

Tourists' and Activists' Opinions on Tourist Attractions with Marine Mammals



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Abstract

This master thesis deals with the issue on captivity of marine mammals and the different ethical opinions there are about this issue. The issue became a public debate with the documentary *Blackfish* that captured the public and made many people question whether captivity of orcas should be prohibited, while it also made the public question captivity of other marine mammals as dolphins. Since then it has been an issue in the public debate and SeaWorld has been affected, as many tourists have boycotted their attractions in the USA, because of the many issues surrounding captivity of marine mammals and especially using them in their popular shows. Consequently, this paper seeks to answer the following research question:

What are tourists' opinions about marine mammal attractions and how do they differ from animal activists' views in relation to ethics?

This research question will be further reinforced by answering the following sub questions:

- What are the tourists' motivations for visiting marine mammal attractions and how do they justify these attractions?
- What are activists' justifications for being against captivity of marine mammals?
- Do tourists think there is an ethical difference between keeping orcas and dolphins in captivity?

This thesis is an explanatory qualitative study that has been written under the constructivist paradigm. The data for this research was collected through three stages, where the first one consisted of netnography, where TripAdvisor, blogs and websites were explored. The next stage focused on the search for interviewees, where tourists were contacted through Facebook, TripAdvisor or blogs and the activists were mainly contacted through organisation websites and blogs. In the last stage, interviews were collected through semi-structured interviews that were either held face-to-face, over the phone, through Skype/Facetime or email, while blogs and reviews were collected as well.

In relation to theory, different ethic theories in relation to treatment of animals and ethical issues were chosen, while a section with attitudes toward animals and motivations of push and pull was also used in order to answer the research question and sub questions.

The overall analysis showed that there are those tourists that believe these attractions are positive and others that believe that these attractions are negative, however, all tourists seem to care about the animals being treated the right way and getting the best care possible. Consequently, some of the tourists shared similar ethics as activists, as some believed that these marine mammals will suffer

pain in captivity. However, others thought that captivity could be justified through education and conservation, if they were cared for. It was noticed that overall, the activists' perspective had stronger opinions about captivity and had more complex arguments against it in relation to research that had been done.

The purpose of this research was to find out what tourists' opinions were in relation to this issue and how they differed but also were similar to activists' opinions in relation to ethics.

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1 Introduction

Today, there is an increase in the concern for animal welfare of tourists (Eurobarometer, 2007; Riffkin, 2007). However, at the same time there is a demand from tourists to get “up close and personal” with wildlife and this industry is predicted to expand in the future (Burgin & Hardiman, 2015, p. 217). Therefore, watching animals in captive settings in one of the most popular leisure activities worldwide (Tribe and Booth, 2003) and overall visits to wildlife tourist attractions (WTAs) may account for 20-40% of global tourism (Moorhouse et al., 2015, p. 1), while attending WTAs are a prime tourist motivator (Higginbottom, 2004). Still, there are concerns about animal welfare at many WTAs around the world (Moorhouse et al., 2015, p. 12) and despite their popularity, some places have experienced criticism and/or condemnation by animal rights or welfare activists (Shani, 2012, p. 140).

Consequently, scholar David A. Fennell believes that the United Nations World Tourism Organization (UNWTO) should add a section on animal welfare in its Global Code of Ethics, as Fennell thinks that being responsible means that they should take care of the needs of humans but also the needs of the millions of animals that are used in the tourism industry for human enjoyment and benefit (Fennell, 2014, p. 983). Furthermore, he states that there has not been a focus in tourism research on the many cases where “the tourist industry places the interest of people over the interest of the animals” (Fennell, 2014, p. 988) and this could be researched further.

However, the charity The Travel Foundation (2006) has formed a guide to good practice for captive animals, which highlight the following Five Freedoms: freedom from hunger and thirst; freedom from physical discomfort; freedom from pain injury and disease; freedom to express most normal patterns of behaviour; and freedom from fear and distress. However, unfortunately captive animals as for example captive dolphins will experience stress and will not express their normal behaviour due to their captivity and the human impact and interaction they experience (Curtin & Wilkes, 2007, p. 137). However, do the tourists even notice this behaviour?

As seen in a study from 2015, the majority of tourists do not notice less visibly conceded welfare standards in WTAs (Moorhouse et al., 2015, p. 11). Overall, these results show that tourists do not have the accurate perception of welfare consequences of WTAs and tourists simply cannot tell, if a tourist attraction is bad for the animals (ibid). Consequently, tourists could be educated about welfare consequences at WTAs, which could decrease the tourist demand and/or create improvements in the standards of WTAs (ibid). At last, this study showed that most tourism attractions have negative welfare impacts on individual animals (Moorhouse et al., 2015, p. 12) and this makes you question the ethics of using animals in the tourist industry.

In a study about tourists' ethical attitudes toward animal-based attractions, it was shown that education and conservations were important justifications for these attractions according to the tourists (Shani, 2012, p. 156). Furthermore, another justification was that the attraction provided a family-oriented experience and a last justification was that the attraction was an alternative to nature (ibid). This shows that tourists have justification for visiting animal based attractions, however, there has happened many things in the public debate about this issue within the last couple of years and therefore tourists' ethical views on animal welfare can be researched even further today.

As an example of how ethics have become more relevant in relation to the treatment of animals we have circuses. One place that tourists have been able to experience wildlife animals is in the American "Ringling Brothers Circus" that have been known as "the greatest show on earth", however, this has ended as the circus closed down in May 2017 after 146 years of shows (Astrup, 2017). Earlier this circus had spectacular elephant shows, but they stopped using elephants a year ago and since then many tourists stopped coming (ibid). This shows that the interaction with wild animals is important for tourists, however, the use of animals in the circus business has long been fought by animal welfare organizations as PETA (ibid) and ethics might have won over entertainment here.

Another recognized brand in the tourist industry is SeaWorld that has been widely criticized after the documentary *Blackfish*, which showed the treatment of orcas at SeaWorld, where the orca Tilikum was in focus after he killed his trainer in SeaWorld in 2010 (Griffin, 2017). The recent passing of Tilikum in January 2017 has once again led to more criticizing of SeaWorld and their handling of orcas also known as killer whales (ibid). However, SeaWorld has announced in 2016 that they will stop having orca shows and instead focus on what they call "natural orca encounters" and they will stop all orca breeding, which means that they will stop having orcas in the future (Ross, 2016). However, other whales and dolphins will still have to perform and the way these marine mammals are captured can be brutal, as seen in the documentary *the Cove*.

In the documentary from 2009, *the Cove*, you see how activists have tried to stop local fishermen in Taiji, Japan from hunting dolphins (Cronin, 2015). In this documentary, there were videos of fishermen trying to force dolphins into a cove on the island, where the best ones are captured and the rest are killed for their meat (ibid). It is said that one dolphin can make up to \$200,000, when they are trained and sold to aquariums and marine parks (ibid). However, since 2014 the Japanese Association of Zoos and Aquariums (JAZA) has banned its member from acquiring dolphins from Taiji fisheries (ibid). However, other parks are still buying dolphins for their attractions.

Furthermore, there are also films like *Free Willy* and *Flipper* that have taught tourists about a certain behaviour that they can expect from marine mammals, where they do acrobatic tricks and show interest in humans, while you can watch them in close proximity and these are not realistic expectations (Wearing et al., 2011, p. 127). At the same time, these films have also indirectly led to an expansion of marine parks and aquariums where tourists could get up close to these marine mammals (Wearing et al., 2011, p. 130). However, a film like *Free Willy* where a captive orca is released into the wild and reunited with its family has also created public awareness on the ethics and welfare revolved around this issue (Wearing et al., 2011, p. 131), which further asks the question about whether these animals should be kept in captivity?

However, research has showed that the clear majority of people do not question the acceptability of using animals, but that we should try to limit their pain and suffering (Rollin, 2005). Consequently, scholar David A. Fennell states that the use of animals in the tourism industry is an example of how our hunger for entertainment and financial gains has developed faster than our ethics (Fennell, 2012, p. 246) and consequently ethics can be taken up in relation to the tourism industry, as they might not get enough focus, when it comes to the animals in this industry.

Furthermore, there are some people who believe that if the use of animals attracts visitors and hereby improves human economic conditions, it can be legitimized (Shani & Pizam, 2008, p. 684). Furthermore, scholar Frank Gannon has accepted the concept of “the man hunter” to describe these people, as they use animals to serve their own purposes and do not believe that these animals have an intrinsic value of their own (Gannon, 2002). At the same time, there are also people who highly value nature and believe that keeping animals captive to further causes as conservation education is okay and hereby supports the captivity of animals for these causes (Packer & Ballantine, 2012).

However, on the opposite side we have the people who value animal welfare, as they believe that animals rights are being violated (Sneddon et. al., 2016, p. 235). As an example, we have the charity foundation, Whale and Dolphin Conservation (WDC) that thinks that putting any whale or dolphin in tanks for tourists’ entertainment is wrong (WDC, 2016). Therefore, they believe that SeaWorld’s announcement of their future was a celebration, but they are aware that there are still 119 whales and dolphins of other species held at SeaWorld that are forced to breed and perform (ibid).

Consequently, there are two different sides to this topic of using animals in tourist attractions and scholar Stephen R. Kellert (1980) suggests that people in the general public have strong affections for animals and are concerned about the right and wrong treatment of animals. Thereby, he is saying that the general public wants animals to be treated the rights way and do not accept animal cruelty.

However, it can be questioned whether it is right or wrong to keep animals in captivity, even though they are justifying it through education and conversation purposes. Consequently, tourists may have many different opinions on this issue.

In recent time, aquarias have tried to focus more on education, conservation and breeding programmes, however, the moral issues are being questioned, as they are keeping marine mammals in cramped spaces and making them perform for food, while claiming this is for education and research purposes (Curtin & Wilkes, 2007, p. 133). Furthermore, the entertainment value seems to be the most treasured aspect of keeping dolphins and orcas in captivity (Schaffner, 2016, p. 245), as there is “no legitimate evidence that public displays of whales and dolphins are educational” (Marino et. al., 2010).

It is furthermore showed in reviews on TripAdvisor from different WTAs that keep marine mammals score high ratings (TripAdvisor, 2017, SeaWorld Orlando; TripAdvisor, 2017, Sea World), which further indicate that only few tourists notice any negative impacts that these places may have on the animals and those tourists that are aware of the negative consequences choose not to visit these places. Consequently, these reviews show the positive side of this business and only few describe the negative aspects of these parks. However, if you look at an unofficial page for SeaWorld on Facebook, the reviews show a different side as 1400 people have given them one star compared to 1600 that have given them five stars (Facebook, 2017, SeaWorld).

As seen in the same study that showed that tourists cannot tell if a tourist attraction is bad for animals, it is further presented that tourists’ dissatisfaction scores for elephant parks were significantly higher than for captive dolphin interactions (Moorhouse et al., 2015, p. 11), indicating that tourists enjoy dolphin interactions and do not see it as bad for the animals. The study could not tell whether this was because the tourist was motivated by a bucket list and were less concerned, whether they did not detect any negative impact on the dolphin or the tourist could simply not judge the welfare conditions because of the unfamiliar marine environment (ibid).

At the same time, it is noticed that tour companies seek to satisfy the needs of the tourist and not the rights of the animal (Wearing et al., 2011, p. 136) and the tourism industry places the interest of people over the interests of the animals (Fennell, 2014, p. 988). There is a current debate going on in relation to the ethical foundation of tourist attractions that involves animals as for example Zoos and Aquariums (Sneddon et al., 2016, p. 235). Consequently, PETA is currently having the campaign “SeaWorld of hurt”, which is a movement against SeaWorld, where they try to make SeaWorld move first and foremost orcas, but also their other marine mammals to seaside sanctuaries (PETA, 2017).

In this campaign PETA are encouraging SeaWorld to follow in the footsteps of the National Aquarium that has announced that they are building a sanctuary by the sea for their eight dolphins (PETA, 2017). This will be North America's first dolphin sanctuary (National Aquarium, 2016) and the question is whether other places will do the same in the future? As activists are trying to make others follow in the National Aquarium's footsteps, this may be the closest to a natural environment that marine mammals could get, but there is a long way to go to build these sanctuaries and there is the cost to consider.

However, there are many arguments why such sanctuaries should be built and some of the main arguments against captive dolphin attractions are that these animals are captured and removed from the wild, while their lifespan is reduced in captivity (Lovelock & Lovelock, 2013, p. 241). Furthermore, they are forced to perform unnatural tricks for food and they can suffer stress-related disorders (ibid). These arguments are all related to the ethical perspective of keeping dolphins in captivity, but also other marine mammals as orcas.

Given the knowledge that tourists are getting from the media today, it would be interesting to research their opinions in relation to this issue, as these attractions are clearly still popular, despite documentaries like *Blackfish* and *the Cove* may have affected some tourists' opinions. At the same time, there are many organizations against captivity of marine mammals and it would be interesting to look at their point of view as well and get the activist perspective to see whether or how the two views differ from each other today.

The purpose of this master thesis is to find out what tourists' opinions are on the issue of marine mammal captivity, given that it has become a huge public debate after documentaries have focused on this issue. At the same time, it will also find out what activist opinions are today, and how they may differ from the tourists' point of view.

Consequently, it would be interesting to look further into this area and find out:

- What are tourists' opinions about marine mammal attractions and how do they differ from animal activists' views in relation to ethics?

Furthermore, the following sub questions will be answered:

- What are the tourists' motivations for visiting marine mammal attractions and how do they justify these attractions?
- What are activists' justifications for being against captivity of marine mammals?

- Do tourists think there is an ethical difference between keeping orcas and dolphins in captivity and how do they justify this?

