation in Iceland. Elding has received emails in which the issue has been brought up to the surface (Sigursveinsson, 2007). In contrast to Elding, the company Sjóferdir Snorra EHF has not noticed that their customers are concerned about the whaling situation. According to Ragnheidúr Valdemarsdóttir, the representative of Seatours (2007), the company has received letters from concerned customers about the whaling situation. With reference to the managing director Stefan Gudmundsson (2007) of Gentle Giants, all the company’s customers are against whaling.

The table on the next page illustrates the impact whaling has on a daily basis for the business operation of each interviewed company. It describes the change in number of bookings after the resumption of whaling, the observation of altered behaviour of the whales, the media attention received with regards to the whaling situation as well as occurrences of whaling in

front of the whale watching boats. None of the whale watching companies stated that they would close down their business because of the whaling.

Table 5.12: The impacts of whaling for the whale watching tour operators

COMPANY NAME	MEDIA ATTENTION ON BOARD WITH REGARDS TO THE WHALING	CHANGE IN NUMBER OF BOOKINGS	LONGER DISTANCE TO FIND WHALES	ALTERED BEHAVIOUR OF WHALES	WHALING IN FRONT OF THE WHALE WATCHING BOAT
Sjóferdir Snorra EHF	No.	Slight change downwards.	No.	Yes, especially the minke whales.	Yes.
Seatours	Yes, some media attention has been noticed.	No change.	No.	No.	No.
Gentle Giants	No.	No change.	No.	Yes, especially the minke whales.	No.
Elding Whale Watching	Yes, some media attention.	Some change at the beginning of the resumption of whaling.	Yes, definitely the hunted species and especially in the last two years, which might be due to the fact that curious whales have been killed or lack of food in the bay.	Whales approach boats less often. Minke whales act more shyly. Curious whales mostly seemed to have been killed.	No.

5.9.4 Development of spotted whales

The whale watching tour operator Seatours gave additional information regarding spotted whales for this study which the other companies did not have accessible for this study. The table below illustrates the spotted whale species by the whale watching company Seatours during the last years (Valdemarsdóttir, 2007). It should be taken into consideration, that other species were also spotted during this period. What is noticeable, though is that Seatours had a really good year concerning the spotting of Mink whales in 2007. In 72 per cent of the whale watching tours, Minke whales were spotted. Only in 2005, the number of Minke whales spotted were considerable lower in comparison to the other years.

Table 5.13: Spotted whale species by Seatours from 2004 to 2007 (Valdemarsdóttir, 2007)

Year	Minke whales spotted in percentage of the tours	Orcas spotted in percentage of the tours	Sperm whales spotted in percentage of the tours
2004	69	43	27
2005	42	35	35
2006	66	28	35
2007	72	20	6

According to Sjóferdir Snorra EHF (2007), the whales behave more shyly towards the boats since the resumption of whaling. Especially the behaviour of the Minke whales has altered since whaling commenced of this species in Iceland. Since the resumption of whaling, the number of whales spotted has changed; nowadays there are more Humpback whales compared to before but fewer Minke whales (Sjóferdir Snorra EHF, 2007). According to Vigner Sigursveinsson (2007) of Elding Whale Watching, the number of spotted whales have decreased over recent years, especially in 2007. Reasons for this development have not been proven as yet. Sigursveinsson, however believes it might be the lack of food in the bay or a side effect of the resumption of whaling (Sigursveinsson, 2007) The representative of the company Sjóferdir Snorra EHF (2007) stated that there are more Humpback whales nowadays and fewer Minke whales (Representative of Sjóferdir Snorra EHF, 2007). Gudmundsson of Gentle Giants has noticed the same development, that there are fewer Minke whales observed nowadays and that they have become more shy and careful (Gudmundsson, 2007). In contrast, Ragnheidúr Valdemarsdóttir of Seatours (2007) observed an increasing number of Minke whales, while the number of Orcas were decreasing.

5.9.5 Agreements between whale watching tour operators and whaling companies

According to Gudmundsson (2007), there is a silent agreement between the whale watching companies and the whaling companies not to hunt close to the whale watching sites even though these sites are overlapping (Gudmundsson, 2007). With reference to Sigursveinsson (2007), at the beginning the whaling companies asked the whale watching companies to draw a map of where the whale watching sites are located in order for the whaling companies to know where they should not hunt. Later, however, they did hunt in this area due to their scientific research methods used that demanded sampling in all areas. All whale watching companies interviewed stated that the whale watching and whaling sites sometimes overlap.

According to the representative of the whale watching company Sjóferdir Snorra EHF (2007), a dolphin was once shot in front of their whale watching tourists.

The four whale watching tour operators co-operate with the organisation Icewhale, which is a non-governmental organisation in Iceland. It represents the opinion of the whale watching tourism industry in Iceland. Through Icewhale, the tour operators express their opinions to the Icelandic government (Sigursveinson, 2007). Elding has twice been in contact with the Ministry of Fisheries. None of the whale watching tour operators are in contact with the whaling companies.

6 ANALYSIS

In this chapter an analysis of the study findings in relation to the aforementioned theory is presented. This chapter aims at giving a general insight of the outcomes of this research in combination with an analysis of various influential variables. The chapter includes a model, created by the researchers of this study, illustrating how tourists at a destination where whaling exists along with whale watching react on this co-existence.

6.1 Analysis of the theory in relation to the whaling situation

The consumer behaviour models as described in chapter two have been combined into one model as shown below and applied to this study considering the unique whale watching and whaling situation in Iceland. This study model was created in order to explain the tourists' attitudes towards whale watching and whaling in Iceland. The model starts with the socio-psychological motives belief foundation, which includes the attitudes, values and personal characteristics of the individual before he or she is exposed to the stimuli display irrelevant to the person being in Iceland or not.

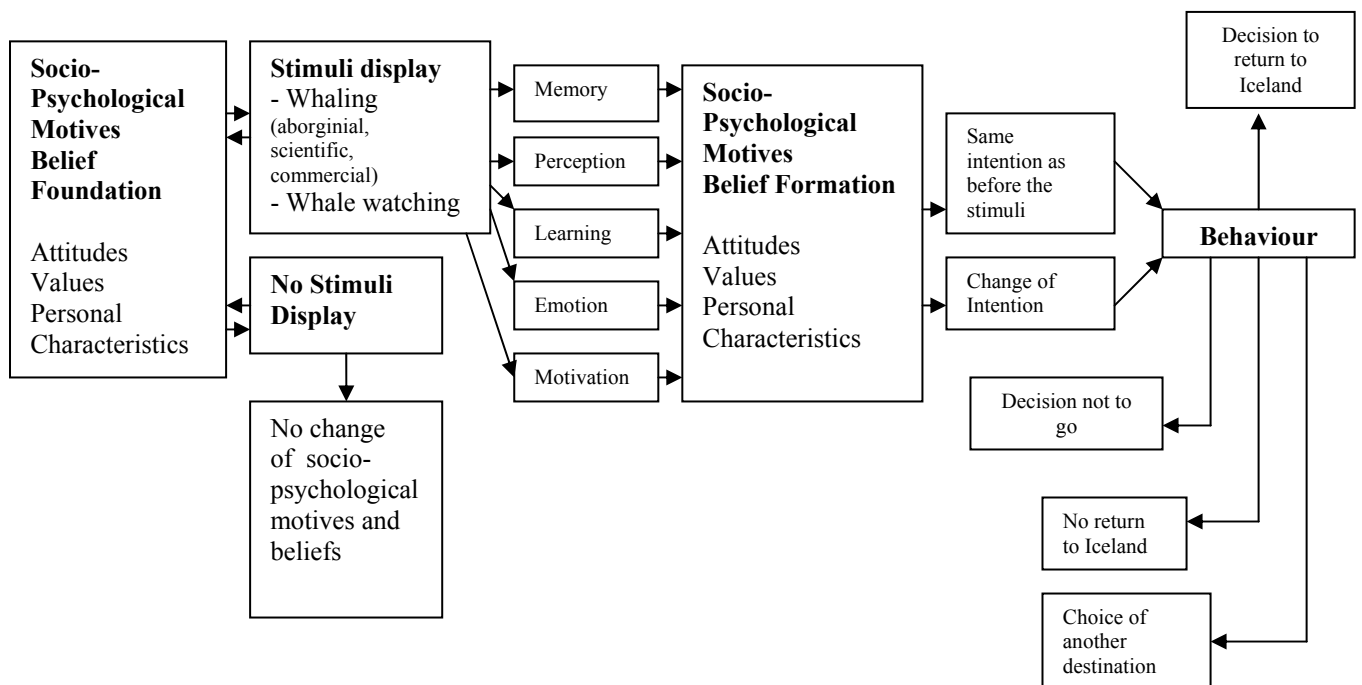


Figure 6.1: Stimuli display effects on a tourist's decision-making process when the person is in Iceland. (Model constructed based on Um and Crompton, 1990 in Pizam and Mansfeld, 2000 and Crouch, 2004:4 adapted from Mullen and Johnson, 1990)

