

## 賞鯨：紐西蘭人的觀點

**Michael Lück**

School of Hospitality & Tourism  
New Zealand Tourism Research Institute  
AUT University  
Auckland, New Zealand

自從 1989 年紐西蘭出現商業賞鯨活動後，此一產業已明顯地成長中。以紐西蘭兩個主要島嶼上，多樣性的鯨豚種類為主的商業活動從此展開。其中有公司把主要焦點放在觀賞鯨豚（例如，賞鯨豚），另一些則把觀賞鯨豚當作其他核心商品（例如，海艇獨木舟、港灣航遊）的附加價值。本演說將回顧紐西蘭商業賞鯨的自然特徵和成長，及其相關挑戰。在此也介紹紐西蘭海洋哺乳類保護法案(1978)和海洋哺乳類保護規範(1992)，並綜述目前海洋保護區的情形。此演說將藉由一些具體的案例來突顯一些在處理這項產業因快速成長而造成在管理上的挑戰。最後我們以遊客的觀點來檢視是否解說和教育提升了民眾的意識及保育的成效。

## Dolphin and Whale Watching: A New Zealand Perspective

**Michael Lück**

School of Hospitality & Tourism  
New Zealand Tourism Research Institute  
AUT University  
Auckland, New Zealand

Since the emergence of commercial whale and dolphin watching in New Zealand in 1989, this industry has been growing significantly. Commercial operations, focusing on a variety of species on both of New Zealand's main islands, have been established since. Some of these companies have the viewing of cetaceans as their main focus (i.e., whale and dolphin watch operators), and others have viewing of dolphins as an added value to their core product (e.g., sea kayak tours, harbour cruises, etc.). This presentation reviews the nature and growth of commercial whale and dolphin watching in New Zealand, and its related challenges. The New Zealand Marine Mammals Protection Act (1978) and the Marine Mammal Protection Regulations (1992) will be introduced, along with an overview of the current status of Marine Protected Areas. Using specific examples, the presentation will highlight some of the challenges of managing this rapidly increasing industry. Finally, interpretation and education as a tool to raise awareness and conservation will be examined, with a particular focus on a tourist's perspective.