There is potential for new research into tourist motivation and behaviour towards animals and nature (Sneddon et al., 2016, p. 235) and this research paper can provide new knowledge about tourist motivation in relation to ethics. Furthermore, scholars state that animal based attractions have received little attention in literature (Shani, 2012, p. 156), while animal ethics in tourism is a relative new topic that needs to be researched more as well (Fennell, 2012, p. 239). Consequently, the topics of ethics and animal welfare are important to look further into and this master thesis will try to do this, where the focus will be on opinions about marine mammal attractions.

This issue of keeping marine mammals in captivity, where they are used for shows and activities with tourists is relevant today, as some tourists are beginning to realise that there are some welfare issues related to this industry. However, there is still a need for tourists to get up and close to these animals. Yet, these are wild animals and the question whether tourist should be able to get close to these animals is another ethical dilemma that could be taken up.

In order to answer the research question, interviews with tourists and activists will be conducted in order to gather their thoughts and perspectives on this issue and analyse this data. Furthermore, reviews on TripAdvisor and tourist blogs will be used to back up the data in order to answer the research question.

1.1 The Structure of the Thesis

This master thesis has started with an introduction into this issue of marine mammal captivity and moved on to a formulation of a research question and sub questions related to this issue. The next section will focus on the methodology in relation to the different choices in relation to this project, where the different methods will be elaborated on. Hereafter, this project will move on and introduce the theoretical framework in relation to ethics, attitudes and motivation that will help answer the research and sub questions. This will follow up with the analysis section that will be divided into four parts and a final comparison at the end that will help answer the research question. The last section of this master thesis will be the conclusion, where the sub questions and research question will be answered and a short section on further research will be introduced.

2 Methodology

The aim of this project was to analyse what tourists' views on marine mammal attractions were and how they differed from animal activists' views. The problem formulation also included three sub questions, which revolved around the justification for and against captivity of marine mammals that have helped to answer the overall research question.

The aim of this thesis was not to figure out whether captivity of marine mammals was right or wrong, as this is a subjective opinion that people have. Instead, it will look at the arguments and how tourists and activists use their arguments to justify their subjective opinions and how these relates to ethics. Consequently, this meant that the researcher could consider whether tourists' opinions have been affected by documentaries like *Blackfish* and *the Cove* and the research that has been done on this issue. At the same time, activists' opinions were important for this research, as this could show their justifications for being against captivity of marine mammals, which could be compared to the tourist perspective to see how their viewpoints differed from each other in some ways and were similar in other ways.

As the term activist, will be used regularly throughout this thesis, a definition of this term will shortly be introduced. According to the Cambridge Dictionary, an activist is a person who strongly believes in a political or social change and takes part in activities as protests to make this happen (Cambridge Dictionary, 2017, Activist). Consequently, this is the definition of the activists that will be used in this thesis, even though some of the activists are more active in their actions. Which meant that some of the activists were very active, while others were less active.

2.1 Research Design

For this master thesis, the research design has been a qualitative design, where interviews were the overall research strategy to collect the data. To show the overview of the project, a model has been made to display the construction of the project.

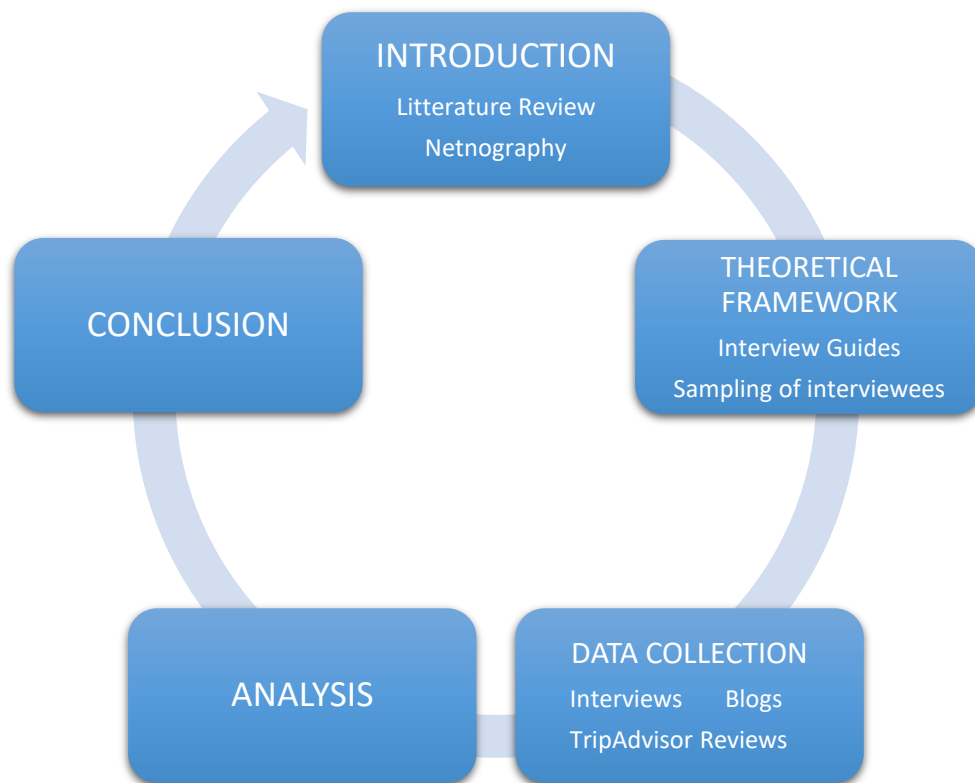


Figure 1: The Research Design

The figure above shows the process of this master thesis, which started with the writing of an introduction and formulation of a research question. Here, a literature review was made based on the material that had been introduced in classes at the university, especially in relation to theory and the material that could be found about this topic. At the same time, netnography was used and the review site TripAdvisor was used, while the search for bloggers began. This was the first step, that led to the next step of writing a theoretical framework section, after having explored different theories that would be relevant to help analyse the data that was gathered in order to answer the research question and sub questions.

After finding the specific theories for this project, two interview guides were made based on connecting the theories with the interview questions to use the theory in the analysis and answering the research question. At the same time, a sampling of possible interviewees was completed, as tourists and activists were contacted through contact information on Facebook, blogs or websites. Hereafter, the collection of data began with interviews and the use of tourist blogs and TripAdvisor reviews. This step led to the construction of the analysis and at last, a conclusion was made based on this analysis in order to answer the research question and sub questions.

It should be noticed that this process is hermeneutic, as seen in the figure as a circle with an arrow that goes back to illustrate that this whole process has never been linear, but instead at every step,

knowledge from the previous steps have been used, which means that this has been a circular process along the way. Furthermore, this means that throughout the process, the researcher has gone back to previous steps and re-evaluated these sections to make changes for the whole project to fit together.

2.2 Literature Review

To gather more information about the topic, a literature review was made of all the existing literature relating to this topic. This could also be seen as what Bryman calls a narrative review (2008, pp. 92-93), as this literature review was undertaken to understand the topic and discover what is out there of information, which meant that the researcher did not always know where this research would take them. In other words, the literature review was extensive and the research went in many directions in order to go through all the existing literature.

Furthermore, reviews on TripAdvisor and Facebook were studied and different blogs were found to find information for the introduction. Also, YouTube videos were explored that were either about SeaWorld shows and behind their shows to view their perspective and the tourists' reactions at the shows. On the other hand, documentaries as *Blackfish* and *the Cove* and clips on YouTube about captivity of orcas and dolphins were also observed to see their point of view.

While looking at journals, previous research was looked at in order to see what have already been found out about this issue and where there might be gaps in this research that could be looked further into. In this research, it was found out that tourists are not able to judge the welfare of animals at attractions (Moorhouse et al., 2015, p. 11) and that tourists justified their visits to animal attractions through conservation and education efforts (Shani, 2012, p. 156). At the same time, it was noticed that there were two sides to this issue and the issue of dolphins and whales in captivity had been given a lot of attention in the media in recent years and this could possibly have affected tourists' opinions on this issue, which is what this master thesis will explore further.

Overall, the reviews on TripAdvisor could be seen as data together with the tourist blogs, although they can also be seen as part of the literature review, which lead to the writing of the introduction and formulation of research question.

In relation to the theoretical framework, the university library database was also used to look after other relevant theories for this master thesis. Here, different theories were explored and the most relevant to help analyse the data were chosen. Furthermore, theory found in the literature review was also used, if it was relevant. In this process, theories were irrelevant, if they were not somehow related to the issue of ethics and treatment of animals.

Consequently, different theories including ethical theories and motivation theories were explored, but they were not selected for the project, as they did not fit with the issue of captivity of marine mammals. However, the theories by Singer (1993), Orams (1992), Benjamin (1985), Fennell (2006, 2015), Kellert (1980) and Dann (1977) were deemed more relevant and useful to answer the research question because they were related to ethics and motivation.

Lastly, the library database was also used to search for literature for the methodology section to gather different sources for this section and use theoretical concepts. Some of the books that were looked at and used in the thesis were by the following scholars; Bryman (2008, 2012, 2016), Silverman (2006), Byrne (2004), Guba & Lincoln (1989) and Saunders et. al. (2009). They all contributed somehow to the making of the methodology section and were valuable in this process.

2.3 Philosophy of Science

A research philosophy is about the development of knowledge and the nature of that knowledge (Saunders et. al., 2009, p. 107) and the research philosophy one chooses will hold important assumptions of one's worldview (Saunders et. al., 2009, 108). In order to explore research philosophy further, we have research paradigms that are a certain way of examining a social phenomenon where many understandings can be gained and different explanations can be tried out (Saunders et. al., 2009, p. 118).

This master thesis has been written from an interpretive paradigm, which is also called social constructivism. This paradigm is evident in the research question that opens to a qualitative approach, where interviews could help to gather individual's thoughts on the issue of captivity of marine mammals. According to Guba and Lincoln, the constructivist paradigm is the best approach, when the researcher is considering using human inquiry (Guba & Lincoln, 1989, p. 82), because in this process you are gathering individuals' thoughts. This was also the case in this master thesis, where interviews were conducted, as they were the best way to access individuals values and attitudes (Byrne, 2004).

A research will result in an evaluation in the end and an evaluation does not suddenly appear one day; instead it is a result of a development process that involves constructions and reconstructions that have interacting influences within them (Guba & Lincoln, 1989, p. 22). Consequently, the result of this master thesis went through this process and this has been a long process to answer the research question in the conclusion.

According to social constructivism, it is necessary to explore the subjective meanings that are motivating the actions of social actors in order for the researcher to understand these actions

(Saunders et. al., 2009, p. 111). Consequently, this master thesis has tried to find out what tourists' views are on marine mammals in captivity, while it has also looked at the other aspect of animal activists' views and found out how they differed from each other, but also how they were similar in some aspects.

In order to gather their subjective thoughts, interviews were conducted with both tourists and animal activists. By gathering their subjective thoughts, it was easier to understand why tourist might be for or against keeping marine mammals in captivity and why they had attended shows, while it was easier to understand why animal activists are against captivity of marine mammals and tries to make tourist boycott attractions that are keeping marine mammals in captivity.

According to constructivists, there is no universal truth, but constructions are made and will result in reconstructions that may be a more or less a good estimate (Guba & Lincoln, 1989, p. 16). In other words, it will result in constructions of the gathered data and hereby a result of these tourists' and activists' thoughts. Consequently, the research of this master thesis has not been looking for one answer to the research questions, but instead it has looked at the different patterns that the different constructions have come up with and this has resulted in reconstructions in the analysis. Furthermore, this meant that is was important to look at the different opinions of both tourists and activists and have different views in order to make constructions of the data.

Ontology

The ontological question is “what is there that can be known?” or “what is the nature of reality?” (Lincoln & Guba, 2013, p. 37) and relativism is the basic presupposition of constructivism (Lincoln & Guba, 2013, p. 39). A relativist ontology states that there are several socially constructed realities and these constructions are created by individual people, as they try to make sense of their experiences (Guba & Lincoln, 1989, p. 86). It's important to note that these social constructions are mental constructions (ibid), consequently, they take place inside of individuals. Which means that these are thoughts that the researcher will try to obtain and they will be used as the data.

Consequently, this master thesis has tried to access the social constructions of interviewees through interviews and the aim was to gather this data in a way that would reflect the individuals' attitudes and values toward the issue of keeping marine mammals in captivity. It was at the same time important to gather different opinions to gather the necessary data for the analysis. Furthermore, it was important to gather data of both tourists and activists in order to view both perspectives and come up with a conclusion that would reflect both perspectives, even though all had different constructed realities.

Epistemology

The epistemological question is “what is the nature of the relationship between the knower and the knowable?” (Lincoln & Guba, 2013, p. 37) and transactional is the basic presupposition of constructivism (Lincoln & Guba, 2013, p. 40). However, epistemology is also about interaction, as it will create the data that will emerge from the inquiry (Guba & Lincoln, 1989, p. 88) and this means there is an interactive epistemology (Guba & Lincoln, 1989, p. 89).

Consequently, this master thesis was about the transaction of constructions from the interviewees and into the gathered data, but it was also about the interaction that took place in order to gather this data and the relationship between the interviewer and the interviewee was therefore important in the process of collecting the data. Consequently, the researcher tried to make the interviewees feel comfortable about expressing their personal views on this issue and the researcher tried to be open about this issue and not judge anything that was expressed in the interviews.

The researcher also had some knowledge about this issue before the thesis writing began and this was an advantage in relation to the research process and conducting the interviews early on. This also meant that the researcher knew where to start the master thesis and who would be relevant to contact in order to acquire more knowledge on the issue.