After the tourist discovers that the country is involved in whaling, his or her socio-psychological motives belief foundation is influenced by the stimuli display, in this context the whaling situation or the whale watching situation, which can be seen within an aboriginal, scientific and commercial context. If the tourist is not exposed to the stimuli display, his or her socio-psychological motives belief foundation stays the same as before. The stimuli display, however, can influence the memory, perception, learning, emotion and motivation of a person and therefore leads to a formation of the socio-psychological motives and beliefs. This formation of the socio-psychological motives and beliefs leads to either a changed intention or the intention remains the same as before the exposure to the stimuli display. The reason for the change of intention might influence the behaviour of the tourist's decision to travel to a destination or not. Applied to this study, it would be if the traveller decides to travel to Iceland or prefers another tourism destination because he or she has been influenced by the Icelandic whaling. As aforementioned, the survey has been conducted in Iceland, thus the decision of the traveller to select that destination has already been made no matter if the country is involved in whaling or not. However, some visitors might not have known that the country is practising whaling. In the survey 33 respondents out of 160 respondents did not know that Iceland had resumed whaling.

As aforementioned, the socio-psychological motives belief foundation consist of the existing attitudes, values and personal characteristics such as gender or age of an individual. If influenced by the stimuli display, which in this study might be aboriginal, scientific or commercial whaling or whale watching, the existing socio-psychological motives belief foundation are changing over the memory, perception, learning, emotion and motivation. Interestingly enough, personal characteristics such as gender or age have some impact on the motives and belief foundation of a person. The study findings of the tourists' attitudes suggest that female participants in the survey react more sensitively towards the different forms of whaling and the whaling situation in Iceland than male respondents. Female tourists in the survey also seem to refuse all different types of whaling more than compared to male tourists.

In this study, the findings showed that tourists from Germany (13 respondents) and Denmark (5 respondents) were most opposed to the whaling situation in Iceland, which implies that these nationalities may be influenced the most by the whaling situation. It was also found that most tourists dislike the whaling situation in Iceland yet they would still visit the country, which means that they would not change their behaviour. This shows the large gap illustrated

between changed intention and changed behaviour, which can be seen in the study model illustrating the stimuli display effects on a tourist's decision-making process.

6.2 Analysis of age

The age of the respondents, in particular the four age groups, which the respondents were divided into (see chapter five, page 65), was analysed in relation to question 7, 9 and 10 through cross-tabulation and Chi-square tests, which were carried out in SPSS. All the cross-tables and Chi-Square test tables are to be found in appendix four, on pages 128-130.

No relationship was found between the answers to the question 7 *'Did you know that Iceland practises whale hunting before your arrival at this destination?'* and age. The cross-table showed that the majority of the respondents from all the four age groups as presented on page 65, chapter five, knew about the whaling situation in Iceland before their arrival in Iceland. A Chi-square test gave a Pearson Chi-Square value of 2,823 at a significance level of 0,420 which confirms the result of the cross-table.

In contrast to question 7, when question 9 *'Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?'* was compared to the answers of the different age groups, a relation was found. The cross-table showed that a considerable larger number of respondents in the age group 18–30 years answered 'yes' to this question than those belonging to the age group 60–76 years. There may be many reasons that explain this difference. The younger age group may not be as sensitive to the fact that Iceland practises whale hunting as are the respondents belonging to the group having reached the higher age of 60–76 years. The low number of respondents in the age group 60–76 years who stated 'no' to the above question can furthermore be explained by the fact that maby they are less interested in participating in whale watching. The Chi-square test confirmed the results of the crosstable; the Pearson Chi-Square value was 31,637 at the statistical significance level of 0,000 (see appendix four), which indicates a strong relationship among the variables.

No significant relation was found when the answers to question 10 *'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'*, were compared to the different age groups. The cross-table shows that the majority of the respondents in all the four age groups stated 'yes' to this question. Similarly, a Chi-

Square test confirmed this lack of relation among the variables. The Pearson Chi-Square value 8,691 at the significance level of 0,466 is much higher than the standard criteria of that the level of statistical significance has to be under 0,10 to be considered as indicating a relation.

6.3 Analysis of question 10

A cross-tabulation (see appendix four) of question 10 *'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'* was made, which shows the main target markets for Iceland and question number 10. The majority of the tourists participating in the self administrated survey declared that they would still consider visiting Iceland in the future irrelevant of the whaling situation in the country. All participants from Norway would go to Iceland in the future and do not seem to be influenced by the Icelandic whaling situation. Important to notice here is that Norway is a whaling nation itself and this might be the reason why the Norwegian tourists in the survey still consider visiting Iceland in the future, irrelevant of the whaling. The majority of the German tourists would according to the study findings consider visiting Iceland in the future even when the whale hunting situation in Iceland is taken into consideration. Two German respondents declared that they would not consider visiting Iceland in the future and one German participant was not sure. Among the surveyed Swedish tourists, there were nine tourists who answered 'yes' to the question and five who answered that they were not sure. Three respondents from Denmark answered that they were not sure.

Furthermore, a Chi-Square test of the main markets for Iceland and question 10 (see appendix four) was carried out which revealed that there, in fact, is a relation between the respondents from the main tourist markets for Iceland and question 10. In other words, that the country of origin of the respondents from the main incoming tourism markets, affect their decision about visiting Iceland again, provided that the Icelandic whale hunting situation is taken into consideration. The significance level for this relation is lower than the standard criterion of 0,10 which allows for the rejection of the null hypothesis and allows for the researchers of this study to be confident about this relationship.

According to a cross-table of gender and question 10 (see appendix four), there is no major difference between female and male respondents' answers to this question. However, slightly more female respondents answered 'no', implying that females in our survey to a smaller extent would visit the country. Though, the number of respondents who replied 'yes' was

similar for females and males, with 58 female respondents respectively 74 male respondents answering 'yes'. The Chi-Square test conducted of gender and question 10 gave a Pearson Chi-Square value of 3,614 with a significance level which is much higher than the standard criterion of 0,10. The value indicates that gender has no influence on the answers of question 10, in other words that there is no significant difference between the answers of female and male respondents. However, the cross-table reveals that there was a rather high number of respondents who stated 'not sure' to the question whether they would consider visiting the destination, causing the high significance level. Therefore, the results of the Chi-Square test, as aforementioned, do not show the real picture.

To summarize all different opinions, it seems as if the majority of respondents have a positive image of Iceland, which is not influenced by the whaling situation or alternatively they think that all Icelanders cannot be blamed for the whaling. However, although most respondents are negative to the whale hunting in Iceland but believe boycotting the country would not lead to any positive results, they realize that the hunting can damage the development of the tourism industry.

6.3.1 Question 10 in relation to purpose of trip

As depicted in a cross-tabulation (see appendix four), the tourists' main purpose of trip was analyzed in relation to Question 10 '*Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?*'. One can notice that the purpose of trip does not seem to have an immense impact on tourists' attitudes towards question 9 '*Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?*' The results show that most respondents who travel for the purpose of leisure to Iceland would still consider visiting the country in the future even though they are aware of the fact that the country practises whaling. As aforementioned, nature is an integrative part of the image of Iceland and the most appreciated feature of the destination. This fact is seen as interesting as the tourists who travel for leisure want to experience the Icelandic attractions, which are to a major extent nature based. The majority of the tourists who travel to Iceland for the purpose of business, visiting family and friends or for other reasons, also stated that they would still consider visiting the destination again. However, this finding is not surprising as this group has most likely different priorities with their travel to Iceland. Notable is also that the number of respondents who belong to these categories is rather low.

6.3.2 Question 10 in relation to question 12

Question number 12 *'Please describe your feelings about Iceland practising whale hunting'* was compared to question number 10 *'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'*. The outcomes show that although the majority of tourists have negative feelings towards the whaling situation in Iceland, they would still consider going to the destination in the future. When looking at the open ended answers it seems that tourists understand the underlying problem of the whaling situation. They also seem to comprehend that boycotting the country would not help the development of the tourism industry.

6.4 Analysis of question 11 a

The cross-table, which can be found in appendix four, illustrates the results of question 11a *'What is your attitude towards whale hunting referring to commercial reasons?'*. More male than female respondents (13 male compared to 4 female) accept or definitely accept commercial whaling. There are also slightly more female respondents that refuse or definitely refuse commercial whaling compared to male respondents.

