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From the short review above, there areseveral codes of conduct have been promoted to dive tourism and operators. However, a sampling of codes of conduct which are gathered in this study hasshown the similarity between them which are emphasizing in pre-dive briefingsbefore getting into the water, no-contact policy, the limited use of divingsites and minimal discharged into the sea. These result support previousresearch by Camp & Fraser in 2012 who have highlighted the dive briefingsas an important tool to minimize recreational SCUBA diving impacts on coralreefs. The briefing was suggested to cover the local biological information andthe recaps of good practice underwater which undoubtedly will create aninfluence on diver behavior by reducing the number of interactions diver madewith the reef and marine life. Whereas the pre-dive briefing, no-contact policyand minimal discharged would be self-regulation by dive shops to implement andpromote to their guests, the implementation to limit the use of diving siteswill need the collaboration and partnership among dive shops. Case Study of the implementationof the Green Fins approach This study will elaborate the “ Green fins” approach by usingthe case study of the application of the Green Fins approach in Puerto Galerain the Philippines by Hunt, Harvey, Miller, Johnson & Phongsuwan in 2013.

The study has revealed the great development of good practices by dive shops inPuerto Galera which emphasizing in the changing behavior of waste discharge, the effective environmental briefings given on pre-dive and the encouraging tostaffs to correct bad diver behavior underwater (Hunt, Harvey, Miller, Johnson& Phongsuwan, 2013). This case study has shown that the Green Fins approachcan be an effective tool for managing an environmentally sustainable divingindustry. In our investigation, we have found out there are a half of diveshops in Koh Tao (23 Dive shops), who have already been the member of “ GreensFins” (“ Dive Operators: Southern Thailand”, n. d.). While there are afew dive shops related to “ Project AWARE” through PADI’s partnership(Pragnell-Raasch, 2016), there is no sign of “ Blue Certified” on theisland.  This finding has led to thestrong suggestion to other dive shops to adopt the “ Greens Fins” approach. Since “ Green Fins” organization has actively operated in Thailand (“ Greenfins-Thailand”, n.

d.) and their aim to providing consultations and marine education to diveshops (“ About us – Green Fins”, n. d.) will be a good guideline fordive shops in Koh Tao to diminish their threat to marine ecosystems and havethe same standard between dive shops in the area.

Implementation of goodpractices by dive shops in Koh Tao As discussed in the case study of Puerto Galera in thePhilippines (Hunt, Harvey, Miller, Johnson & Phongsuwan, 2013), a similarpattern was obtained in the study of dive operators in by Lucrezi & Saayman(2017), both studies indicated that the successful application of goodpractices by dive shops need the support of local, regional and nationalauthorities. This finding ties well with previous studies wherein the study byWongthong (2013), who has investigated the limitation for the adoption of goodpractices by dive shops in Koh Tao. The lack of monitoring by the Thaigovernment, budget limitation and the lack of knowledgeable staffs are majorlimiting factors for dive shops in Koh Tao to progress. However, the study hasemphasized the adoption of good practices by dive shops, which will influencerelevant stakeholders, economic benefits in the long term, and public image ofthe business.

In order to improve Koh Tao’s current state and become amore sustainable dive tourism destination, this section has led to theconclusion for dives shop as the main stakeholder to adopt code of conduct  by “ Green Fins” with the environmentalconcentrate into their business which can be categorized into: the limited useof diving sites by reducing the number of divers at dive sites, wasteminimization policy, the prohibition of touching or feeding and lastly and mostimportantly, providing appropriate education to staffs and guests (Appendix A). Nevertheless, the successful implementation will only be occurring if there isa collaboration between stakeholders such as policy and the support from thegovernment. Next section in this paper, we will discuss further regarding thisissue.