Methodology

The methodological question is “how does one go about acquiring knowledge?” (Lincoln & Guba, 2013, p. 37), while, hermeneutic/dialecticism is the basic methodological presupposition of constructivism (Lincoln & Guba, 2013, p. 40). The inquiry must be carried out in a way that will expose constructions and be open to critique in relation to other constructions, while it should be able to be revised for new constructions to appear and therefore the inquiry is a hermeneutic methodology (Guba & Lincoln, 1989, p. 89).

A hermeneutic methodology will lead to a better understanding to make sense of the interaction, where someone is interacting with others (ibid). Through this hermeneutic dialectical process, new constructions will present themselves, which are not better than the ones before, but they are more informed and sophisticated than the previous ones (Guba & Lincoln, 1989, p. 17).

This meant that the interviews were carried out in a way to unveil the constructions of the interviewees and these constructions were analysed in order for new constructions to appear, which meant that a final reconstruction was made in the end in order to include the most information and conclude this thesis. Throughout this process, using hermeneutics was important, as past constructions were used to reconstruct and come up with a conclusion and answer to the research question.

This meant that throughout the analysis, some of the findings were made into constructions, but after having finished the analysis, some of the constructions were reconstructed as new information had come up after finishing the analysis and compared the viewpoints. In the end, this meant that a conclusion could be made to answer research question and sub questions.

2.4 Data Collection

In this research the use of qualitative methods was undertaken to collect the data and it consisted of three phases that are illustrated in the figure below:

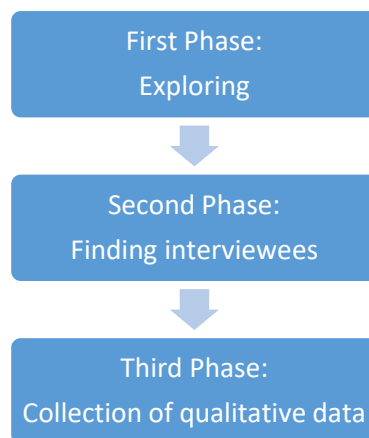


Figure 2: Data Collection

First Phase

In the first phase, the use of netnography was undertaken, where review sites as TripAdvisor and Facebook were looked at to figure out what kind of experience the tourists had at the different parks and aquariums that provided dolphin and whale interactions. However, it was mainly the following attractions that were focused on: SeaWorld Orlando (USA), Sea World (Australia), Palmitos Park and Loro Parque (Spain) and Dubai Dolphinarium (United Arab Emirates), in order to look at different experiences of tourists around the world.

Furthermore, blogs where tourists had described their experience were reviewed to get a deeper description of the experience than the review sites could give. Here, over 30 blogs were explored to get a sense of what kind of experience the different tourists had. Lastly, online journals and chapters of books were found and read to understand what research had already been done and what these researches had concluded.

In this process, different marine mammal attractions were explored and especially the brand of SeaWorld was explored together with other marine mammal attractions around the world as Sea World (Australia), Palmitos Park and Loro Parque (Spain) and Dubai Dolphinarium (United Arab

Emirates). As it was important to understand how these attractions introduced themselves on their websites and how they attracted tourists as destinations.

In relation to the activist perspective, over 20 organisations were explored and their different campaigns going on were researched to find out which organisations would be relevant for this project. The ones that were perceived relevant were those who were either animal activist organisations that had a campaign against marine mammal captivity or marine mammal organisations that focused on either dolphins, orcas or both.

Second Phase

In the second phase, the search for possible interviewees began and over 10 bloggers were contacted, as they had written about their individual experiences at these attractions. The researcher made sure to contact both tourists who rated their experience as good and tourist who rated their experience as bad, because of the captivity issue, as both sides were important to explore to not focus only on one side of this issue. Lastly, over 10 Facebook sites were used to ask anyone to share their experience in an interview. This also meant that tourists could share the post with their Facebook friends and two tourists choose to do this on Facebook and two interviewees were reached through this approach.

As the tourists were hard to reach out to and get a reply from on both email and messages on Facebook, the researcher chose to contact around 30 people through TripAdvisor to reach more tourists for interviews. The researcher chose to reach out to people who had mentioned dolphins or orcas in their review and reach out to people with good and bad experiences, while also trying to reach international as well as Danish people who had visited recently. In order to reach different people, visitors who had visited SeaWorld Orlando, Loro Parque and Sea World (Australia) were contacted. However, it was up to the tourists whether they wanted to participate and it might not be all who read their messages. Through, this method, three interviewees agreed to do an interview.

On the other hand, activists were contacted directly through their contact information on their websites or blogs and others were contacted directly through Facebook or email, which meant that over 14 organisations were contacted. Therefore, the following organisations were contacted: People of Ethical Treatment of Animals (PETA), the Whale and Dolphin Conservation (WDC), World Animal Protection – Denmark, Voice of Orcas, the Earth Race Conservation, the Dolphin Project, Save Lolita, the International Marine Mammal Project, Free Morgan and the Whale Sanctuary Project. This meant that this method gathered 4 interviewees who agreed to participate. Furthermore, some sites on Facebook were also used to ask anyone to share their views in an interview.

All in all, this second phase meant that many different tourists were contacted and five choose to participate in an interview, which gave this thesis five different views on this issue. It was noticed that tourists were not eager to share their views and some said yes, but did not reply afterwards which shows that tourists are a little careful about their opinions on this issue. On the other hand, the activists were eager to share their thoughts, which meant that their opinions were apparent in this thesis and many of them had experienced these attractions before their views changed and this meant that they also had a tourist perspective to share as well. This also meant that it was interesting to compare the activist and tourist perspective in many different aspects.

Third Phase

In the last phase, the qualitative data was collected through semi-structured interviews with the tourists and activists. Here the interviews were carried out through either face-to-face, telephone Skype/Facetime or email sessions, as the interviewees were from all around the world, which meant that different methods were used in order to carry out interviews with them all. Each interview was recorded to be able to later transcribe the points that would be used in the analysis.

Furthermore, the data from tourist blogs were also collected together with reviews on TripAdvisor. While, an interview with activists found online was also gathered in the data collection which meant that the qualitative data consisted of mainly interviews, but also blogs, reviews and a secondary interview.

2.5 Qualitative Data

2.5.1 Interviews

According to Byrne (2004), qualitative interviews are advantageous, in order to assess individuals' attitudes and values, which cannot be noticed in for example a questionnaire. Furthermore, when qualitative interviews are done well, they can reach a level of depth that cannot be attained through other approaches as for example surveys (ibid). This project uses semi-structured interviews to gather the data, as this was considered the best way to collect beneficial data to answer the research question.

For this research paper, the following four types of interviews were conducted: face-to-face, Skype/Facetime, telephone and email, which are discussed in the next section. The interviewees were informed about the purpose of the interview, before they participated in the interview and they all agreed to be recorded in the case of face-to-face, Skype/Facetime and phone calls, while the others agreed to let the researcher use the email-interviews. The two interview guides (Appendix 1 & 2) with questions, were prepared before the interviews, but the questions were used flexible and, in some interviews further questions were asked to go deeper into the interview. Furthermore, some were not

even asked during the interview, in the case that the interviewee had already answered this question through another question.

The length of the interviews is between 20 and 45 minutes long and they have a total length of 210 minutes (3 hours and 30 minutes). They were all conducted in English, except for two that were done in Danish, as Prodromou (2006) states that speaking in your native language gives a deeper discussion, as the interviewee can express themselves freely and is not limited to the constraints of his/her eloquence of a foreign language (p.68).

The researcher used their mobile phone as a recording device for face-to-face interviews and she used both her phone and computer to record Skype/Facetime interviews, while only the computer recorder was used for the telephone interview.

2.5.2 Type of Interviews

As the interviewees were from around the world, Skype interviews were the best option to conduct the interviews. One face-to-face was conducted, as it was possible with one interviewee and one telephone interview was conducted, as the interviewee preferred this. Lastly, a few email-interviews were used in cases where people did not have time to meet, talk or use Skype/Facetime.

The method of Skype/Facetime conversations were considered the best thing, as you could interact with the interviewee and observe their immediate reaction, which makes it similar to a face-to-face interview (Bryman, 2016, p. 492). At the same time, it was easy and flexible for the interviewee and the interviewer, as these interviews could be conducted anytime of the day, if they were near their computer (ibid). As Bryman (2012), states it is a fast and inexpensive way to gather interviews without travelling. Still, it does have its disadvantages, as there can be trouble with either sound, image or both and this can give some technical problems that would not happen during face-to-face interviews (Bryman, 2016, p. 492). Yet, this was practical, when the interviewee did not have time for a meeting or lived outside of Denmark. This method was used for most of the interviews and four were collected through this method.

As Bryman (2012) states, face-to-face might be the best way possible to do an interview, however for this master thesis it was the next best given the distance between the interviewer and the interviewees. Consequently, this type was only possible with one interviewee who was situated in Denmark, as the other interviewee situated in Denmark only had time for a telephone interview, while the other interviewees were situated outside of Denmark, which meant it was not possible to use this method.

Another method was telephone interviews, which have certain advantages, as they are cheaper than face-to-face meetings and easier to supervise and the presence of the interviewer will not create any bias toward the conversation (Bryman, 2008, p. 198). However, there are also limitations, it is not the same interaction (ibid) as with face-to-face and Skype/Facetime and the quality may not be the same as face-to-face interviews (Bryman, 2008, p. 199). However, as one interviewee preferred this method, it was used to gather as much data as possible.

Lastly, email-interviews were the least preferred method of interviewing, but some of the interviewees requested this method. As they did not have time for anything else, it was used to gather as much data as possible, even though it would not be as deep as the other methods and would be used differently than the other interviews, as the answers were shorter and often not explained sufficiently. Consequently, this method meant that interviewees made their own transcript and this meant there were low-inference in this data collection, which gave it credibility (Silverman, 2006, p. 287). According to Bryman (2008), these interviews are usually asynchronous, which meant that the interviewees had time to think about their answers. Through this method three interviews were collected.

2.5.3 Sampling

In this research, purposive sampling was chosen, because of the research question. In this sampling technique, the researcher purposely chooses people who in their opinion are relevant to the research topic (Sarantakos, 1998, p. 152). This sampling method was used to select activists from different organisation, while at the same time, it was also used to choose bloggers and TripAdvisor comments for the data selection and ask them to participate in interviews. This was the main part of the sampling, but another was also used together with this method in order for people to choose for themselves to participate in interviews.

Here, the sampling method that was been used is self-selection sampling, which means that the participants have chosen to participate for themselves (Altinay & Paraskevas, 2008, pp. 97-98) and this was used, when the researcher posted requests on Facebook sites, where tourists and activist could choose whether they wanted to share their views on this issue with the researcher. However, it was only posted on sites that could met the requirements of either tourists or activists and consequently purposive sampling played a part of this sampling.

It should be mentioned that the tourist interviewees were chosen on the criterion that they had visited a park, aquarium or somewhere else, where they had experienced preferable shows but overall interactions with marine mammals. It was also important that this experience had taken place recently

and preferable within a year and not more than five years ago, in order for the tourist to have the best recollection of the experience. However, some bloggers that had experiences earlier were also contacted and one of them choose to participate in an interview.

On the other hand, the animal activists were chosen on the criteria that they were part of an organisation that had strong opinions against captivity of marine mammals and it was preferred that the activist themselves had experienced marine mammal shows at some point, but it was not a criterion. Given that these people were part of an organisation, it was assumed that they took an active part in being against captivity of marine mammals and they were in this way seen as activists, although, some of the interviewees were more active than others.

2.5.4 Interviewees

Here, the interviewees will be presented in order to get an overview of their background. The first group that will be described is the tourists and the next will be the activists.

	Name	Age	Country	Occupation	Type of Interview
1	Umma	26	Australia	Ophthalmic Dispenser	Email
2	Mira	47	Denmark	Secretary	Telephone
3	Catherine	58	USA	Retired	Facetime
4	Katie	34	United Kingdom	University Researcher	Skype
5	Maja	24	Denmark	Student	Face-to-face

Figure 3: Overview of tourists

As seen above in figure 3, there were conducted five tourist interviews and overall there were five females, which could be a bias as there are no men, but the blogs and reviews were used to make the tourist perspective more unbiased. The interviewees came from around the Western world as Australia, Denmark, United Kingdom and the USA, which could also be a bias, however, the reviews and blogs showed perspectives of other tourists outside the Western world. The ages of the interviewees were between 24 and 58 years old. Their occupations showed that they all had different jobs.

	Name	Age	Country	Occupation	Type of Interview
1	Christine	37	USA	Program Coordinator (The Dolphin Project)	Email

2	Pete	51	New Zealand	Ship's Captain (The Earthrace)	Skype
3	Lori	57	USA	President (The Whale Sanctuary) Executive director of Kimmela Center for Animal Advocacy	Skype
4	Jeffrey	-	USA	Doctor (Voice of the Orcas)	Email

Figure 4: Overview of activists

As seen above in figure 4, there were conducted four activist interviews in total and overall there were two females and two men. The interviewees came from the Western world, where three were from the USA and one came from New Zealand. The ages of the interviewees were between 37 and 51 years old. Their occupations showed that they all had different jobs, but they all worked for an animal organisation, which was the requirement for being part of the interview. Consequently, they all had strong opinions, as they were fully committed to these organisations and this was important for the interviews.

2.5.5 Semi-structured interview design

As Bryman (2012) states, a semi-structured interview usually has a sequence of questions like a general interview schedule, but the interviewer can change the sequence and add new questions along the way (p. 212).

According to Bryman (2012, p. 473), there are five recommendations to consider, when you make an interview guide. First, it should have the right flow in the order of questions. Second, the interview questions should be expressed in a way that can help answer the research question. Third, the language should be understandable. Fourth, there should be no leading questions at all. Lastly, the interviewer should record a 'facesheet' with information of the interviewees' name, age and gender.