Moreover, a Chi-Square (see appendix four) test confirms the results of the cross-table, in other words that there in fact is a relationship between gender and the answers to question 11a. The Pearson Chi-Square value given was 8,760 at a statistical significance level of 0,119 and a Likelihood Ratio of 0,097, which means that there is a relation between the variables. The respondents' gender did influence the attitude towards whale hunting for commercial reasons.

6.5 Analysis of question 11 b

The cross-table of question 11b *'What is your attitude towards whale hunting referring to scientific reasons?'* (in appendix four) illustrates that more females definitely refuse scientific whaling in comparison to male respondents. Furthermore, more male respondents than female accept this type of whaling.

A Chi-Square test, which was executed and found in appendix four, gave a Pearson Chi-Square value of 10,514 at a significance level of 0,062. The numbers suggest that there in fact is a relation between the variables. Gender is influential on the respondents' answers to

question 11b. Females and males in the survey have different attitudes towards whale hunting for scientific reasons, in particular in their refusal/acceptance of this form of whaling.

6.5.1 Whaling countries and results of question 11

Among the 11 respondents whose countries of origin are engaging in whaling (for commercial and scientific purposes), five respondents had positive feelings towards whaling. Eight out of 13 respondents from the USA accept whaling for aboriginal reasons. This might be due to the fact that the USA is practising whaling for aboriginal reasons. Out of the 11 respondents from Denmark, five had neutral opinions, whereas two definitely refused, three respondents accepted it and one respondent did not answer the question. This outcome is interesting as it was expected that people from Denmark would accept aboriginal whaling more as Greenland and the Faroe Islands belong to Denmark. Faroe Islands and Greenland conduct whaling for indigenous purposes.

6.6 Qualitative result analysis of the open ended questions of the tourists' attitude survey

As mentioned in chapter two, pages 24-25, tourists are likely to react in three different ways to the fact that whaling exists at a destination. Either they believe whaling and whale watching can co-exist without affecting each other negatively, they become offended or shocked by the whaling, irrelevant of the reason behind it, or they see indigenous whaling as a local cultural expression, and therefore accept it.

6.6.1 Question 9: 'Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?'

The three different response schemes of tourists visiting a whaling destination can be applied to Question 9 'Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?'. These three different response schemes were suggested in the aforementioned theory by Higham and Lusseau (2007). The first response is slightly different as described in the theory by Higham and Lusseau (2007), which states that tourists accept the co-existence of both activities at the destination without any limitations. The first response in this study is that tourists try to go on a whale watching trip provided that the organizer makes its consumers aware of the problem, in other words they accept it with a limitation. In addition, through attending a whale watching trip, tourists hope to show the country that there is more economical value in the whale watching industry than in whaling.

This attitude can be shown in the next quotations made by the respondents of the tourists' attitude survey.

'I would agree to go on a whale watching trip, if the organizer aims at making the tourists and media etcetera aware of the problem of whale hunting' (French tourist).

'It does not make sense to boycott the tourism industry if I want to show my despite against whale hunting' (German tourist).

'I believe by going whale watching, it will show that there is money to be gained in that business as well. This will convince the government not to allow whale hunting anymore' (Israeli tourist).

'Whales are much more valuable alive. The best way to stop whaling is to have a better alternative, whale safaris' (Swedish tourist).

This result is applied to the model and shows that a tourist's intention actually has an influence on the tourist's behaviour. Tourists, who do not like whale hunting, go whale watching in the hope that their participation in whale watching will assist the country in stopping the whaling. So the intention, changed or existing, is influencing the tourist's behaviour. The above statement shows that tourists think that the stimuli display whale watching has an influence on the behaviour of the government to stop whaling in the future. A couple of respondents of the survey made clear in their statements that they accept whaling at the destination as a local tradition. This attitude can be seen in the following quotation of an English tourist.

'I did not come here to preach or tell the locals what to do' (English tourist).

If applied to the model it shows that the stimuli display is seen differently for aboriginal whaling in comparison to scientific and commercial whaling.

Other tourists are opposed to the fact that Iceland is conducting whale hunting as can be seen in the following statement which was made by a French tourist.

'I am really disappointed that Iceland practises whaling and for me it is a little bit strange that at the same time they promote whale watching. It seems like a contradiction' (French tourist).

However, the majority of the respondents stated that they would go on a whale watching trip in Iceland, irrelevant of the whaling situation. The results showed a slight difference among the respondents from the whaling nations and the respondents from non-whaling nations, revealing that more tourists, who answered the questionnaire originating from non-whaling nations, would still go on a whale watching trip compared to those from whaling nations. This result, if applied to the model, shows that the existing socio-psychological motives belief foundation of an individual is influenced by the stimuli display whale watching. It is assumed that people from whaling nations have other existing attitudes and values towards whale watching than people from non-whaling nations. This might be due to the fact that whaling is seen as a tradition in whaling countries and people grew up with this belief and therefore are not interested in watching whales. However, a tourist from a whaling nation (Norway) stated that he still would like to watch whales in their own habitat; *'I do not object to whale hunting and I love to watch the whales in their right environment. I do not see any conflict in that'*. This statement shows that the existing values and attitudes towards whaling of this tourist have an impact on the tourist's opinion of this tourist as he does not see the co-existence of both activities as conflicting.

Even though the difference between the whaling and non-whaling nations in percentual terms was minor, there seems to be a tendency that the tourists participating in the survey who originate from countries where whaling does not exist, declared that they were more willing to go on a whale watching trip than those coming from whaling nations. A tourist from England further explained his answer to the above question as follows; *'If more people want to watch live whales, this will decrease the hunting'*. This statement implies that the respondent believes that if more people go whale watching in Iceland, these actions contribute to decrease the whaling. This statement also highlights his viewpoint of the influence whale watching can have on whaling.

A reasonably large number of survey participants expressed their opinion that they consider whale watching and whaling as two different things, not interrelated at all. This does not directly imply that they believe that the two can co-exist next to each other, although it might

sometimes be the case. A Swedish tourist was very concerned about encountering a whaling boat when whale watching that he accordingly decided not to go whale watching at all. One American tourist made the following statement; *'I feel that the two are not mutually exclusive, whale watching is a passive activity that can be educational and inspiring, whale hunting, while in the short-term may provide economic support to a few, in the long-term is not sustainable due to diminishing populations and is more of an active process of environmental destruction'*. Other respondents stated that they had not been thinking in this way or simply explained their answer to the above question with *'Do not see why not?'*. If applied to the theory, it means that both stimuli displays, whaling and whale watching are not seen as interrelated at all by the tourists although both activities exist at the same location.

Numerous were the respondents who expressed their interest in whales, which made them want to go whale watching in Iceland. For example, the statement *'Out of interest in these magnificent animals'* was made by a Scottish tourist. Another comment made by an Australian tourist, confirmed the great interest in whale watching in Iceland in the following statement; *'Whales are a great facination of mine and the species of whales found in Iceland are not the same species found on the Southern Hemisphere, so I have taken the opportunity to watch them'*. These tourists were interested and curious about the stimuli display whale watching and therefore decided to participate in a whale watching trip.

A German tourist expressed his point of view as follows; *'I am not interested in observing whales as a tourist attraction. It is more interesting and more beautiful to see these animals by coincidence. I am against this commercialization of animals'*. Another tourist originating from Germany stated that; *'Most of the whales are threatened by extinction and they should be better protected. That is why I do not want to support the whaling or the whale watching industry. But however, I believe that the whale watching industry is better than the whaling industry'*. An Italian tourist expressed that *'I do not want to go because I do not like to disturb whales' lives'*. When applied to the stimuli display effects model, it shows that some tourists of the survey were not interested in any of the stimuli displays, in other words, not in the whale watching or whaling.

6.6.2 Question 10: *‘Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?’*

The aforementioned theory about the three responses of the tourists is applied to question 10 *‘Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?’*. This first response is represented in the answers of the conducted survey regarding question 10. It seems that most respondents are not influenced by the whaling situation and would visit the destination anyway in the future. Some respondents who fall under the first category of the theory from Higham and Lusseau (2007) do not seem to care about the whaling situation at all. This opinion can be shown in the statement by an English tourist, who states his opinion in the following quotation:

‘No problem with whale hunting, if there are plenty of whales’ (English tourist).

The aforementioned statement shows that some tourists do not care about the whaling and whales in general and therefore would visit Iceland anyway in the future. Furthermore, whaling does not seem to have a major impact on the destination image of Iceland as tourists do not associate the activity whaling with whale watching or the entire country of Iceland. This can be seen in the following statements, which have been made by a Swedish tourist, a Norwegian tourist and an English tourist.

