




Shark Cage Diving Companies get a Green Light with FTTSA

Despite the controversy that occasionally surrounds the industry, shark cage diving is increasingly popular among international visitors. Identifying an ethical operator can be a minefield, but this situation is reportedly changing. Two companies based in Gansbaai, Western Cape – Marine Dynamics and White Shark Projects – have qualified to become part of Fair Trade Tourism South Africa (FTTSA), having each gone through a stringent assessment and certification process that examines the economic, environmental and social impacts of their operations. According to Jennifer Seif, Executive Director of FTTSA, certification signals to customers that these two businesses are run in an environmentally and socially responsible manner and that staff and communities linked to the operation receive tangible and positive benefits from tourism.

A large, detailed illustration of a shark swimming in the ocean. The shark is shown in profile, facing left, with its dorsal fin and tail clearly visible. The water is a deep blue, and there are many smaller fish swimming around the shark, creating a sense of a busy underwater environment.