These recommendations were all followed, when the interview guides were made, as the researcher tried to find the right order of the questions and come up with logical order. Furthermore, these questions were connected to the theory in order for them to help answer the research question and they were as open as possible, while one of the first were asked in order to record a 'facesheet'.

Furthermore, the aim of the interviews was to get a 'real' understanding of the people's experience and their values, were Silverman (2006, p. 20) suggests that open-ended questions are the most effective way to do this. Also, Byrne (2004, p. 182) states that open-ended questions are the easiest way to access the interviewees' views and opinions. Consequently, this was other reasons to use preferably open questions in the interview guides.

The advantages of open questions are that the interviewee can answer as they like and unusual responses may come up, while different new areas can be explored (Bryman, 2008, p. 232). However, there are also the disadvantages that they are time-consuming and the answers need to be coded afterwards, while these questions require more effort from interviewees (ibid).

5.5.6 Secondary Data

The qualitative secondary data consisted of tourist blogs, TripAdvisor reviews and a previous conducted interview in a blog. The blogs were primarily used to give a wider perspective of tourists' experience at these attractions and they were further used to back up the data that was gathered in the interviews. At the same time, the interviewees that were contacted through their blogs could elaborate through their interviews, but the blogs were used as data to back up their experience and were referred to in the analysis, when it was relevant. Consequently, 12 blogs were used and the list of the bloggers can be seen in appendix 3.

The TripAdvisor reviews were used to get a wider perspective of tourist experience at these attractions and the focus was on SeaWorld Orlando and Loro Parque (Spain), as they had the most reviews with over 25.000 and 18.500 assessments. However, Sea World (Australia) was also looked at for a broader tourist perspective even though it only had a little over 4.200 assessments. As the brand of SeaWorld is based in the US, Loro Parque and Sea World were looked at to get a wider perspective overall of tourists' standpoints and this also shows how widespread these attractions are and that it is easy to visit an attraction while on holiday.

In order to not have too many reviews, 10 different views were chosen from each review site and the 30 reviews were analysed in relation to the different themes and used in the analysis to back up the information. The different reviews were picked out to show the different views on these attractions and give a more extensive perspective.

The last secondary data was an interview with the following three activists; Ric O'Barry who was featured in *the Cove* and started the Dolphin Project, Keith Hutchinson who is a campaigner and animal rights advocate and Laura Killalea who is from the Humane Society of the United States (HSUS), which is the world's largest animal organisation (Dicks, 2014). This interview was used to back up the activist perspective and it provided answers to some of the questions from the interview guide.

2.6 Data Processing

According to Silverman, it is important to record the interview on the actual occurrence of the conversation (2006, p. 161). Consequently, this was done and afterward the parts of the interviews

that stood out as the most important were transcribed and used for the analysis, which meant that most of the interview was transcribed. The data processing took a long time, as it was done carefully and this process was important to later evaluate what parts should be included in the analysis.

Consequently, in order to not waste too much time on insignificant things, all of the interviews were not transcribed from start to end. However, they were listened to several times to make sure not to miss out on any important parts that could be used for the analysis. To make the transcribing process easier, a program called “Express Scribe Transcription Software” was used in order to make it easier to rewind, play and stop the audio file, while writing the interview down. The transcripts can be seen in appendixes 5-13.

As analysis is about data reduction (Bryman, 2016, p. 11), this was done by only transcribing the important themes that would be used in the analysis in order to answer the research question. Otherwise, the large amount of data that was gathered through the interviews would have been too big an amount to handle.

In order to reduce the data into smaller fragments to use, a thematic analysis was chosen, which meant that the data was examined in order to find core themes in the data (Bryman, 2016, p. 11). These themes were related to the theory and the research question, which meant that it could all be connected through the analysis. These different themes included: Blackfish/controversies, ethical views, treatment of animals, attitudes and motivations, which meant these common themes were examined in each of the interviews to find the parts that could answer the research question with the support of the theory. While the blogs, reviews and secondary interview were also analysed to find these themes within them.

A thematic analysis has an emphasis on what is said rather than on how it is said and a thematic analysis can also be a narrative analysis that is concerned with the analysis of a story and covers a range of different approaches where thematic is one of them (Bryman, 2008, p. 553). In relation to this analysis, the thematic analysis can help analyse the interviewees experiences and this can unveil their viewpoints and attitudes towards this issue.

As for some, themes are more or less the same as codes (Bryman, 2008, p. 554), this analysis is using coding to analyse the data, however, it is set up as a thematic analysis, where there is provided a Framework (ibid), as seen in the example below:

	Theme 1	Theme 2
Interviewee 1	Quote (Question number)	
Interviewee 2		Quote (Question number)

Figure 5: The Framework approach to thematic analysis (as seen in Bryman, 2008, p. 555)

As seen in the figure above, it is important to indicate where in the transcript the quote come from, to use the interviewees words, to not insert to much quoting and make sure that cells do not become to full (Bryman, 2008, p. 555).

The Framework for this analysis can be seen in appendix 4 and this shows the four themes: Blackfish/controversies, ethical views, treatment of animals, attitudes and motivation, while it shows how quotes from the interviewees are connected to these themes and are consequently used in the analysis in order to answer the research question. This framework provides a structure for the analysis to be able to look at this framework and see which quotes that fits with the different themes.

2.7 Trustworthiness of this project

In this section, the trustworthiness of this project will be evaluated. Here, the criteria of credibility, transferability, dependability and confirmability will here be discussed and these criteria are parallel with internal validity, external validity, reliability and objectivity (Bryman, 2012, p. 390). According to Silverman (2006, p. 288), both reliability and validity are important issues in field research and they will be brought up together with objectivity.

2.7.1 Credibility

Internal validity or credibility is mainly concerned with the issue of causality (Bryman, 2016, p. 41). It was important to follow the rules of good practice (Bryman, 2012, p. 390), and this has been done by telling all interviewees about the purpose of this research beforehand for them to know what they agreed to participate in and how their interviews would be used as data.

2.7.2 Transferability

According to Guba and Lincoln (1989), transferability or internal validity is the central means for determining the “truth value” of the given inquiry that establish how things really are (p. 234). It is concerned with whether the results of a project can be generalised beyond this specific research context (Bryman, 2016, p. 42). The reader can assess the transferability in chapter 2.4.3, where background details about the interviewees are visible. From this section, it is noticeable that the interviewees have various backgrounds. Therefore, it could be easier to transfer some of the findings into another context.

2.7.3 Dependability

According to Guba & Lincoln (1989), dependability refers to a research's consistency, predictability, reliability, stability and/or accuracy, while it is assumed that a repetition of the same or corresponding tools to the same topic will give similar dimensions (p. 235). Furthermore, all interviews were cautiously recorded and parts were carefully transcribed and used in the analysis, as Silverman (2006) has suggested for low-inference descriptors during an interview (p. 287). This master thesis process has been carefully written down step for step in this methodology section and although it would be impossible to repeat it the exact same way, a similar approach would probably give similar answers.

2.7.4 Confirmability

Confirmability is concerned about guaranteeing that data, interpretations and results of the inquiries are built upon contexts and persons apart from the writer and are not built on the writer's imagination (Guba & Lincoln, 1989, p. 243). According to Guba and Lincoln (1989), whether humans are subjective, biased or unreliable is insignificant, because this is simply how people are (p. 175). However, there is a request for impartiality, when it comes to objectivity and the demonstration should be free of bias, values and/or prejudice (Guba & Lincoln, 1989, p. 235), which this master thesis has reached for.

3 Theoretical Framework

This chapter presents and explores the theories that are the foundation of the theoretical framework that will be used as basis of the analysis that will follow. To get a quick overview, the structure of this theoretical framework is illustrated in the figure below:

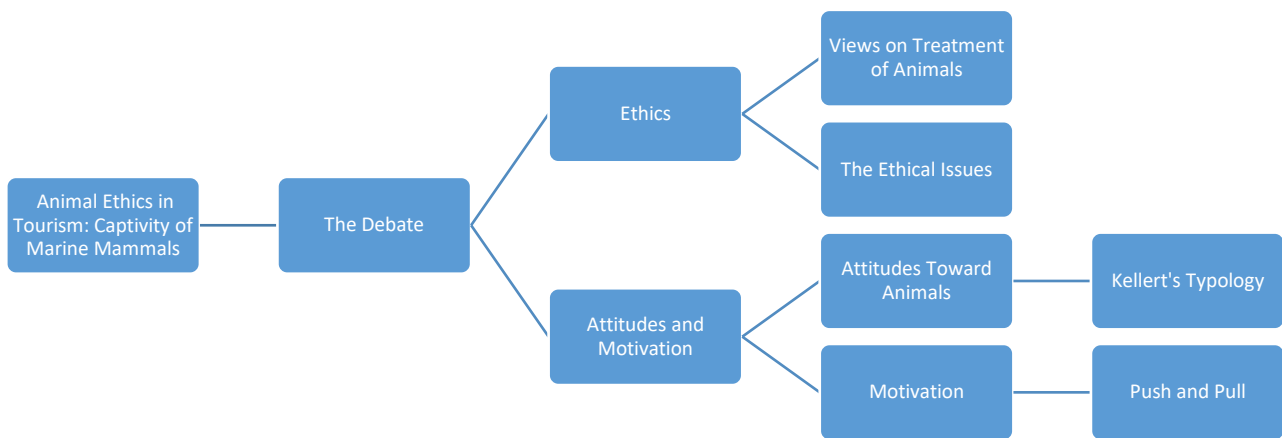


Figure 6: Theoretical Framework

As seen above, this framework is focused on the focus of animal ethics in tourism in relation to captivity of marine mammals and the theories can all be connected to this issue in order to answer the research question that states: What are tourists' opinions on marine mammal attractions and how do they differ from animal activists' views in relation to ethics?

The first part of this theory section will focus on the debate that is going on about captivity of marine mammals in the tourism industry and it will introduce this issue and the criticism. Hereafter, there will be a conceptualizing of ethics and different ethical views on the treatment of animals will be discussed, while ethical issue will be taken up. This section will help introduce the concept of ethics that will be valuable in the analysis in order to answer the research question stated above.

In the second part of the theory, there will be a section about people's attitudes toward animals, where Kellert's typology will be introduced and motivations that will elaborate on what push and pull motivations are and how they will be relevant in this master thesis. As motivation lies behind the tourists wish to visit a marine mammal attraction, it is important to include this section, while both motivation and the tourist attitudes can be connected to ethics, in that sense that ethics lies behind every choice you make as a tourist and it affects your attitude towards animals in general.

Consequently, overall the theories relate to each other through ethics and they are at the same time connected to the overall focus of animal ethics in tourism in relation to marine mammals in captivity and the debate about it. They will all help answering the research question and the sub questions, as they are chosen specifically for this master thesis in order to help come up with answers in the analysis. In the following section, the debate about this issue will be elaborated to understand the criticism of this issue in the media.

The Debate

In 2010 the orca Tilikum killed its trainer during a show at SeaWorld Orlando and this incident quickly generated a media fury that raised public awareness on the inhumanity and danger of keeping orcas in small tanks only to entertain tourists and profit from it (Schaffner, 2016, p. 250). Then, three years later the documentary *Blackfish* came out and told the story of Tilikum's life at SeaWorld and the world learns more about orcas' lives in captivity (ibid). The years after, some changes did occur as SeaWorld wanted to expand the orcas' environment, but they were only granted permission, if they at the same time stopped their breeding program (O'Neill, 2015), which meant that in the future SeaWorld's captivity of orcas would end.

The public display of marine mammals has raised serious public and employee safety concerns for the humans that are involved with these mammals and the death of a trainer at SeaWorld showed the threat these mammals pose to human safety (Schaffner, 2016, p. 251). Consequently, SeaWorld was prohibited from allowing trainers from working with orcas by the Occupational Safety and Health act commission unless they were efficiently protected by physical barriers or something that provides a greater protection of trainers (Schaffner, 2016, p. 252).

Meanwhile, several celebrities encouraged people to watch *Blackfish* and *the Cove*, while telling SeaWorld exactly how they felt about them after having seen the documentary (Tognotti, 2015). Some of these celebrities included stars like Harry Styles, Miley Cyrus and Ewan McGregor and as these individuals are highly visible people (ibid), they can encourage their fans to do the same as them. This is important, as this may have affected some tourists who look up to these celebrities and the effect of spreading their views may have affected several tourists around the world.

After *Blackfish* came out, SeaWorld has tried to defend themselves and on their SeaWorld Cares page, they have listed several reasons why people should not believe in what they hear and see in this movie, as it is propaganda and not a documentary (SeaWorld, 2017). They believe that this movie was trying to manipulate viewers and they strongly object to the points about orcas and trainers

suffering harm at SeaWorld and that they supposedly tried to cover up facts about the incident at SeaWorld and the history of Tilikum's past (ibid).

Nevertheless, scientists have studied whales and dolphins and found out that they have large and complex brains, while they have a level of self-awareness that is similar to human beings (Marino, 2008). Furthermore, marine mammals have highly developed emotional processes and feel not only pain but also empathy, embarrassment and guilt (ibid). Consequently, marine scientists have argued that we need to develop a new ethic of respect and co-existence with whales and dolphins (White, 2013, p. 224; Rendell and Whitehead, 2001). Furthermore, scientists have argued that holding marine mammals in captivity for public display is harmful for the individual animals and it does not promote protection of the species and consequently could be seen as antithetical the goals of the Marine Mammal Protection Act (Shaffner, 2016, p. 243).