‘I do not think there is a relationship between whale watching and whale hunting’ (Swedish tourist).

‘Whale hunting has no influence on my opinion of Iceland’ (Norwegian tourist).

‘I do not associate the whale hunting situation with Iceland as a whole’ (English tourist).

Subsequently, the theory by Higham and Lusseau (2007) can be extended and applied specifically to the research study of Iceland by saying that the first response of tourists visiting a whaling nation is that they also do not associate the activity whaling with either whaling, whale watching or the entire country. It seems to have no impact on the destination image of Iceland. The second response might be that whaling, no matter if it is commercial, scientific or for sustainable harvest, will be seen by the tourists as offensive and shocking, which will have a direct impact on the whale watching industry (Higham and Lusseau, 2005).

Applying this theory to the case of Iceland, tourists are so offended by the whaling that they associate whale hunting with the destination image of Iceland and therefore will not return to the destination in the near future. This opinion can be seen in the answers by an English tourist who would not visit Iceland in the future if the country increases its whaling activities.

‘Not if whaling increases’ (English tourist).

The third response is that tourists see the whaling as an integrative part of a destination’s traditions and culture, no matter if they accept it or not. This opinion can be seen in the following quotations.

‘Every country has its drawbacks. What about bull-fightings in Spain and fox hunting in England? Travelling to these countries, does not mean that I accept the cruelties’ (Latvian tourist).

‘I would not condemn whale hunting, if it is managed in line with international treaties. Whale hunting is part of the culture even if I may not agree with it’ (English tourist).

The third response seems to have no influence on their destination image of the country.

6.6.3 Question 12 ‘Please describe your feelings about Iceland practising whale hunting’.

Question 12 ‘Please describe your feelings about Iceland practising whale hunting’, is also analyzed in accordance with the aforementioned theory by Higham and Lusseau (2007).

The first response might be that they think whaling and whale watching can co-exist without having any negative impact on each other (Higham and Lusseau, 2007). The study findings show that some respondents do not mind the whaling situation in Iceland as long as if it is conducted in a sustainable way and only a small amount of catches are taken. Two respondents from Norway and Germany summarized these perspectives in their own words.

‘As long as it is done with control and in accordance with what is sustainable practice, I have no negative feelings’ (Norwegian tourist).

‘As Iceland is catching just a small number of whales, I do not think it has a major influence. However, one limitation is if other countries would resume whaling without any regulations’
(German tourist).

The second response might be that whaling, no matter if it is commercial, scientific or for sustainable harvest, will be seen by the tourists as offensive and shocking, which will have a direct impact on the whale watching industry (Higham and Lusseau, 2007). This second response was also clearly represented in the conducted self-administrated questionnaire. However, this second response can further be divided into different subgroups according to the specific study in Iceland. It can be divided into tourists, who did not were generally offended by the issue and tourists who do not agree with whaling for economical reasons. Some respondents were obviously generally offended by the whaling situation as the following statements show;

‘I do not accept it and I think it is unnecessary’ (Finnish tourist).

‘Disgusted. It is torture’ (French tourist).

‘Surprising attitude of a civilized country!’ (Dutch tourist).

‘Opposed and concerned’ (Scottish tourist).

‘I do not like that Iceland is hunting whales. The whales are too few and should be left alone’
(Swedish tourist).

Other respondents stated their opinion that Iceland is not economically dependent on hunting whales and that the country should try to find other commercial activities to support themselves. The following statements clearly express these opinions.

‘Iceland is not economically dependent on hunting the whales, therefore I believe that the destination image of Iceland will be more positive if they protect the whales instead’ (German tourist).

‘I think that Icelanders must find alternative economical resources and follow international protocols’ (Spanish tourist).

‘I definitely disagree with Iceland’s position and believe in international pressure making Icelandic people change their approach’ (Czech tourist).

‘Instead, Iceland should promote more ecological/environmentally friendly tourism. I also question what scientific whale hunting is as it sounds like an excuse’ (English tourist).

The last response by tourists might be that indigenous whaling is seen as a local cultural expression, which is accepted by the tourists or might even enhance their interests in the destination (Higham and Lusseau, 2007). The following statements from the conducted survey represent these attitudes towards aboriginal whaling.

‘I think hunting within limits (i. e. numbers of whales) is okay, if hunted for food and within a country’s waters – I think there are more damaging activities undertaken in other nations in terms of overfishing and hoovering the sea’ (English tourist).

‘It is okay for Iceland because it is a tradition’ (English tourist).

Interestingly enough, the outcomes of the survey also show that some respondents did not have negative feelings towards whaling for scientific reasons and accepted this type of whaling on the same level as aboriginal whaling.

‘Whaling is okay if conducted for the right reasons such as aboriginal or scientific. If whale population is decreasing, no commercial hunting should be allowed’ (American tourist).

‘To me, hunting for scientific reasons is acceptable and aboriginal hunting is also okay, if it is limited’ (Belgian tourist).

‘Whaling can be justified only for scientific or aboriginal purposes. Commercial whaling should be prohibited’ (Latvian tourist).

6.6.4 Question 16: *‘Did the whale watching experience change your attitude towards whale hunting?’*

The survey revealed that attending a whale watching trip did not change the respondents’ attitudes towards whale hunting. Important to note is however that the number of respondents who completed this question was relatively low. An analysis of this result in accordance with the model that illustrates how a stimuli display can influence a tourist’s decision-making process when in Iceland, shows that the respondents’ intentions were not changed by the display, in this case the whale watching experience. Thus, their intentions remained as they were prior to the display.

A respondent from England answered the above question with the following statement:

‘No. I was already against whale hunting’ (English tourist).

Similarly to this was commented by French respondents in the following statements:

‘I was already against it before’ (French tourist).

‘Not really because the weather was not good and I have not seen any whales, but my sensibility about whales, animals and nature has not been changed by this experience’
(French tourist).

6.7 Study findings of the whale watching tour operators’ attitudes towards whaling in Iceland

This part of chapter six aims at analyzing the interviewed tour operators’ attitudes towards whaling in Iceland. One of the main research areas investigated in this study was enclosed in the following question, which has been stated earlier by the researchers of this study and which has been kept in mind throughout the entire study;

Are tour operators affected by the fact that Iceland allows whaling and if so, how?

To answer this research question, the whaling has to be seen in the context how it affects the three following subgroups:

1. the daily operations of the whale watching tour operators
2. the consumer purchase behaviour of whale watching trips
3. the behaviour of the whales

Firstly, whaling seems to have an impact on the daily operations of the whale watching tour operators. All whale watching tour operators interviewed are facing the same major issue. The main concern is that the areas where both the whaling and the whale watching activities are conducted, are overlapping and even in one case whaling has been carried out in front of whale watching tourists. The daily operations of the tour operators have also been affected by the fact that some tour operators had to travel a longer distance to find whales, which resulted in an economical impact in the form of a higher amount of petrol required.

Secondly, the whaling seems to have an impact on the consumer purchase behaviour of the tourists. Some tour operators observed a decrease in bookings as well as cancellations of whale watching trips by travel agencies. As aforementioned, this issue was especially observed right after Iceland resumed whaling.

Thirdly, whaling impacts the behaviour of the whales as noticed by the whale watching tour operators. A decrease in spotted whales especially the hunted species Minke whale and altered behaviour of the whales have been observed by the interviewed whale watching tour operators. As the most curious whales already have been killed by whaling boats, whaling impacts the whale watching tourist experience as well the whale watching tour operators.

The researchers of this study anticipated that some whale watching tour operators would consider closing down their business because of the whaling situation in Iceland. This anticipated issue was not true, as none of them considered ending their operations.

However, it has to be acknowledged by the researchers of this study that the whale watching tour operators are affected, some to a small, others to a large extent by the whaling in Iceland. A deeper analysis is of importance concerning the number of spotted whales. When looking at the numbers of the whale watching tour operator Seatours over recent years, it can be assumed that the whaling did not have any noticeable impact on the spotted whales during its whale watching tours. In contrast, the managing director of Gentle Giants has noticed that there are fewer Minke whales today and that they have become more shy and careful towards

human contact. Ragnheidúr Valdemarsdóttir of Seatours, on the other hand, observed an increasing number of Minke whales, while the number of Orcas were decreasing, which can be surprising when compared to the observations of Gentle Giants. It might be due to the fact that Seatours is located in a different area compared to the other operators.

