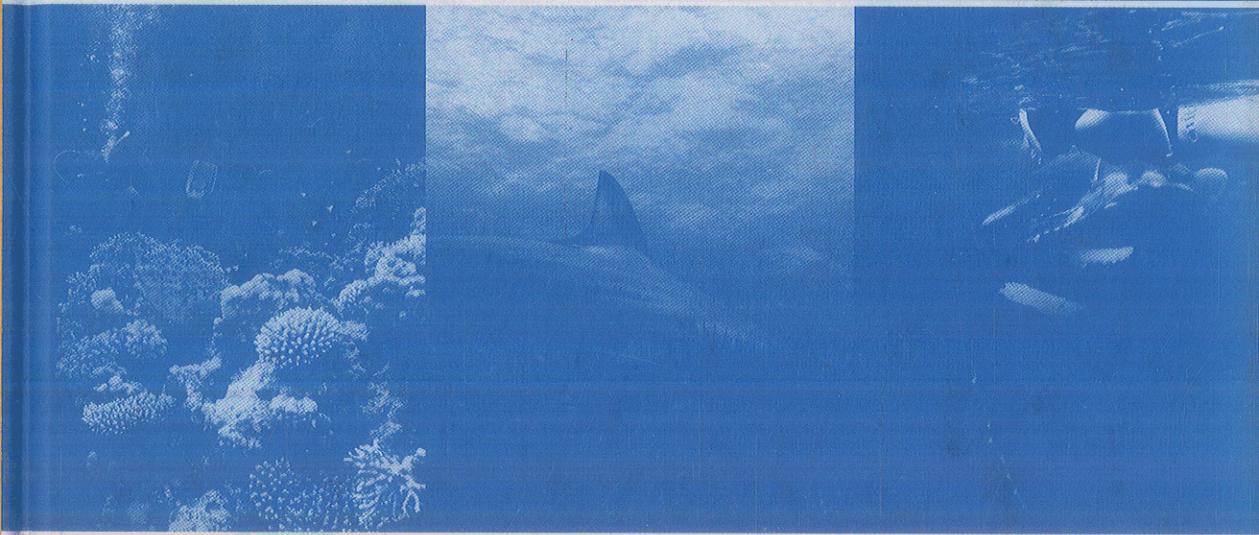




# New Frontiers in Marine Tourism

Diving Experiences, Sustainability, Management



Edited by Brian Garrod  
and Stefan Gössling

ADVANCES IN TOURISM RESEARCH SERIES

# Contents

|   |      |
|---|------|
| List of Figures   | vii  |
| List of Tables  | ix   |
| List of Photographs   | xi   |
| List of Boxes   | xiii |
| Contributors  | xv   |
| Preface   | xix  |
| <b>Section I: Introduction</b>  |      |
| 1. Introduction<br><i>Brian Garrod and Stefan Gössling</i>  | 3    |
| <b>Section II: The Diving Tourism Experience</b>  |      |
| 2. Market Segments and Tourist Typologies for Diving Tourism<br><i>Brian Garrod</i>   | 31   |
| 3. Perceptions of and Interactions with Marine Environments:<br>Diving Attractions from Great Whites to Pygmy Seahorses<br><i>Carl Cater</i>                        | 49   |
| <b>Section III: Environmental, Economic and Social Impacts of Diving Tourism</b>  |      |
| 4. Diving and Global Environmental Change: A Mauritius Case Study<br><i>Stefan Gössling, Olof Lindén, Jayne Helmersson,<br/>Jeanette Liljenberg and Serwa Quarm</i> | 67   |



5. Vulnerability of Marine Mammals to Diving Tourism Activities 93  
*Susanna Curtin and Brian Garrod*
6. Environmental Management and Education: The Case of PADI 115  
*Anna Lindgren, Jessica Palmlund, Ida Wate and Stefan Gössling*

#### **Section IV: Management of Diving Tourism**

7. Dive Tourism, Sustainable Tourism and Social Responsibility:  
A Growing Agenda 139  
*Claudia Townsend*
8. Diverting Pressure from Coral Reefs: Artificial Underwater Parks  
as a Means of Integrating Development and Reef Conservation 153  
*Peter van Treeck and Michael Eisinger*
9. Attitudes and Preferences of Divers towards Regulation 171  
*Nola Barker and Callum Roberts*
10. Interpretation and Environmental Education as Conservation Tools 189  
*Claudia Townsend*
11. Managing Risk in Tourist Diving: A Safety-Management Approach 201  
*Christopher Coxon, Kay Dimmock, and Jeff Wilks*
- Subject Index 221