At the same time, several animal protection organisations as World Animal Protection, World Animal Foundation and People of Ethical Treatment of Animals (PETA) have taken this issue up and showed that they are against captivity of marine mammals through their website and through campaigns as for example PETAs *SeaWorld of Hurt* (PETA, 2017). Furthermore, the organisation Whale and Dolphin Conservation (WDC) has also showed how they are against this with their campaign of ending captivity (WDC, 216). Lastly, specific projects should be mentioned, as there are several for both orcas and dolphins.

Specifically, there is the *Ric O'Barrys's Dolphin Project*, which is founded by Richard O'Barry, who worked 10 years within the dolphin captivity industry and has spent the last 45 years working against it (Dolphin Project, 2017, About Ric O'Barry). He was the star in the documentary *the Cove* (ibid) and his organisation is aiming at educating the public about captivity and where possible freeing dolphins (Dolphin Project, 2017, History). This project has celebrity ambassadors as former drummer from *Guns N' Roses*, Matt Sorum and actress Maisie Williams who stars in *Game of Thrones* (Dolphin project, 2017, Our Team) and in 2010 a short film against captivity of dolphins titled *The Cove: My Friend is..* was made featuring many celebrities as Jennifer Aniston, Robin Williams and Naomi Watts (Imdb, 2010; Dolphin Project, 2017, Homepage).

The involvement of celebrities further shows how this can make more people aware of an issue and that these celebrities do play a role in this debate, as they have important voices that may affect their fans to follow them and take a stand on this issue. They are part of creating this debate, as their voices count and they may affect tourists around the world. People will listen, when celebrities take on an issue and they do matter when it comes to further a cause as stopping captivity of dolphins.

Recently, the Dodo, which is a media brand for animal people shared a video on their website and on Facebook about what happens in Taiji as the documentary *the Cove* shows (The Dodo, 2017). As the Dodo has almost 10 million followers on Facebook and this message was shared almost 6000 times on Facebook and watched by over 1 million people (The Dodo Facebook, 2017), it reached many people. At the same time, they are also sharing other videos of marine mammals in captivity (ibid) and show hereby how the social media is a place where attention to an issue can make more tourists aware of an issue, as the Taiji killings in Japan.

There are also projects directed at specific orcas, as the *Free Morgan Foundation* and *Save Lolita*, where each organisation is trying to free these specific orcas. Therefore, the *Free Morgan Foundation* is focused on the orca Morgan who was captured by theme park *Dolfinarium Harderwijk* in 2010 under a ‘rescue, rehabilitation and release’ permit, but instead of releasing her, she was taught to perform (Free Morgan Foundation, 2017). Consequently, this organisation is trying to release her, because this was the plan, when she was rescued.

On the other hand, Lolita was captured in 1970 at four years old and was sold to the Miami Seaquarium and today she is the oldest living orca in captivity, but she is also living in the smallest orca tank in the country (Save Lolita, 2017). She had a companion orca until 1980, when Hugo the orca died after repeatedly ramming his head into the tank walls (Schaffner, 2016, p. 247). Consequently, they are trying to free her, as she needs more space, because her tank seize is a violation against the Animal Welfare Act and she needs other orcas to socialise with (Save Lolita, 2017).

Another project worth mentioning is the *International Marine Mammal Organisation* that fights to protect dolphins, whales and the ocean environment (International Marine Mammal Organisation, 2017, About). They directed the rescue and release of the orca Keiko, which became famous in the movie *Free Willy* and the organisation has existed for more than 30 years now (ibid). They try to tell the story of Keiko and how retirement, rescue and possible release of orcas and dolphins can work (International Mammal Organisation, 2017, Keiko Whale Rescue).

A last and important project to mention is *The Whale Sanctuary Project* that are working at establishing a seaside sanctuary for dolphins and whales that is as close as possible to their natural environment (The Whale Sanctuary Project, 2017, Homepage). The executive director of this project is Lori Marino who is a neuroscientist and has worked with the evolution of the brain and intelligence in dolphins and whales (The Whale Sanctuary Project, 2017, Lori Marino). Furthermore, Marino has researched how whales and dolphins have a level of self-awareness that is similar to human beings, as mentioned previously in this section.

More tourists are becoming aware of this issue and some countries are showing that they are against captivity of marine mammals. The same year that *Blackfish* came out, the government of India banned all dolphinariums in their country after they had learned that “cetaceans are highly intelligent and sensitive” and they should be seen as ‘non-human persons’ that have their own rights and therefore it is morally wrong to keep them captive for entertainment purposes (Government of India, 2013). Meanwhile, in Brazil it is illegal to use marine mammals for entertainment and in England, marine parks have been closed for many years, when consumers forced them to close (World Animal Foundation, 2017). Furthermore, Israel has prohibited imports of dolphins for marine parks and the state of South Carolina has prohibited any exhibitions of whales and dolphins (ibid).

The growing awareness of this issue has created an increasing interest in how animals ‘naturally’ live their lives, but there is the conflict of wanting to get close to the animal, but at the same time having a concern for the survival and welfare of the animal (Hall & Brown, 2006, p. 135). Consequently, there is a presentation and commodification of captive animals that are used as ‘edutainment’, although, this raises several welfare issues (ibid).

As stated in the introduction, there are no evidence that displays of captive dolphins and whales are educational (Marino et. al., 2010) and this fits with what ecologist Jacques Cousteau once stated “There’s about as much educational benefit studying dolphins in captivity as there would be studying mankind by only observing prisoners held in solitary”. This section has dealt with the debate, and now the next section will move on to ethics in relation to treatment of animals.

3.1 Ethics

The first section of this theoretical framework will revolve around ethics and it will start out by introducing ethics in tourism. Hereafter, it will move on to the treatment of animals, where different theories on the treatment of animals will be introduced, while ethical issues will lastly be taken up.

3.1.1 Ethics in Tourism

Ethics are concerned with answering the question; what should one do in order to be good? (Fennell, 2006, p. 54). Many theorists note that ethics and morals can be confusing, however, some say there is a distinction between the two terms (Fennell, 2006, p. 55). Here, ethics are usually seen as the systematic general science of what is right or wrong behaviour, while morals are seen as the patterns of behaviour and the rules of action (ibid).

In the tourism industry, there is the global code of ethics for tourism, which was developed by the World Tourism Organization and was approved in 1999 (Fennell, 2006, p. 251). It was created, because there was an apparent need to offer a frame of orientation that would oversee tourism activity

across borders (ibid). However, as Fennell has expressed, there are not a section on animal welfare yet, but he thinks that one should be added (Fennell, 2014, p. 983).

This was a quick overview of a general definition of ethics and how it relates to tourism and it is important to note that ethics can be very subjective to individuals and consequently, this is why some people feel it is okay or even good to keep marine mammals in captivity, while others think that it is completely wrong. As mentioned previously, this thesis will not dictate whether captivity of marine mammals is right or wrong, but it will look at the ethical arguments that tourists and activists propose. Still, there can be generated many ethical questions in relation to captivity, which will be seen later in this section. However, now the next parts will be about ethics in relation to utilitarianism and the treatment of animals.

3.1.2 Views on Treatment of Animals

In his book *Animal Liberation* (2001), Peter Singer is drawing on the utilitarian approach of Bentham, who once stated “The question is not, Can they reason? Nor Can they talk? But, can they suffer?” (Bentham, 1823). In his work ‘having an interest’ is important, as beings that have interest will be bound of moral consideration. Moreover, feeling pleasure or pain (also called sentience) is the condition of having interests. Therefore, sentient beings count ethically according to Singer and he hereby expanded the moral circle beyond humans.

The ethical approach of utilitarianism considers the right action to be the one that maximizes the good consequences where there are “the greatest good of the greatest number” (Fennell, 2006, p. 68). By this the goal is to have the best possible outcome and have the least suffering. The individual that has been most credited in utilitarianism is Jeremy Bentham who stated that the action that provided most pleasure over pain would be the morally correct choice and this would be the principle of utility (ibid).

Furthermore, Singer uses the term ‘speciesism’ to refer to members of one species who give greater weight to the members of their own species, when there is a clash between their species and another species (Singer, 1993, p. 58). In this case, he refers to human beings as speciesists, when they defend their own species, if an incident with another species occur. Consequently, humans defend their own kind and see themselves as more important than other species.

For this master thesis, Singer’s work will be useful in the analysis, as his ethical perspective might be compared to some tourists’ or activists’ ethical perspective and his term ‘speciesism’ is important to this public issue, as there are people that are ‘speciesists’. Furthermore, Singer’s work has been appreciated and discussed by many and his utilitarian approach is relevant to use today. However,

there are also other scholar's theories that could be useful in the analysis and could be connected to Singer's view as well.

One of them is Orams (1992, p. 287), who states that there are the following three different philosophical approaches to the relationship between humans and other animals;

- the basic Judaeo-Christian view that is predominant in most Western cultures, where animals are secondary to humans and consequently humans have the right to use animals for human benefit;
- the arguments of 'deep ecologists', animal rights activists and some Eastern religions that (at least some) animals have an equal or comparable status to humans, as they have rights and needs that should be given power or position in human decision making; and
- the respectful spiritual elements of many indigenous cultures, whereby an animal is superior, as when animals are worshipped as gods and where people pay respect and make sacrifices to the animals to have favour or good fortune, to pay amends or to ensure redemption.

These three different philosophical approaches are another way to look at the relationship between human and animals and it gives a very basic view on these approaches that can become useful in the analysis, in relation to the different perspectives of tourists and activists.

Likewise, Benjamin (1985) has developed a spectrum of theories on the use and treatment of animals, where there is a set of theories called 'no obligation', 'indirect obligation' and 'direct obligation'. The first simply states that there are no restrictions to what human may do to animals, while the second states that there are ethical restrictions that are justified, if they can be the result from direct obligation to people. Lastly, the third is about how ethical restrictions on the use of animals is justified for the sake of the animals themselves.

These three perspectives can further help show, where tourists and activist may differ in relation to the use of animals. All approaches mentioned above can also be connected to the two perspectives that are mentioned in the introduction, as will elaborated in the following paragraph.

As some see that animals attract visitors and hereby improves human economic conditions, animal captivity can be legitimized (Shani & Pizam, 2008, p. 684) and Frank Gannon has accepted the concept of "the man hunter" to describe those who use animals to serve their own purposes and do not believe that these animals have an intrinsic value of their own (Gannon, 2002). While, there are people who highly value nature and believe that keeping animals captive to further causes as conservation education is okay and hereby supports the captivity of animals for these causes (Packer

& Ballantine, 2012). These groups can be connected to the Judao-Christian view and Benjamin's no obligation and indirect obligation, as they share some of the same characteristics.

However, we also have the people who value animal welfare, as they believe that animals' rights are being violated (Sneddon et. al., 2016, p. 235) and these can be connected to 'deep ecologists', animal rights activists and some Eastern religions that share the opinion that at least some animals have rights. Which, also relates to utilitarianism that was elaborated above, while it can also be related to Benjamin's direct obligation.

Right theorists and utilitarians have argued that several non-human animals have rights (Lovelock & Lovelock, 2013, p. 232) and the animal rights approach believe that animals are 'subjects of life', if they can perceive and remember, have desires and preferences and are able to act intentionally and have some kind of sense of the future (Regan, 2004). These animals are said to have a unified psychological presence and marine mammals are an example (ibid). Regan further claims that these 'subjects of life' have an equal inherent value and therefore they have an equal right to be treated respectful (ibid). Next, the ethical issues will be elaborated further in relation to the issue of keeping marine mammals in captivity.

3.1.3 The Ethical Issues

In tourism, there is an expectation that the type of ecotourism will more sensitive to animals than other types, as people who participate should be sensitive to the rights of animals as a priority (Fennell, 2006, p. 184). Consequently, an ecotourist might avoid animal attractions, where the animals are set in captive surroundings and they might prefer to carefully view animals out in the nature.

When looking at the ethical issues with performing animals in captive environments, there are the issues that there might be harm in training them and their loss of individual benefits, while the ethical issues with viewing and feeding them in general are the rights of the individual animal, the impact on production and reproduction together with the loss of benefits (Lovelock & Lovelock, 2013, p. 230).

The tourism industry involved with captive animals are on one hand trying to give the tourist a 'wildlife' setting to give the animal a natural environment, but they are also giving the tourist a high quality, desirable interactive experience within the 'trained' and domesticated conditions (Hall & Brown, 2006, p. 138). Consequently, the industry is trying to give the tourist a fulfilling experience, but it might confuse tourists that they are seeing wild animals, but that they are trained. However, as tourists do expect animals to behave a certain way where the animals perform, they get what they

want, but overall this is an unnatural way for animals to behave (Hall & Brown, 2006, p. 140) and ethics can be taken up.

Consequently, experiences at marine mammal attractions are all about staging a show, where both dolphins and trainers are under pressure to put on a good show for the tourists, as this is a commercial enterprise (Curtin & Wilkes, 2007). Therefore, the tourists have their own expectations before going to a show and the trainers are aware of this and will do what they can to give them a great show. Thus, this can be connected to the mutual gaze (Maoz, 2006), where the tourism industry is aware of the tourist gaze (Urry & Larsen, 2011) and reflect it back to benefit financially. This is an important part of this industry, as it is important that the tourists will have a fulfilling experience.

The debate on ethics and animals have moved forward and today Fennell (2006) states that it is acceptable to view animals as having rights, even though they cannot claim these rights themselves. Furthermore, a broad ethical argument is that it is simply wrong to exploit animals for human entertainment (Hall & Brown, 2006, p. 145).