In conclusion, an interesting observation was made by the researchers. Although the whaling situation impacts on the whale watching tourism industry, the whale watching tour operators do not blame the whaling companies or the local communities for the resumption of whaling. One tour operator tried to explain the locals' positive attitudes by saying that the reason for Icelanders' attitudes is that the country recently gained its independence and therefore people want to make independent decisions, without listening to other European countries. Another interesting conclusion, which can be drawn in relation to the interviewed tourists' comments, is that tourists seem to want to be informed about the whaling situation but only one out of four whale watching tour operators interviewed informs customers on board regularly. Their reasons can only be assumed but may originate from the fact that whale watching tour operators do not want to ruin the tourists' whale watching experience by mentioning whaling onboard the whale watching boats. Another assumption is that they do not want to make their customers concerned or upset about the Icelandic whaling situation.

As highly anticipated by the researchers of this study, all the whale watching tour operators are against the three different types of whaling. These results stand in contrast to the responses from the tourists surveyed, who to a large extent accepted whaling when it is conducted for aboriginal reasons. Furthermore, when whaling is conducted for scientific reasons, it is also to a large extent accepted, however compared with with aboriginal whaling it is less accepted. Commercial whaling is among the surveyed tourists the least accepted form of whaling.

7 CONCLUDING REMARKS

This final chapter is divided into two subsegments. Conclusions of the tourists' attitudes are first drawn and then the results of the whale watching tour operators are put together into various conclusions. The findings of the study analysis are reflected upon the research question.

7.1 Prologue

The importance of tourism for the Icelandic economy cannot be underestimated. At present, tourism constitutes the fastest growing sector of the country's economy, of which in turn whale watching is the fastest growing activity. With these facts in mind, it appears contradictory that the country attracts tourists with whale watching as one of its major attractions at the same time as Iceland is hunting whales for scientific and commercial purposes. Irrelevant of which purpose the whaling activity compromises, the assumption can be made that the whaling influences the important Icelandic tourism industry. The answer to the question if tourists and whale watching tour operators in Iceland are affected by the fact that the country allows whaling and if so, in which way, can be seen in a multifaceted way.

7.2 Concluding remarks of the tourists

With respect to the analysis in chapter six, attention was given to draw final conclusions of the tourists' attitudes. The conclusions of the tourists are divided into three subsegments regarding the Icelandic tourism industry, the whale watching tourism industry and in particular the Icelandic whaling situation.

7.2.1 The Icelandic tourism industry in relation to the whaling

When looking at the study findings it can be concluded that international tourists consider returning to Iceland in the future, irrelevant of the whaling situation. It seems that the Icelandic tourism industry only is affected negatively to a small extent by the existing whaling situation. International tourists still travel to Iceland irrelevant of their attitudes towards whaling. As most international surveyed tourists seem to have the main purpose of leisure for travelling to Iceland, it is surprising that the whaling does not influence their destination image. It is not sure if Iceland's image as a nature destination is impacted negatively as there

has been no specific investigation or data collection done in this area by the researchers. Nevertheless, the worldwide growing awareness of the environment has placed the environment at the top of the agenda and environmental values are gaining increasing importance. With this development, it would not be surprising if international tourists react more sensitively towards the whaling in Iceland in the near future. It has to be kept in mind that the tourists make the final decisions where to travel, having the final power over the destination decision-making process. Whaling can be perceived to shade the nature image of Iceland, and may result in potential travellers preferring another whale watching destination, especially if environmental values, as assumed, are gaining more importance in the future. Although the assumption can be made that whaling will have a negative impact on the future development of the Icelandic tourism industry, it seems that the whaling does not have a major impact on the Icelandic tourism industry at the present.

The below statement shows the foremost opinion of international tourists visiting Iceland according to the study findings. Although most surveyed international visitors in general have negative feelings towards whaling, they would still visit the country in the future. The power of influence that the Icelandic whaling has on tourists' willingness to return to the destination in the future can be regarded as relatively small.

'While I in general do not support whale hunting, that will not affect my decision to visit Iceland again in the future' (American tourist).

The most important conclusion, which has to be drawn, is that the majority of international tourists travelling to Iceland do not accept the Icelandic whaling, however, their protest is observed as silent. They do not show their disagreement by changing their behaviour or actions.

7.2.2 The Icelandic whale watching industry in relation to the whaling

Tourists still go whale watching in spite of the fact that Iceland conducts whaling. When looking at the tourists' answers in the survey, it can be concluded that tourists want to be informed about the whaling situation, while attending a whale watching trip. The study findings show that female tourists tend to think twice about going whale watching in Iceland, once they know that the country is conducting whaling.

It can also be concluded that most tourists, who had been whale watching had a positive existing opinion about whale watching beforehand, a fact, it seems, that has not been particularly influenced by the whaling situation. Despite the fact that only a small number of Minke whales are hunted, the Icelandic whaling has an influence on the quality of the tourists' whale watching experience in Iceland, as some whale species, especially the hunted ones, avoid whale watching boats. A lower quality of the whale watching experience can even be anticipated, as a further behaviour alteration of whales is assumed, if the whaling continues in the near future.

7.2.3 Conclusions regarding the Icelandic whaling situation

During the research a trend of negative attitudes towards whaling in general, specifically towards commercial whaling, was observed. The commercial whaling, which started in Iceland in 2006, can consequently further damage the future image of the country. When visitors become more aware of the fact that Iceland conducts commercial whaling, the conclusion can be drawn that it will have a possible negative impact on the Icelandic tourism industry, particularly on the target markets of Iceland. As surveyed female tourists refuse whaling to a larger extent than male tourists, it can be assumed that female tourists' image of Iceland is likely to be more damaged compared to male tourists' image. It can further be concluded that tourists who originate from whaling countries, are the ones that are least influenced by the Icelandic whaling situation.

7.3 Concluding remarks of the tour operators

After understanding the extent to which tourists are affected by the whaling situation, this part seeks to determine the impact of whaling on the whale watching tour operators. The conclusions of the whale watching tour operators are divided related to different time periods. The researchers of this study found evidence that conclusions can be made relating to the past, the present and the anticipated future business situation of the whale watching tour operators.

7.3.1 Concluding remarks related to the past situation

Beneath the peaceful surface, after Iceland resumed the whaling, it is concluded that the interviewed whale watching tour operators suffer to different extents by the whaling situation. As revealed in the study findings, the distress and desperation of the whale watching tour operators can be noticed in their statements. Due to the Icelandic whaling, the conclusion can be drawn that tour operators become victims, some to a small extent when they receive e-

mails and mail from individuals who do not know where and whom to send their complaints and protests to, others to a large extent, when they observe drops in bookings and cancellations. Whale watching tour operators do not only suffer by the co-existence of both activities, the whaling and the whale watching, but also get blamed and made responsible for their co-existence although they deeply object it. If time could be turned back, the whale watching tour operators would probably have launched regulations to overcome the problems related to the overlapping areas of whaling and whale watching. In immediate response to the resumption of the whaling, they would have taken actions earlier if they would have realized the problem, which the overlapping areas create.

7.3.2 Concluding remarks related to the present situation

With respect to the analysis of the study findings, the conclusion can be made that the co-existence of whaling and whale watching influences, even damages the whale watching tour operators business operations on a day-to-day basis. It is concluded that their daily operations are affected by the whaling activity economically, socially and even physically, however to different extents.

7.3.3 Concluding remarks related to the future situation

If Minke whales are further hunted for commercial purposes it will not only have a negative connotation on the destination image of Iceland, but it might also have serious consequences for the whale watching tourism industry, as commercial whaling is seen as the least accepted form of whaling among tourists. As aforementioned, Iceland started commercial whaling as recently as in 2006 and consequently the awareness of this fact is not yet widespread. Hence, the full impact, which whaling might have on the tourism industry cannot at present be fully estimated, however it is assumed that tourists will react with objection, resulting in decreasing numbers of whale watching participants. It will have an economical impact on the whale watching tour operators' businesses. A further conclusion, which can be drawn, is that whale watching tour operators may have to concentrate on watching other whale species, even other wildlife species, if Iceland continues whaling Minke whales. Altered behaviour of the hunted species and of other species has already been observed by the whale watching tour operators. It might result in that tourists can solely watch a couple of species in the future. This change will impact the whale watching tour operators on a day-to-day basis. As seen in the responses, all whale watching tour operators do not believe that whale watching and whaling can co-exist in the future, which implies that whaling must have a negative impact on the tour

operators' businesses. It is however unpredictable to which extent it will impact them in the future.

