

TOOL 2: BUILDING SOCIAL LICENSE

A social license to operate – in other words, community support – is essential for shark and ray tourism operators. The following checklist highlights some important areas to consider and potential actions to take.

AREA/GROUP	POTENTIAL ACTION	DESIRED OUTCOME	CHECKLIST
CUSTOMARY TENURE, TRADITIONAL KNOWLEDGE AND STEWARDSHIP			
CUSTOMARY TENURE OF COASTAL AND MARINE RESOURCES	Identify who the traditional owners are. Meet with traditional owners to discuss ownership and cultural heritage and (if relevant) any customary compensation that may be payable to them.	Mutual respect, understanding and consideration.	
TRADITIONAL KNOWLEDGE	Discuss local knowledge of target species population size, movements, significant grounds, etc. Share additional insights gained with elders.	Traditional knowledge is used, and seen to be used, to tailor tourism operations, for example to match suitable season and minimize impacts as much as possible in nursery or pupping grounds.	
STRONG STEWARDSHIP	Meet with leaders in the local community to understand the history and stewardship values and identify opportunities for the business to strengthen those values, rather than threaten or undermine them.	Mutual respect, understanding and consideration.	
FISHERS			
COMPETING FISHING ACTIVITIES	Meet with local fishers to discuss possible involvement in tourism and working together for mutual benefit. Consider the use of zoning to reduce any conflicts.	Local residents engage in tourism and boosting local economy – conflict over access and use of marine resources is avoided where possible and fishers and their communities see tangible benefits from tourism (whether directly or indirectly).	
DESTRUCTIVE FISHING PRACTICES	Build trusting relationship with fishermen and engage on best-practice fishing techniques that minimize damage to the environment. Seek support from local NGOs to lead on this. Help provide environmentally friendly fishing gear, when possible.	Destructive activities cease and fishermen adopt more eco-friendly practices. Relationship based on mutual respect and trust established.	



TOOL 2: BUILDING SOCIAL LICENSE cont.

AREA/GROUP	POTENTIAL ACTION	DESIRED OUTCOME	CHECKLIST
EDUCATION AND KNOWLEDGE SHARING			
ADULTS/RESIDENTS	Attend local community events and festivals and engage in marine educational activities.	Local residents gain understanding of diving activities, local resources and local threats.	
	Attend community meetings where locals can voice concerns or opinions.	Become an active part of the local community and address any issues.	
	Encourage signs at reef sites or offer classes to help locals identify marine species.	Greater community involvement and understanding.	
	Support and train local people to become divemasters/tour leaders.	Local residents engage in tourism and boosting local economy – conflict over access and use of marine resources is avoided where possible and fishers and their communities see tangible benefits from tourism (whether directly or indirectly).	
	Work with researchers to share results of scientific surveys with community and management authorities	Greater community involvement and understanding.	
SCHOOLS – CHILDREN/TEENAGERS/STUDENTS	Get involved in local school or university projects.	Young people learn about hands-on conservation.	
	Offer training courses for children, teenagers and students to become safe snorkelers and divers.	Employment opportunities for local young people, increased interest in operations and marine life.	
COMMUNITY AND ENVIRONMENT			
COMMUNITY CONTRIBUTION	Raise a contribution from customers for use in community programs (conservation, health care, facilities, sponsorships or scholarships).	Community has a stake in success of tourism operation, giving them an incentive to protect marine resources.	