There are many arguments for and against the captivity of animals, and some of them can be captured in the figure below:

Arguments in favour	Arguments against
They play important entertainment and recreation roles	The dignity and welfare of the animal is damaged in captivity
People are able to see animals; they otherwise would not be able to see	There are modern opportunities as nature films, TV program and others that can be alternatives
Visitors can get more knowledge and experience animal behaviour	Visitors do not get to see natural behaviour and only see false conceptions of wildlife
Research contributes to more knowledge of different species	Without attractions, there would be no need to improve their lives.
Without conservation and breeding program, many species would be extinct	Conservation goals cannot justify the damage to the individual animals
Mass tourists see animals in controlled and supervised environments instead of risking something out in the wild	The animals pay a high physiological and psychological price for living in an abnormal and confined environment

Figure 7: Arguments in favour and against (Shani & Pizam, 2008)

Furthermore, these arguments are related to the ethical questions that Shani & Pizam asks (2008):

- Should animals be kept in captivity for entertainment?
- Do conservation and education aspects justify the keeping of animals?

These arguments can be referred to in the analysis, as both tourists' and activists' opinions may reflect arguments similar to those mentioned above, however, it will also be interesting to find new ones in the analysis. Furthermore, the ethical questions stated above might be relevant to discuss further in the analysis depending on the data gathered from tourists and activists.

In relation to ethics, the concept of *akrasia* can be mentioned, which is all about when we choose to do something irrationally and act against our better judgement (Fennell, 2015, p. 95). When we surrender to *akrasia*, we demonstrate a weakness of will and here the search for pleasure overrule our good judgement (*ibid*). This could be the case of some tourists who are against animals in captivity, but still chooses to visit them for entertainment and pleasure.

The theories that have been mentioned in this ethics section will be useful in order to analyse tourists' and activists' opinions. There are many different perspectives that can be drawn back to this section, as this is the main issue of this project and ethics are very subjective, which means that it will be valuable to have theories to refer to, when it comes to analysing others' opinions.

After having introduced the debate about this issue and the ethical perspectives and theories that are related to it, we will now move on to the next section of tourists' and activists' attitudes and motivation.

3.2 Attitudes and Motivation

This section will firstly deal with a typology on attitudes that people can have towards animals and this is closely connected to ethics and the treatment of animals that were explored in the previous section. Furthermore, this typology will lead up to the motivation section that follows and tourist attitudes and motivation can be seen as closely related, as attitudes will affect motivation. In the motivation section, the motivation theory of push and pull will be introduced.

3.2.1 Attitudes Toward Animals

Kellert (1980) has suggested a typology that reflects people's fundamental differences in their values. It's important to note that one individual may incorporate more than one single category and that individual may display characteristics of different categories at different times and under different circumstances. He further suggests that the general public tends to be humanistic and moralistic and the typology is shown in the figure below:

Typology	Characteristics
<i>Naturalistic</i>	Primary interest and affection for wildlife and outdoors
<i>Ecologistic</i>	Primary concern for environment as a wildlife-habitat system.
<i>Humanistic:</i>	Primary interest and strong affection for individual animals, mainly pets.
<i>Moralistic</i>	Primary concern for the right and wrong treatment of animals, especially cruelty.
<i>Scientistic</i>	Primary interest in physical attributes and biological functioning of animals.
<i>Aesthetic</i>	Primary interest in artistic and symbolic characteristics of animals.
<i>Utilitarian</i>	Primary concern for practical and material value of animals or habitat.
<i>Dominionistic</i>	Primary interest in mastery and control of animals, typically in sporting situations.
<i>Negativistic</i>	Primarily active avoidance of animals due to indifference, dislike or fear.

Figure 8: Kellert's Typology (Kellert, 1980)

This typology can be useful in the analysis to figure out what the tourists' and activists' attitudes are and how they may differ from each other. At the same time, this typology can also be connected to motivation and it would be interesting to use this together with motivation theory to analyse the data later. Furthermore, this typology is closely connected to ethics, which makes it relevant to use for this issue.

According to Rokeach (1968), attitudes are casually related to values and all attitudes are value expressive. Furthermore, Fishbein and Ajzen (1975) anticipated that attitudes toward an object are a function of the beliefs relating to that object and the implied evaluative responses related with those beliefs. This indicates that values, as an individual's central beliefs, may impact the individual's behavioural intention by intervening with attitude. This further shows how attitudes and ethics relates and affects the motivational aspect.

Lastly, it should be mentioned that this typology is very relevant for the topic of ethics in relation to animals, it will be used in the analysis to analyse tourists' and activists' attitudes towards animals. This typology relates to the research question, as it asks about tourists' and activists' viewpoints. Consequently, it will partially help answer the research question in the analysis. After exploring this typology, the next section will deal with motivations in relation to the theory of push and pull.

3.2.2 Motivation

A widely accepted framework for tourist motivation is that of the motivational 'push' and destination 'pull' (Bowen & Clarke, 2009, p. 92). Also, Kozak (2002, p. 222) describes push factors as those who are 'origin related' and are therefore the intangible, intrinsic desires of an individual tourist and

examples could be the desire for escape, relaxation, adventure, health or prestige. On the other hand, pull factors are usually related to the appeal of a destination and its tangible characteristics (ibid). Furthermore, Uyal and Jurowski (1994) also view push factors as internal and pull factors as external.

Additionally, Dann (1977) agrees, when he argues that there are basically two factors as to why people travel and these are push and pull. Furthermore, he describes push factors, as those who make you want to travel and pull factors, as those who affect where you go. Consequently, one is pushing you to go somewhere and the other is pulling you to a certain destination.

Although, push and pull might be two different factors, Iso-Ahola (1982, p. 259) states that the two factors of approach (seeking) and avoidance (escape) are both present in the leisure motivation in general and especially in tourism motivation. Therefore, a tourist can engage in both motives at the same time and the factors be connected and not as two separate factors.

Consequently, this theory will be used in relation to tourists' motivation for attending shows and having interactions with marine mammals. In this case the pull factor will obviously be a determining factor, however, there might be signs of the push factor in some of the interviews as well. Places as SeaWorld and other parks are obviously pulling tourists to a certain destination, but it would be interesting to look at the push factor as well, as there is always something that pushes a tourist to go somewhere.

According to Parks and Guay (2009), personal values are ethics that guides individual behaviour and they are closely linked to motivation. Which further indicates how ethics, attitudes and motivations are related and consequently it is relevant to look at ethics, attitudes and motivation together. Next, the theoretical framework will be revisited after having gone through all the theories.

3.3 Theoretical Framework Revisited

After exploring every theory in this section, we will now return to the overall theoretical framework and come back to it after having introduced the different theories and elaborate on the framework in relation to the analysis and answering the research question and sub questions. Here, the new figure which can illustrate this is seen below:

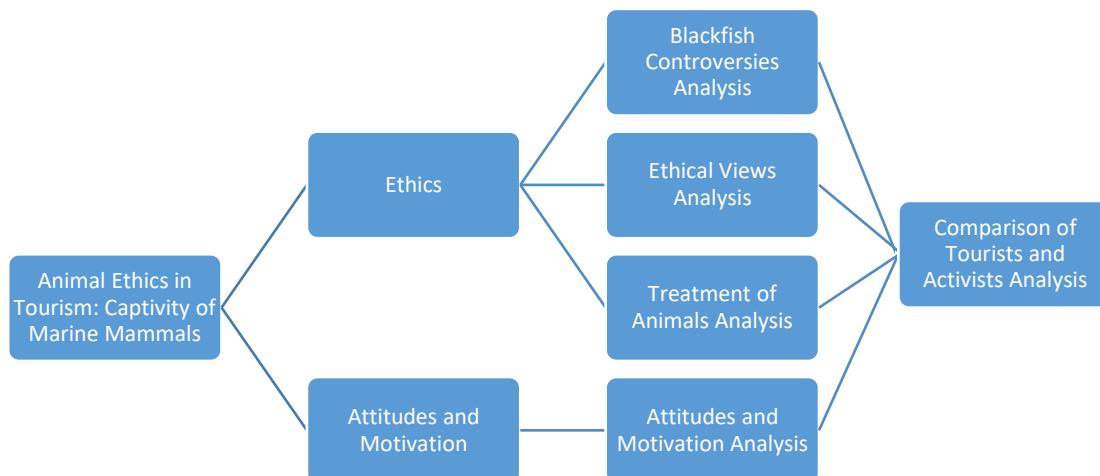


Figure 9: Theoretical Framework Revisited

As seen above, this figure shows a more specific overview of the theories that have been explored in this section in relation to how they will be used in the analysis. The figure shows which theories that will be used for each of the analyses and this framework will help answer the research question: what are tourists' opinions about marine mammal attractions and how do they differ from animal activists' views in relation to ethics?

In relation to sub question 1: what are the tourists' motivations for visiting marine mammal attractions and how do they justify these attractions?, the motivation section and the ethics section will guide the analysis of the data. Then we have sub question 2: what are activists' justifications for being against captivity of marine mammals?, where the ethics section and the attitude section will be used in order to answer this question through the data. Lastly, sub question 3: do tourists think there is an ethical difference between keeping orcas and dolphins in captivity and how do they justify this?, will be answered through an analysis, where the ethics and debate sections are used together with the data.

In order to have a structure in the analysis, it will be the same structure as the theory section, where ethics will be the first parts of the analysis, while attitudes and motivation will be analysed in the last part of the analysis. Furthermore, the two groups of tourists and activists will be separated in the analysis, but they will be compared in order to answer the research question in the final part of the analysis.

4 Analysis

In this chapter, the scrutiny of the collected data will be presented, while it will at the same time provide answers to the research question and sub questions. The structure of this analysis will follow the same as the conceptual framework, in order to provide a logical order of the findings. It will start with a section about *Blackfish* and the controversies surrounding this documentary, where tourists' opinions will firstly be analysed and hereafter activists' opinions will be analysed. The next part will be about the ethical views expressed in the data, and it will again start with the tourists and end with activists. Then, there will be a part about treatment of animals and the different opinions will again be analysed in the same order as the others. At last, the attitudes and motivations of the different tourists and activists will be analysed and hereafter a comparison will lastly be made of the two different groups.

4.1 Blackfish/Controversies

It is notable from the many different tourists' and activists' views that have been examined that there are many different opinions about *Blackfish, the Cove* and the many controversies surrounding the issue of marine mammals in captivity. These different views will be examined in this section, which will start with the tourists and move on to the activists afterwards. This section can help answering sub question 1 and 2 about tourists' and activists' justifications for visiting these attractions or choosing not to visit them, while it can also help answering sub question 3 about the differences between keeping orcas and dolphins.

4.1.1 Tourists' Views

It was interesting to see how different tourists' opinions were on the documentaries and the whole controversy surrounding SeaWorld varied from person to person. It was apparent that tourists were given a high quality, desirable interactive experience within the 'trained' and domesticated conditions (Hall & Brown, 2006, p. 138), which they wanted, as seen from Julie's perspective below:

"I know there's a lot of controversy about Sea World, but we really enjoyed seeing the animals"

(Julie, blog)

She evidently enjoyed her experience at this attraction despite the controversies about this park and several shared Julie's opinion that they enjoyed seeing the animals and having close encounters that they would not be able to experience in the wild. Which relates to Shani and Pizam's (2008) argument for captivity that states that tourists can see animals; they otherwise would not be able to see. Others were also defending SeaWorld, as seen in the quote below:

“Many people have reservations about SeaWorld because of Blackfish movie... The movie is a bunch of crap”

(Emily K., review)

In this quote Emily states where she stands and that she is not a fan of the documentary *Blackfish* and at the same time she is encouraging others to not believe this movie either. This could be related to SeaWorld’s own statements of how this documentary is propaganda and people should not believe what they are told (SeaWorld, 2017). However, many tourists have a different opinion about this movie, as many have seen this as a breakthrough, as described by Chris below:

“The unexpected success of the documentary, aided by a massive and continuous campaign by online animal activists, led to something that has been referred to as the “Blackfish Effect”: a decline in visitor numbers at SeaWorld parks, a barrage of negative publicity and declining stock prices”

(Chris, blog)

As seen in his quote, this documentary has affected many tourists and continues on doing this today, as the “Blackfish Effect” lives on and keeps affecting its viewers, as seen in the next quote:

“After watching that I have to say it left me feeling very uncomfortable about the ethics of the park”

(Thomasworld, review)

He is not the first who has been affected by watching this movie and he is probably not the last one who will be, as many have pointed out that this movie and *the Cove* have both changed many tourists’ perspective on marine mammal attractions as SeaWorld. Several tourists are rating their experience as good, but they are still aware of the “Blackfish Effect”, as seen below:

“But can’t help see how Blackfish documentary was correct on things”

(Norma S., review)

The tourists might not feel that this documentary was right on everything, but they can at least see some things, when they visit these attractions, as Norma stated. They might not have noticed these things unless they had seen the documentary and in many ways, tourists are stating how important this documentary and *the Cove* have been in relation to the issue of captivity of dolphins and whales, as Katie elaborates on the documentaries below:

“I think that’s very affective. I think that I just felt that I’m glad they were made and that people will see them and this might actually educate people. That people will find out more about what goes on behind the scenes, because I guess they’re both quite hidden, they were telling quite hidden stories”

(Katie, interview)

Evidently, many tourists are saying that the releases of *the Cove* and *Blackfish* have made many people aware of what goes on behind the scenes in the dolphin and whale industry and these movies were eyeopeners who continues to influence tourists today. Where tourists realise there are several welfare issues relating to this industry (Hall & Brown, 2006, p. 135). However, at least some tourists are also aware of these documentaries' goal, as Catherine elaborates on:

“I did see that they were both very extremely one sided in their production and I think it’s fair to say that they were trying to get a point, their point of view and only their point of view”