7.4 Summary

Seen from both perspectives, tourists experience whale watching and whaling as two separate stimuli displays, whereas the whale watching tour operators see whale watching and whaling as two interrelated activities and issues. This might be due to the fact that although both activities are conducted at the same location, most tourists are not confronted with the stimuli display whaling to the same extent as are the whale watching tour operators. Tourists seem to see both activities only from a superficial perspective where some tourists are not even aware of whaling being conducted in Iceland. Tour operators see both activities as interrelated as they are confronted with the implications of whaling more frequently and they also have deeper background knowledge about the topic.

7.5 Recommendations

To get an even clearer picture of the research situation, a division of the recommendations into a triangular approach is presented in this part.

- Recommendations for the Icelandic tourism industry and its development in general.
- Recommendations for the Icelandic whale watching tourism industry and its development.
- Recommendations for the mutual situation of the whale watching and the whaling industries in Iceland.

Based on the results of this study, the following general recommendations can be made for the development of the Icelandic tourism industry. Representatives of the Icelandic tourism industry are recommended to influencing the decision-makers to stop the whaling, by for example emphasising the economic value of whale watching and the other benefits, that whale watching generates compared to the economic value of whaling. The belief that whale watching is a more sustainable form than whaling as well as it has positive side effects on the aesthetic appearance of Icelandic communities can be presented to the different governmental parties. As most tourists from Icelandic target markets are from Western countries, the whaling might have a negative impact on the tourism development, especially if conducted

for commercial purposes. To ensure the growth of the Icelandic whale watching tourism industry in the future, it is suggested that whale watching tour operators decide on offering a different portfolio of trips to their customers. It is recommended to offer tours of longer duration to overcome the problem of distance to find the whales, created by the whaling. Another option might be to concentrate on watching other wildlife species such as birds, seals or dolphins and/or to organize tailor made tours. The researchers of this study have concluded that tourists want to be informed during the whale watching trip of the whaling situation, as the survey results clearly indicate this fact. Another recommendation for Iceland is to learn from how other ex-whaling countries put an end to their whaling and to look at cases of other hunted wildlife species threatened by extinction. The mutual situation of whale watching and whaling can only exist if both stakeholders co-operate, including an introduction of strict guidelines regarding whaling and whale watching areas. As the overlapping areas create a lot of problems for the whale watching tourism industry, an avoidance of the overlapping areas is regarded as essential. Sanctuary areas, where whaling is forbidden, would solve the problem of the overlapping areas to some extent. For the sake of the Icelandic tourism industry, whaling should be strictly forbidden during the peak tourist season in July and August, as these months also are considered as the time period when most whale watching trips take place.

In the long-term, a termination of whaling can only be achieved, if the Icelandic society understands the importance of whales, not only for the unique ecosystem but also as a separate natural attraction of the Icelandic tourism industry. To increase the understanding of this issue within the Icelandic population, education on this matter is essential. To be more precise, the young generation of Iceland has to be taught, commencing from an early age on. School trips and field trips are suggested to enhance the awareness of whales because when persons learn to love the wildlife, they are more likely to protect it. In other words, if they are taught about the whales and are involved in their conservation, they are more likely to protect them in the future. As children in Iceland are raised with the perspective of their parents and of the Icelandic society, which perceives whaling as a tradition, they should be able to receive a neutral viewpoint in regards of the whaling and whale watching situation in order for them to make up their own opinion. Locals, especially students, could be involved in scientific research projects related to non-lethal methods of whale research, such as counting animals etcetera in order to change their perspectives towards these creatures. The whale watching tour operators are therefore recommended to offer free or discounted trips for school classes.

The inspiration for this recommendation, to increase the level of acceptance and tolerance for marine wildlife, was taken from a sentence, which the famous author Antoine de Saint-Exupéry once wrote:

‘You become responsible forever for what you have tamed’ (De Saint-Exupéry, 1999).

In this sense the word *tamed* means that if people are educated and take care of animals, they will become responsible for them, perhaps for their entire lives and will therefore take an active part in their protection.

7.6 Future Research

Future research areas related to this study can be grouped and illustrated as depicted below. In general, it is recommended to conduct a survey with a larger number of participants over a longer time period than was made in this study.

- Conduct a survey with local communities to investigate how whaling and whale watching are influencing their communities.
- Conduct a survey with whaling companies in co-operation with the organisation Icewhale.
- Conduct a survey with domestic tourists.
- Conduct a survey in Norway in comparison to Iceland.
- Conduct a survey with travel agencies co-operating with Iceland and/or whale watching companies.
- Conduct a case study in a whaling destination, which recently has put an end to whaling.

Postscript

This study is dedicated to Migaloo and his wild companions. What happened to Migaloo and the other wild whales, which migrate from Australia to the Antarctic each year? Does the story have a sad ending or a happy one, like in a fairy-tale? Migaloo gained his first temporary victory when Japan officially announced in December 2007 not to hunt any Humpback whales during the whaling season 2007/2008. In contrast, the story of many Fin and Minke whales faces a sad ending due to Japan's decision to still target them (Sea Shepherd News, 2007). Like in a fairy-tale, Migaloo will swim happily ever after, at least until December 2008, when Japan's whaling agreement will become invalid (Sea Shepherd News, 2007). Here ends the story of Migaloo and his wild companions and it has a sad and a happy ending.

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Self administrated questionnaire respondent

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APPENDICES

APPENDIX 1: Tourists' answers to the open ended questions

Question 9: *Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?*

'Whales are a great fascination of mine and the species of whales found in Iceland are not the same species found on the Southern Hemisphere, so I have taken the opportunity to watch them'. (Australia)

'To visit a country does not depend on only one thing'. (Belgium)

'Whale watching and whale hunting are two different things'. (Denmark)

'I have not been thinking in this way'. (Denmark)

'Watching is better than hunting'. (Denmark)

'Because Iceland has conducted whaling for centuries, it is not for us to stop it'. (England)

'I do not believe that whaling is a factor to cancel a trip'. (England)

'It is sad'. (England)

'If more people want to watch live whales, this will decrease the hunting'. (England)

'Interested in whale watching, but concerned about whale hunting'. (England)

'Hunting for food is acceptable, hunting for sport is not'. (England)

'I would watch whales even if they are being hunted'. (England)

'I do not agree with whale hunting, but I wanted to see some whales'. (England)

'I did not come here to preach or tell the locals what to do'. (England)

'I am really disappointed that Iceland practises whaling and for me it is a little bit strange that at the same time they promote whale watching. It seems like a contradiction'. (France)

'I would agree to go on a whale watching trip, if the organizer aims at making the tourists and media etcetera aware of the problem of whale hunting'. (France)

'I do not connect whale hunting with whale watching'. (Germany)

'The government would not stop whale hunting just because I go whale watching'. (Germany)

'I am not interested to observe whales as a tourist attraction. It is more interesting and more beautiful to see these animals by coincidence. I am against this commercialization of animals'. (Germany)

'Most of the whales are threatened by extinction and they should be better protected. That is why I do not want to support the whaling or the whale watching industry. But however, I believe that the whale watching industry is better than the whaling industry'. (Germany)

'It does not make sense to boycott the tourism industry if I want to show my despise against whale hunting'. (Germany)

'At least, the whale hunting is to an extent controlled in Iceland in comparison to other countries where whale hunting is not controlled at all'. (Germany)

'I believe that people who see these animals will take more care about them in the future not to hunt them anymore'. (Germany)

'On one side it would be interesting to see whales in their natural habitat but on the other side maybe it would not be good to go whale watching at all as a form of protest. However, the question is if that would help to convince the government to stop whaling?'. (Germany)

'It is a contradiction that Iceland conducts whale hunting and offers whale watching tours at the same time'. (Germany)

'I believe by going whale watching, it will show that there is money to be gained in that business as well. This will convince the government not to allow whale hunting anymore.' (Israel)

'The whale watching company we are going with claims to preserve and study whales.' (Ireland)

'I do not want to go because I do not like to disturb whales' lives.' (Italy)

'I believe that whale watching trips are mostly run by people who would like to save the whales. Their knowledge is important and they should be supported.' (The Netherlands)

'These are two separate issues.' (The Netherlands)

'Out of interest in these magnificent animals.' (Scotland)

'No. The fact that Iceland is whaling would not affect my decision.' (Switzerland)

'I am afraid to meet a whale-hunting boat.' (Sweden)

'It is not considered as connecting activities.' (Sweden)

'Whales are much more valuable alive. The best way to stop whaling is to have a better alternative, whale safaris.' (Sweden)

'I want to get the feeling how whales look like and live in their natural habitat.' (Sweden)

'To support the whale watching industry and my interest in whales.' (Switzerland)

'As they are only hunting the minke whale, which is not on the list of endangered species, I think it is quite okay.' (Norway)

'I do not object to whale hunting and I love to watch the whales in their right environment. I do not see any conflict in that.' (Norway)

'Do not see why not.' (Norway)

'Why not?' (USA)

'If they recognize that whale watching is an important tourist activity, perhaps this would persuade them to discontinue this practise.' (USA)

'I feel that the two are not mutually exclusive, whale watching is a passive activity that can be educational and inspiring, whale hunting, while in the short run may provide economic support to a few, in the long run is not sustainable due to diminishing populations and is more of an active process of environmental destruction.' (USA)

'I believe that whale hunting and whale watching are not related.' (USA)

'Whale watching does not affect whale hunting.' (USA)

'Each country should decide itself what to do with their own nature.' (Ukraine)

Question 10: Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?