(Catherine, Interview)

She is hereby indicating that tourists should watch these documentaries with care, as they are one sided and are made to influence people, which they have done. This further relates to SeaWorld calling *Blackfish* a propaganda movie on their webpage (SeaWorld, 2017). Therefore, it might not come as a surprise that some of the tourists have completely avoided seeing these documentaries, as they already knew what these documentaries' goals were, as Megan is elaborating below:

“I haven’t seen Blackfish, the anti SeaWorld movie that has brought the world’s attention to some of the practices at SeaWorld, but I’ve read both sides of the argument and a lot more around it as I’ve done some research for this post... I’m not boycotting SeaWorld because of any propaganda movie”

(Megan, blog)

Instead, some tourists like Megan have done their own research instead to figure out, where they stand on this issue. Consequently, some tourists have not decided to boycott SeaWorld, because of documentaries like *Blackfish* and *the Cove*, but have done this for various other reasons. This could for example be scientific reasons as dolphins and whales have a level of self-awareness that can be compared to humans (Marino, 2008) and these marine mammals suffer harm in captivity (Shaffner, 2016, p. 243). Consequently, some tourists could not even bare to watch documentaries like *Blackfish* and *the Cove*, as Umma states:

“I am aware of the treatment of Tilikum and the dolphins in Japan. I didn't watch them as I knew it would greatly upset me”

(Umma, interview)

As many tourists are animal lovers, they could not bear to see them hurt and especially *the Cove* shows some horrible images of the slaughter in Taiji, while *Blackfish* shows the negative sides of

orca captivity. This further shows that many tourists share a utilitarian perspective, as they prefer most pleasure over pain (Fennell, 2006, p. 68) and would prefer that these animals didn't suffer. At the same time, there are also those tourists who haven't even watched these movies, but are already affected by hearing what they are about, as Maja for instance explains below:

“Well I have mostly heard about Blackfish and that it was the kind that got people out of their chairs and it was nominated for many awards and I think it is that way I heard about it. It might be a little weird that it is because of this I became more aware animals and what they were used for, when I haven't actually watched it”

(Maja, interview)

This shows again how the “Blackfish Effect” is doing something to tourists worldwide and the world have wanted to learn more about orcas' lives in captivity through this documentary (Schaffner, 2016, p. 250). Which is why some tourists who haven't watched these documentaries yet are planning on watching them in the future, as seen below:

“But especially Blackfish is on the list of what I want to watch”

(Maja, interview)

This further indicates that these documentaries can continue affecting more tourists worldwide and other tourists might change their opinion about captivity of marine mammals in the future. This tourist section has further showed that for several tourists there are the conflict of wanting to get close to the animals, but at the same time having a concern for the survival and welfare of the animals (Hall & Brown, 2006, p. 135). However, the next section will deal with activists and their opinions on these documentaries and the controversies surrounding it.

4.1.2 Activists' Views

It came as no surprise that the activists shared the same feelings about movies as *Blackfish* and *the Cove*, as they all felt very similar about this movie and two of the interviewees, Lori and Jeffrey were even part of *Blackfish*. Consequently, it was obvious that everybody felt that this movie was a breakthrough, as seen below:

“Both films are incredibly impactful in highlighting the truths about the captivity industry and the means by which these animals are brought into captivity. It is the side that the industry does not wish to share, but that the public has the right to know. They have tremendously affected the public, as I don't know anyone who has seen either film and still thought that marine mammal captivity was acceptable”

(Christine, Interview)

“Ever since 2013 it continues to have an impact. It's still here, we're talking about it in 2017. And that was really the moment when people started to realize what actually goes on in these facilities and why they don't want to be part of that. It was sort of talk about Blackfish as the gift that keeps on giving. It's the truth and the truth when it's told to people in a straightforward way, can be very impactful”

(Lori, Interview)

As seen above, it is evident that these activists are happy about how much of an impact *Blackfish* and *the Cove* have made and that they are uncovering the hidden secrets behind this industry and people are still to this day talking about these documentaries and being affected by watching what goes on behind the scenes. Which means that they are happy about how tourists see these documentaries and think that animals' rights are being violated (Sneddon et. al., 2016, p. 235) in captivity. However, one of the activists was a little surprised by how *Blackfish* has captured the world, as seen below:

“It was funny when I saw Blackfish I didn't think it was going to be the game breaker that it was. I thought it was you know it was well told but for some reason it captured the publics”

(Pete, Interview)

As seen above, he had no idea that this documentary would become an eyeopener to the world and would become the documentary that would change people's opinion on SeaWorld and captivity of orcas, which would affect SeaWorld afterwards, as seen below:

“As SeaWorld's financial reports have shown, their attendance has declined steadily since the release of Blackfish, so the impact is undeniable”

(Christine, interview)

As seen in this quote, it is evident that SeaWorld has been affected by this documentary and this is something that almost all the activists have pointed out, as one thing that clearly shows how impactful this documentary has been after its release in 2013. But as *the Cove* was released in 2007, this documentary has also had an impact, as seen below:

“I then watched the Oscar winning documentary ‘The Cove’ and decided that I had to get involved and do something to help stop this cruel industry”

(Keith, Interview)

This shows that if this documentary had not been made, Keith might not have stood where he stands today on the issue. These documentaries have made people want to take part and they may have encouraged several tourists to become more active and even become activists for the cause. These

documentaries are confrontational with the whale and dolphin industry and this can make more people act, as they are provoked by these documentaries. As mentioned previous, these tourists are animal lovers and when they see that marine mammals are suffering in captivity and are ‘subjects of life’ (Regan, 2004), they want to help them, as they see them as equal to human beings (Orams, 1992, p. 287).

4.2 Ethical Views

In this section, the ethical views of tourists and activists will be analysed in relation to their opinions about captivity of marine mammals. It was apparent that the activists shared similar ethical views, while the tourists had different opinions and ethical views on captivity of marine mammals. This further shows how different tourists are from each other and it is interesting to look further into this aspect next. As there were certain themes that showed up during the analysis, these will be discussed and the following topics were: ethical views on captivity, education/conservation, technology, circuses/zoos, dolphins and their smile, culture, in the wild, activism and SeaWorld’s future. This section can help answer the second part of sub question 1 in relation to tourists’ justifications of these attractions and help answer sub question 2 about activists’ justifications.

4.2.1 Tourists’ Views

Ethical Views on Captivity

There were many different viewpoints on the issue of captivity of animals and in particular dolphins and whales, where some felt that if they were treated the right way and saved, it was okay to keep them in captivity, as seen below:

“In the right conditions, and if it is to save their life”

(Umma, interview)

“My viewpoint is that if they are offered fair conditions where they will stay and live, then it is okay with me”

(Mira, interview)

As seen above, these tourists think that it is okay to keep these animals in the right conditions, if they are treated the right way. Here, indirect obligation towards animals (Benjamin, 1985) can be brought up, as these tourists believe that there are some ethical considerations in relation to treating the animals right, but it is okay to keep them captive. Another tourist felt that overall she was against captivity of marine mammals, but one specific facility was okay, as she elaborates:

“Morally I’m kind of against dolphins and whales being in captivity but I’m okay with the specific dolphin research facility center on Grassy Key, only because their pens are open to the public and so does dolphins could literally jump out of the pen and leave if they wanted to”

(Catherine, interview)

This shows that overall she is against captivity of marine mammals, but if they are kept in sea pens and could possibly jump out of it, it is okay with her, as she doesn’t see this as “real” captivity. However, she further elaborates that she is overall against captivity of marine mammals, which others are too, as seen next:

“Well, I’m definitely against captivity of mammals, because I believe that they are sentient beings. I believe they are aware of themselves and I just think it’s a little bit like slavery to keep them confined”

(Catherine, interview)

“Well, I am against captivity of dolphins and whales, because I don’t feel it is necessary”

(Maja, interview)

As seen in the quotes, tourists do see these animals as sentient beings like Singer (2001) and consequently they think it’s unnecessarily cruel to keep them in captivity. One tourist further elaborates on why she is against captivity of marine mammals, as seen below:

“One is that it seems to be quite bad for the animals themselves as I mentioned they have reduced lifespans, they often suffer particular diseases and conditions, they live a very different life from what they would live in the wild. You know they don't have the space to sort of roam around. They don't live in the social groups they usually would, which seems to be quite important to the species. I also think the way that the cetaceans have been captured in captivity is pretty indefensible and you know unnecessarily cruel and violent”

(Katie, interview)

This further shows how some tourists do view animals as having an equal or comparable status to humans, as they have rights and needs that should be thought of (Orams, 1992, p. 287) and they believe these animals are suffering in captivity.

Education & Conservation

As education and conservation is seen by many as justifications for having these attractions, they will be discussed further in this section. Evidently, many thought that they learned something at these attractions, as seen below:

“They really seem to be doing a great job of caring for and educating the public”

(Waltsmom, review)

“The shows are not only entertaining but also inform you and educate guests on marine life and our impact on them”

(Umma, interview)

“I always liked dolphins but I really fell in love with them after Sea World. They taught me a lot about marine life and made me passionate about them”

(Rosevine Cottage Girls, blog)

As seen in the different quotes, the tourists feel that they learn something and that education is important or at least a part of these attractions. Consequently, the argument that is used is that these attractions help to further causes as conservation education and hereby they are justifiable (Packer & Ballantine, 2012). However, others think that there is a lack of education in relation to shows, as seen in the following quote:

“Shows that have received criticism up to the level of the US Congress because of their lack of educational content”

(Chris, blog)

While others feel that although tourists learn something at these attractions, we have learned enough about these creatures and do not need to keep them in captivity any longer, as seen below:

“I personally feel we’ve really learned all there is to learn about them and kind of why are they still in captivity except for the fact that they are very cute and they are very popular and people want to and people want to see them”

(Catherine, interview)

For Catherine, it seems that they are kept for the wrong reasons and people that have them are basically being selfish, when they keep them. Consequently, some of the tourists states it is unnecessary to keep them captive. Which further relates to the arguments that these animals are only kept so that tourists can see these animals in controlled environments (Shani & Pizam, 2008). Another tourist pointed out how both conservation and education arguments fail, as seen below:

“The conservation argument falls down quite quickly because of the fact that captivity massively reduces whales’ and dolphins’ lifespans and there’s also reproductive problems that they may also have in the wild we don’t know but they don’t have a very good reading record in captivity. So that

really kind of blows that argument out of the water. Education well, I don't see why you need to keep them in captivity to educate people about them, that doesn't really follow for me"

(Katie, interview)

She feels that neither of the arguments about conservation and education are justifiable reasons for keeping dolphins and whales in captivity, as they are simply not strong arguments. This further show that some tourists do not believe that conservation and education justify keeping these marine mammals in captivity and that it is unnecessarily to keep them captive. However, one of the tourists do think that conservation is a justifiable reason, as seen below:

"That said, I couldn't help feeling a little sad for the dolphins kept in these pools in pretty large numbers. My dad made a good point, though, when he said that anyone who comes here and listens to a dolphin chatter and chirrup and sees its constant beaming head is much more likely to try to help them out in terms of their conservation"

(Emilie, blog)

This shows that for Emily, it is justifiable to keep these dolphins captive, because of the conservation aspect, which relates to Shani and Pizam's ethical question (2008) about conservation and educational justifications. Hereby, Emily might have questioned the ethics of keeping dolphins captive, but justifies it through conservation, which shows that tourists have mixed feelings about these attractions. Yet, Emily seems to support captivity of dolphins, because it promotes causes of conservation education (Packer & Ballantine, 2012). However, others do see that these shows might be about something else than conservation, as stated in the quote:

"Dolphin and orca shows seemed solely to bring in the crowds rather than conserve a species"

(L0nd0nDan, review)

Hereby, indicating that these shows have nothing to do with the conservation of the species, but were all about making a financial profit when guests are visiting these attractions. This shows that some of the tourists are aware that these parks might be more focused on making money on entertaining animals, than trying to conserve their species.

Technology

Some of the tourists mentioned how technology has advanced and there are many other ways to be educated about these animals today, as seen below:

"I noted the revolutionary changes in the film industry where more and more producers and directors are embracing computer-generated imagery as an alternative to using live animals"

(Wayne, blog)

“You know I just have a problem with that morally especially in today’s age with technology and you can sit down and watch a film and have just as much education and information about this species that you want right up to touching them in real life, you know you can get as close to that, so why do you need to have them in a cage?”

(Catherine, interview)

Evidently, some tourists feel that it is unnecessary to have marine mammals in captivity, when there are so many other ways to learn about them today and they feel these ways are more informative than these attractions. This argument is also brought up against these attractions by Shani & Pizam (2008), which shows that it is a known argument that many use, but none the less it is a reasonable argument.

Circuses and Zoos

Many tourists talked about circuses and zoos and seemed to be against these attractions, as seen in the following quotes:

“I feel a bit uncomfortable even going to zoos really. And that’s not something I am particularly interested in”

(Katie, interview)

“I’ve always been kind of against zoos and circuses. The first time I saw a dancing bear in a small country circus I was just nauseated. I just thought this is not right. Now something in my soul said this is not right”

(Catherine, interview)

As seen above, many tourists are against these attractions, especially circuses and this is probably because these tourists value animal welfare, as they believe that animals’ rights are being violated (Sneddon et. al., 2016, p. 235) in circuses and in zoos. Furthermore, they are not experiencing the animals’ natural behaviour, which is evident in Catherine’s statement and she clearly felt that this was not right. It is evident that tourists do not want animals to suffer on human’s behalf, as seen in the next quote:

“So if it becomes apparent that they are not well, then I almost can’t have it”

(Mira, interview)

As seen above, Mira does not like any zoos, where it is noticeable that the animals are suffering in any way, but otherwise her and other tourists as well thought it was alright if they were taken care of in the right way. However, one interviewee showed that she enjoyed going to zoos, as stated below:

“I go relatively often in zoos and actually like it and I think in many ways this is a nice form of institution, if you can call it that”

(Maja, interview)

Yet, she also elaborated that she might be a little undecided, whether it is okay to keep animals in captivity in general, as seen below:

“I think it’s difficult with zoos because somewhere you can put a question mark whether it is okay to keep these animals in cages and in less space than they maybe could have in the wild.. So with zoos I think it’s a grey area”

(Maja, interview)

This shows that this issue is difficult to take a stand on for some of the tourists, however, as seen above many were against these places and especially circuses. This shows how the tourists may have mixed feeling about going to these places, as they love animals and want them to be treated right, but they also feel that “the dignity and welfare of the animal may be damaged in captivity” (Shani & Pizam, 2008).