'I think other people have to take care of the whales, not me.' (Denmark)

'Not if whaling increases.' (England)

'No problem with whale hunting, if there are plenty of whales.' (England)

'I do not associate the whale hunting situation with Iceland as a whole.' (England)

'I would not condemn whale hunting, if it is managed in line with international treaties. Whale hunting is part of the culture even if I may not agree with it.' (England)

'It is dangerous for nature and ecosystems.' (France)

'Every country does bad things, we have to fight against the bad things but keep up the good things of that country.' (France)

'To me, visiting Iceland does not mean supporting whale hunting.' (France)

'It is not that important, the landscape and nature itself is fascinating.' (Germany)

'One cannot make all Icelanders responsible for the whaling and therefore people should still visit the country.' (Germany)

'It is better to earn the money on whale watching than on whale hunting.' (Germany)

'I doubt that boycotting the country will lead to no successful results'. (Germany)

'I have heard that only a few whales have been caught, but maybe that is only the beginning of the situation'. (Germany)

'Whale watching is the opposite to whale hunting'. (Ireland)

'Every country has its drawbacks. What about bull fightings in Spain and fox hunting in England? Travelling to these countries, does not mean that I accept the cruelty'. (Latvia)

'Because Iceland is a very beautiful country with many natural phenonema and the people are really friendly'. (Scotland)

'I do not think there is a relationship between whale watching and whale hunting'. (Sweden)

'It is a fantastic country'. (Sweden)

'You cannot blame the majority of the population who benefit from tourism for the few who are practising the hunting'. (The Netherlands)

'Whale hunting has no influence on my opinion of Iceland'. (Norway)

'I like Iceland, regardless of the whale hunting'. (USA)

'I feel like visiting Iceland does not inherently support the whaling industry and boycotting Iceland will not stop the industry. If anything, visiting Iceland might help me to understand the motivation for this activity and could give me an oppurtunity to oppose whale hunting while in the country should I choose to do so'. (USA)

'While I in general do not support whale hunting, that will not affect my decision to visit Iceland again in the future'. (USA)

'I do not agree with whale hunting unless for the purpose of research'. (USA)

'Because of business purposes as well as I like the country, I would go anyway'. (Ukraine)

Question 12: Please describe your feelings about Iceland practising whale hunting.

'To me, hunting for scientific reasons is acceptable and aboriginal hunting is also okay, if it is limited'. (Belgium)

'I definitely disagree with Iceland's position and believe in international pressure making Icelandic people change their approach'. (Czech Republic)

'If there are plenty of whales, it is okay, otherwise it is not okay'. (Denmark).

'Instead, Iceland should promote more ecological/environmentally friendly tourism. I also question what scientific whale hunting is as it sounds like an excuse'. (England)

'I think hunting within limits (i. e. numbers of whales) is okay, if hunted for food and within a county's waters – I think there are more damaging activties undertaken in other nations in terms of overfishing and hoovering the see'. (England)

'It is okay for Iceland because it is a tradition'. (England)

'I do not accept it and I think it is unnecessary'. (Finland)

'Disgusted. It is torture'. (France)

'As Iceland is catching just a small number of whales, I do not think it has a major influence. However, one limitation is if other countries would resume whaling without any regulations'. (Germany)

'Iceland is not economically dependent on hunting the whales, therefore I believe that the destination image of Iceland will be more positive if they protect the whales instead'. (Germany)

'In earlier time, whale hunting was used as a source to obtain food and therefore was acceptable. Nowadays however the whale hunting in Iceland is commercialized and therefore is not acceptable at all'. (Germany)

'Firstly I thought that whale hunting is not acceptable, but I changed my mind after I found out that Iceland only catches a small amount of whales each year'. (Germany)

'My wish is that Iceland is forbidden to go whale hunting in the future'. (Germany)

'As whales are threatened by extinction, I am shocked about that Iceland conducts whaling'. (Germany)

'Being from Japan, I share the way of thinking of a whale hunting culture'. (Japan)

'Whaling can be justified only for scientific or aboriginal purposes. Commercial whaling should be prohibited'. (Latvia)

'As long as it is done with control and in accordance with what is sustainable practice, I have no negative feelings'. (Norway)

'Norway also hunts whales and I do not like it'. (Norway)

'It is awful'. (The Netherlands)

'I do not like it but I can understand that it is necessary for some'. (The Netherlands)

'Icelandic people should be able to support the country by other commercial activities'. (The Netherlands)

'Surprising attitude for a civilized country!' (The Netherlands)

'Opposed and concerned'. (Scotland)

'I think that Icelanders must find alternative economical resources and follow international protocols'. (Spain)

'I do not like that Iceland is hunting whales. The whales are too few and should be left alone'. (Sweden)

'Stupid – economically not reasonable'. (Switzerland)

'Unacceptable'. (USA)

'I generally do not believe in whaling for economical purposes'. (USA)

'Whaling is okay if conducted for the right reasons such as aboriginal or scientific. If whale population is decreasing, no commercial hunting should be allowed'. (USA)

Question 13: Would you consider whale watching an animal friendly activity?

'The more people want to watch whales, then the greater the chance they will be protected'. (England)

'Lovely to see such a great creature in its natural environment'. (England)

'As long as it is undertaken in a responsible way and does not put the animals under strain'. (England)

'I think it seems okay - the whales have the ocean to disappear into – better than animals in a zoo'. (England)

'When people have the possibility to discover the whale, it could be important to the conscience'. (France)

'If species hunted are not endangered, assume that is not a problem'. (France)

'I think we should leave them alone'. (Denmark)

'Following whales with boats, crowded with humans is certainly stressful for the animals. They should be left alone'. (Germany)

'I believe that if the whales got used to the boats quickly then whale watching has no influence on the whales and their behaviour'. (Germany)

'I think it does not disturb the animals. It may bring respect for the animals'. (Germany)

'If the boats keep a distance, it cannot be damaging'. (Sweden)

'Yes, attending a whale watching trip implies that I prevent whale hunting'. (Switzerland)

'I presume the watching of whales makes profit for Iceland and that some is put into whale research and preservation'.

'It is making the local economy grow while protecting a sacred animal'. (Sweden)

'Animals feel the best without any human interaction'. (Sweden)

'Does it disturb these intelligent animals or not? I am not sure'. (USA)

'Whale watching makes people appreciate the whales'. (USA)

'As far as I know, the animals are not affected. The public will develop a better understanding and become more conscious about maritime wildlife, which is a positive thing'. (The Netherlands)

Question 16: *Did the whale watching experience change your attitude towards whale hunting?*

'No. I was already against whale hunting'. (England)

'Not at all'. (England)

'Not really because the weather was not good and I have not seen any whales, but my sensibility about whales, animals and nature has not been changed by this experience'. (France)

'I was already against it before'. (France)

'Not really. I did not need to attend a whale watching trip to know this'. (France)

'I believe that whale hunting and whale watching are totally different activities'. (USA)

'No, I like to watch whales but do not like the whaling'. (USA)

APPENDIX 2: Survey of tourists' attitudes towards whale hunting in Iceland



School of Business,
Economics and Law
GÖTEBORG UNIVERSITY

Survey of tourists' attitudes towards whale hunting in Iceland

This survey is conducted for a master thesis in the Tourism and Hospitality Management Master programme at the Graduate School, School of Business, Economics and Law, Göteborg University. This survey is conducted anonymously and the collected data will only be used for the purpose of the thesis. Thank you for your time and co-operation!

1 What is your gender?

- Female Male

2 What is your year of birth?

3 What is your country of origin?

4 What is the main purpose of your trip to Iceland?

- Leisure Visiting family and friends Business Other:

5 How many days do you intend to stay in Iceland?.....

6 Is whale watching one of the main purposes for your visit to Iceland?

- Yes No

7 Did you know that Iceland practises whale hunting before your arrival at this destination?

- Yes No (If the answer is no, continue with question number 9)

8 How did you know that Iceland practises whale hunting? (You may choose multiple answers)

- Newspapers or journals Internet Television Radio Tour operators or travel agencies
 Environmental organisation Word of mouth Other:.....

9 Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?

- Yes No Not sure

Please explain your answer:

.....
.....
.....

Please turn the page!

10 Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?

- Yes No Not sure

Please explain your answer:

.....
.....
.....

11 Whale hunting is conducted for different purposes. What is your attitude towards whale hunting referring to the different reasons? Please make a circle around your answer.

a) Commercial whale hunting (Whale hunting for the purpose of economic benefits)

Definitely refuse Refuse Neutral Accept Definitely accept

b) Scientific whale hunting (Whale hunting for the purpose of research)

Definitely refuse Refuse Neutral Accept Definitely accept

c) Aboriginal whale hunting (Whale hunting by indigenous people)

Definitely refuse Refuse Neutral Accept Definitely accept

12 Please describe your feelings about Iceland practising whale hunting:

.....
.....
.....

13 Would you consider whale watching an animal friendly activity?

- Yes No Not sure

Please explain your answer:

.....
.....
.....
.....

14 Have you attended a whale watching trip in Iceland?

- Yes No (If the answer is no, please disregard the following questions)

15 How many times have you been on a whale watching trip in Iceland?

16 Did the whale watching experience change your attitude towards whale hunting?

.....
.....

17 How important was it for you to have the opportunity to go whale watching in Iceland on a scale of one to five, with one representing the least important and five representing the most important?

1 2 3 4 5

Least important Most important

18 Would you go whale watching again in Iceland if you have the opportunity in the future?

- Yes No Not sure

APPENDIX 3: Survey of whale watching tour operators' attitudes towards whaling



Survey of whale watching tour operators' attitudes towards whaling

This survey is conducted for a master thesis in the Tourism and Hospitality Management Master programme at the Graduate School, School of Business, Economics and Law, Göteborg University. The collected data will only be used for the purpose of the thesis. Thank you for your time and co-operation!

Company name:.....

Number of employees:.....

Number of customers per year:.....

Please describe your business.....

.....
.....
.....
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.....
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.....
.....

What is your opinion about the whaling situation in Iceland?.....

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What is your opinion towards whaling when conducted for the following purposes?

Scientific:.....

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Commercial:.....

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.....

Aboriginal:.....

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.....
.....

Have you noticed that the whaling situation in Iceland affects your business? If so, in which way?.....

.....
.....
.....
.....

Please continue on the next page.



Do you inform the customers on board that Iceland is practising whaling?.....
.....
.....

Have you noticed that your customers have been concerned about the whaling situation? If so, in which way?
.....
.....
.....

Have you noticed a change in the number of bookings since the resumption of whaling?.....
.....
.....

Have you noticed if the whales behave more shyly towards the boats since the resumption of whaling? If so, does this apply only to the hunted species or all of them?.....
.....
.....
.....

Do the whale watching boats have to go further out in order to find the whales in recent years?.....
.....
.....
.....

How is the development of number of whales spotted since the resumption of whaling?.....
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.....

Has there been a lot of media attention onboard the whale watching vessels? Have some of travel agencies and other suppliers boycotted your business because of the whaling situation?.....
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.....

Do you think that whaling should be allowed in Iceland?.....
.....
.....
.....

Do you do something in order to influence the whaling situation?.....
.....
.....
.....

Please continue on the next page.



Are you in contact with the ministry of fisheries and/or whaling companies?.....
.....

Do you have any agreements between you and the whaling companies?.....
.....
.....

Do the areas where whaling and whale watching occur, overlap each other?.....
.....

During a whale watching trip, has it ever occurred that customers saw whaling in front of the vessels?.....
.....
.....
.....
.....

Have you ever considered to end your business because of the resumption of whaling?.....
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.....

In your opinion, do you think that whale watching and whaling can co-exist in Iceland in the long run?.....
.....
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.....
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.....
.....

Thank you for your time and co-operation!

APPENDIX 4: SPSS Results

Table 1: Cross-tabulation of age and question 7:

'Did you know that Iceland practises whale hunting before your arrival at this destination?'

		age				Total
		1,00	2,00	3,00	4,00	1,00
IP	no	15	11	6	1	33
	yes	57	31	24	15	127
Total		72	42	30	16	160

Table 2: Chi-Square tests of age and question 7:

'Did you know that Iceland practises whale hunting before your arrival at this destination?'

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,823(a)	3	,420
Likelihood Ratio	3,363	3	,339
N of Valid Cases	160		

a 1 cells (12,5%) have expected count less than 5. The minimum expected count is 3,30.

Table 3: Cross-tabulation of age and question 9:

'Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?'

		ag				Total
		1,00	2,00	3,00	4,00	1,00
Q9	.	1	0	0	0	1
	no	9	9	4	7	29
	not sure	12	0	0	5	17
	yes	50	33	26	4	113
Total		72	42	30	16	160

Table 4: Chi-Square tests of age and question 9:

'Would you go on a whale watching trip in Iceland when you know that the country practises whale hunting?'

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31,637(a)	9	,000
Likelihood Ratio	37,083	9	,000
N of Valid Cases	160		

a 8 cells (50,0%) have expected count less than 5. The minimum expected count is ,10.

Table 5: Cross-tabulation of age and question 10:

'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'

		ag				Total
		1,00	2,00	3,00	4,00	1,00
Q10	.	1	0	1	0	2
	no	5	5	0	1	11
	not sure	7	4	1	3	15
	yes	59	33	28	12	132
Total		72	42	30	16	160

Table 6: Chi-Square tests of age and question 10:

'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8,691(a)	9	,466
Likelihood Ratio	10,903	9	,282
N of Valid Cases	160		

a 11 cells (68,8%) have expected count less than 5. The minimum expected count is ,20.'

Table 7: Cross-tabulation of main target markets and Question 10:

'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'

		Q10				Total
		No answer	no	not sure	yes	.
Country	Denmark	0	3	1	7	11
	England	0	0	1	24	25
	Finland	0	0	0	1	1
	France	0	0	3	9	12
	Germany	2	2	1	18	23
	Norway	0	0	0	10	10
	Sweden	0	0	5	9	14
	USA	0	1	0	12	13
Total		2	6	11	90	109

Table 8: Chi-Square tests of main markets for Iceland and Question 10:

'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39,033(a)	21	,010
Likelihood Ratio	34,974	21	,028
N of Valid Cases	109		

a 25 cells (78,1%) have expected count less than 5. The minimum expected count is ,02.

Table 9: Cross-tabulation of purpose of trip and question 10

'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'

		Q10				Total
		.	no	not sure	yes	.
P	B	0	0	1	6	7
	L	1	8	10	93	112
	O	1	3	4	25	33
	V	0	0	0	8	8
Total		2	11	15	132	160

Table 10: Cross-tabulation of gender and question 10:

'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'

		Q10				Total
		No answer	no	not sure	yes	
Gender	Male	1	3	9	74	87
	Female	1	8	6	58	73
Total		2	11	15	132	160

Table 11: Chi-Square tests of gender and question 10:

'Taking into consideration the whale hunting situation in Iceland, would you still consider visiting the destination in the future?'

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3,615(a)	3	,306
Likelihood Ratio	3,680	3	,298
N of Valid Cases	160		

a 2 cells (25,0%) have expected count less than 5. The minimum expected count is ,91.

Table 12: Cross-tabulation of gender and question 11a:

'What is your attitude towards whale hunting referring to commercial reasons?'

		Q11a					Total	
		.	1	2	3	4	5	.
Gender	Male	1	36	23	14	12	1	87
	Female	5	37	15	12	3	1	73
Total		6	73	38	26	15	2	160

Table 13: Chi-Square tests of gender and question 11a:

'What is your attitude towards whale hunting referring to commercial reasons?'

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8,760(a)	5	,119
Likelihood Ratio	9,331	5	,097
N of Valid Cases	160		

a 4 cells (33,3%) have expected count less than 5. The minimum expected count is ,91.

Table 14: Crosstabulation of gender and question 11b:

'What is your attitude towards whale hunting referring to scientific reasons?'

		Q11b					Total	
		.	1	2	3	4	5	.
Gender	Male	1	12	16	29	25	4	87
	Female	5	18	17	13	17	3	73
Total		6	30	33	42	42	7	160

Table 15: Chi-Square tests of gender and question 11b:

'What is your attitude towards whale hunting referring to scientific reasons?'

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,514(a)	5	,062
Likelihood Ratio	10,851	5	,054
N of Valid Cases	160		

a 4 cells (33,3%) have expected count less than 5. The minimum expected count is 2,74.