Dolphins and their Smile

It seemed that there were different opinions about whether these animals were happy in captivity, as several thought these animals seemed happy, as seen below:

“I love this one, it looks like it is smiling”

(Rosevine Cottage Girls, blog)

“It was great to see the animals were happy”

(Umma, interview)

The first quote is a comment to a photo of a dolphin, but both quotes show that these tourists believe that the dolphins are happy at these facilities and they believe this is because the animals are cared for at these attractions. However, one tourist has noticed on a photo that this creature might not be happy after all:

“I have a photo of a dolphin smiling back at me but only now do I see its desperation for freedom”

(Soundchain, review)

It seemed that this tourist thought the dolphin was happy at the time of the photo, but now the tourist does not believe that the smile was showing happiness and other tourists are noticing immediately that these creatures do not seem to be happy, as seen below:

“They clearly aren’t happy”

(Andy B., review)

“It broke my heart to see the dolphins because you can see how sad they look”

(Megan C., review)

These tourists felt that the dolphins were anything but happy, and this shows that it is different from tourists to tourists, whether they think the dolphins seem happy or sad in captivity and this depends on their point of view. However, it can also relate to the result from a previous study, as mentioned in the introduction, that tourists cannot tell whether an attraction is bad for the animals and especially marine mammal attractions, tourists do not view as bad for the animals (Moorhouse et al., 2015, p. 11).

Culture

The reason why several tourists may have mixed feelings about animal attractions might be because of their culture. It is noticed that the reason many tourists visit these attractions are because of their culture and how these attractions are alike zoos, as seen in the quote below:

“But just taking my own daughter to zoos and all that, it was always a little depressing and it bothered me. But you know I think because it is culturally assumed to be the kind of thing you do with your kids, you take them to the zoo, you take them here and you do it”

(Catherine, interview)

When it is culturally okay to visit an attraction like SeaWorld, this is what tourists will do. Consequently, culture must change to prevent tourists from visiting these attractions and it seems that *Blackfish* has done something in relation to culture today, as it is not everyone who think it is okay to visit these attractions and tourists are affected by this. However, there is a long way for it to be culturally wrong to visit marine mammal attractions. Yet, culture keeps on changing and it seems that it might be this way it will continue at least for the Western world.

Animals in the Wild

Several tourists are talking about seeing these creatures in their natural habitat in the ocean, but some are pointing out how difficult it is to see them here, as seen below:

“In a dream world, I would not take my children to zoos or aquariums at all. I would introduce them to animals in their home environments and educate them on why we should leave them there”

(Sarah P., blog)

“I would rather have them do it out in the open water where natural dolphins swim up to them but the chances of that happening in your lifetime is pretty slim, even living here in the Keys were we

actually see dolphins when you know we go out on a boat and see them in their natural environment. I prefer it that way”

(Catherine, interview)

As seen in the quotes, both tourists would prefer to only see these marine mammals in the wild and Sarah P. even prefers that all animals would be in their natural habitat, however, it is just not possible. Yet, others are also pointing out that these creatures should be helped in the wild and not captured to reproduce, as seen below:

“Rather than learning about the reproductive biology of orcas, wouldn’t the best way to help them reproduce be to leave their habitats as healthy and undisturbed as possible”

(Katie, blog)

Here, Katie is stating that people should be focused on the orcas’ habitats and humans should help make sure that these environments are not destroyed, as it seems this is at least a threat against orcas today. Others point out that these creatures should only be seen in the wild, as this is their home and where they belong, while this is the only place to see them act naturally, as stated below:

“Should only be seen in the wild”

(DingleLady211861, review)

“I also think from a human perspective, it would be better for people to appreciate animals as much as possible in wild or in their kind of natural habitat”

(Katie, interview)

Evidently, many tourists feel that others should go out and see these creatures in the wild, where they belong, as they are not showing their real behavior in captivity and consequently you are not able to understand these creatures and how they act, unless you go out and see them in the wild. Consequently, it is related to the argument that “visitors do not get to see natural behaviour and only see false conceptions of wildlife” (Shani & Pizam, 2008) in captivity and they can only experience real marine mammals in the wild. This argument can also be related to ecotourism, as there is a deeper sensitivity to the rights of animals (Fennell, 2006, p. 184) and these tourists are concerned about the rights of these animals.

Activism

Overall, tourists seemed to appreciate the work that animal activists did, if they did not go overboard for a cause and do things that were illegal. However, one of the interviewees elaborated on how she was supporting activism:

“I stand emotionally with the Sea Shepherds and those people are a little out there, I mean they are willing to get violent and do what are literally illegal out at the sea in order to stop this and I don’t agree with all of their tactics but I have to admit, they have succeeded where others have failed”

(Catherine, interview)

Here, she is stating that she does not think it is alright that they go and do illegal acts for a cause, yet she sees how they have succeeded with what they have done and even though she is not out there and doing things with them, she stands with them emotionally and believe in what they do. This also shows that some tourists may be inspired and supportive of what activists are doing for marine mammals and this may have affected their opinions about captivity of marine mammals and their arguments against it. Furthermore, this may inspire them to become activists themselves.

SeaWorld’s future

As the visitor numbers at SeaWorld has been falling and they won’t be able to bred orcas any longer, there might be some tourist thoughts on how SeaWorld’s future will look like, as Katie elaborates on:

“I’m glad that it seems like people are starting to move away from captivity. I don’t think SeaWorld is going to last much longer really. And so I’m glad and that’s the main thing I feel like things are moving in the right direction probably”

(Katie, interview)

The whole *Blackfish* effect has certainly affected SeaWorld, as shown in the previous analysis, and the tourists against captivity of marine mammals seem to think that if SeaWorld were to close, this would be a good thing overall for all the marine mammals. Which further shows how they believe in the utilitarian perspective that the moral action is the one where there is most pleasure over pain (Fennell, 2006, p. 68), which would be to end captivity. Furthermore, one tourist believe that the era of killer whales will soon come to an end, as stated below:

“Elephants no longer perform in circuses, or at least not in circuses that most of us would go to, and killer whales are the next elephant”

(Megan, blog)

4.2.2 Activists’ Views

Ethical Views on Captivity

As seen in the evidence below, none of the activists are positive about captivity of animals and they all believe that all animals suffer in captivity, as seen below:

“I do not believe that captivity is suitable for animals. I don't necessarily sympathize more with mammals, as I think other animals also show preferences towards freedom over captivity”

(Christine, interview)

“I don't like captivity of any animals”

(Pete, interview)

“I think in general it doesn't work. It's not a good life for any animal.. I think that is why they need to be in sanctuaries where you get them as close as possible to what they need to thrive and where the emphasis and the focus is on what do you need, not what do we need and that makes the difference”

(Lori, interview)

Evidently, the activists sympathize with all animals and believe that all animals are sentient beings (Singer, 2001), because they do feel pain, when they are in captivity. Furthermore, it is evident that the activists think that especially marine mammals as orcas and dolphins can be compared to humans and deserves the same rights as humans, as seen in the arguments below:

“There is no respect for those animals whatsoever. In many ways that is the main argument against cetacean captivity”

(Pete, interview)

“Dolphins are self-aware and capable of abstract thinking”

(Laura, interview)

“My main argument is simple that these animals suffer a great deal in concrete tanks. They weren't meant to live like that and they are adapted to an open ocean where they can choose their friends and family. Where they can choose what to do on any given day. They can dive deep, go far and really experience challenges in life which is good for them you know”

(Lori, interview)

As seen in these arguments against captivity of marine mammals, the activists are very focused on arguing how smart and intelligent these animals are and they deserve respect, which they are not given, when they are kept captive. The activists see these marine mammals as being ‘subjects of life’ and having a unified psychological presence (Regan, 2004), which is why they should be treated with respect.

Education & Conservation

It is apparent that none of the activists feel that tourists will get any form of education about these animals from the shows, as seen in the views below:

“The shows lack educational value”

(Christine, interview)

“But all of this you turn up and they'll talk about how magnificent these creatures are and then they sit there doing tricks for the next hour. It's not education at all”

(Pete, interview)

“It's not there, I mean I've done a lot of research on these educational claims. There is no compelling evidence that going to see dolphin and whales in concrete tanks, in shows and otherwise has any educational value at all”

(Lori, interview)

As seen above, the activists agree that there is no evidence that displays of captive dolphins and whales are educational (Marino et. al., 2010). Furthermore, they believe that this is more about the entertainment value, than education value and at the same time they feel there is no conservation involved with these attractions, as seen below:

“There is not conservation happening at most Sea circuses. There is no data that shows people come out of a theme park with a conservation message”

(Jeffrey, interview)

Here, Jeffrey is at the same time pointing out that they are just like circuses and they are consequently exploiting the animals and he feels it is unethical and simply wrong to exploit animals for human entertainment like Hall & Brown (2006, p. 145) have established. Furthermore, activists believe that often they are using conservation and education as excuses, as seen below:

“The dolphin captivity industry likes to use conservation and education as an excuse to defend itself and to continue exploitation of these animals. Scientists have proven that it is ethically wrong to keep dolphins in captivity”

(Keith, interview)

Given the research that has been done, as Keith points out, he can argue that captivity of marine mammals is ethically wrong and as research has shown that there is no evidence that displays of captive dolphins and whales are educational (Marino et. al., 2010), it is ethical wrong to keep these animals in captivity for activists, but also for many tourists who also believe these animals are

exploited. Activists do not believe in any way that conservation and education can justify the keeping of marine mammals in captivity, as there are no compelling arguments in relation to these aspects.

Technology

As stated by Shani & Pizam (2008), a broad argument against captivity is that there is modern technology today that makes it possible to watch nature films and TV programs and one of the activists uses this argument below:

“Look if you really wanna go learning about something, then go online, look it up”

(Pete, interview)

He is basically saying that tourists could learn much more about orcas and dolphins online than they could at these attractions and he is encouraging people to use the internet, if they want to learn more, as the modern technology has made it easy for tourists to educate themselves online. It is evident that the activists feel there are better ways to learn about these creatures, where TV shows and documentaries are also recommended by them in order for tourists to learn about marine mammals' natural behavior.

Circus and Zoos

As stated previously, Jeffrey calls these attractions ‘Sea Circuses’, which is evidently criticism of these attractions, as being the same as circuses, just underwater. While, this shows how he is against this exploitation of animals like the other activists are as well. In the quote below, zoos are criticized, as seen next:

“They're horrible places and you know they try and use an argument of we help the conservation of polar bears, you know give me a break. You know, this, all of this is a money making exercise and I find that zoos of all sorts, I find them horrible places”

(Pete, interview)

Here, Pete further indicates that it is not just marine mammal attractions that use the justification of conservation, but so do zoos and he is evidently not having it, as he believes it is only an excuse to keep these animals in cages for tourists to look at. This simple viewing of animals can cause ethical issues in relation to their individual rights (Lovelock & Lovelock, 2013, p. 230) and it is evident that all activists are against any viewing of animals in captivity.

Dolphins and their Smile

It is noticeable by all activists that dolphins are not happy in captivity and everybody should be able to notice this according to Christine:

“If you go to one of those places, it is impossible not to see that the animals are suffering in some way. It takes wilful ignorance to think that they are happy in confinement”

(Christine, interview)

However, some tourists have noticed that dolphins always seem to be smiling, which gives the impression that they are happy, however, this detail Ric is explaining below:

“Dolphins smile because that is the way their faces are built for swimming through the water. They do not have muscles on their faces like we do to show their emotions. A dead dolphin is still a smiling dolphin”

(Ric, interview)

He further elaborates on tourists’ views on dolphins:

“People see the dolphin smile and they think everything is alright. It’s not alright”

(Ric, interview)

Hereby, he is turning down all the tourists’ comments about how dolphins smile in captivity and on pictures that are taken and he clears up any misunderstandings in relation to this issue. Therefore, he is saying that although it may look like dolphins are happy because of their “smile”, this is far from the truth, as this is just how their face is built. Consequently, the activists believe these marine mammals suffer great harm in captivity and they can for this reason not be anywhere near happy in captivity, while these animals have rights (Lovelock & Lovelock, 2013, p. 232) and should be treated with respect.

Culture

It is apparent that these attractions are accepted, because of the culture at these places, as seen below:

“Most people in Argentina says captive orcas that’s okay. So I think what happens is you know different cultures, with all of our cultures evolving just as we as people are evolving. Say America or Denmark or Sweden or England finds tolerable today, in 50 years it will be quite different”

(Pete, interview)

Consequently, Pete is indicating that although tourists may find it tolerable today to keep marine mammals in captivity, they may not do so in 50 years when culture has evolved and he believes that culture will evolve for the benefit of these mammals, as he does not think we will keep them in captivity in 50 years. However, it should be mentioned that he is mostly talking about the Western world, as other countries in the East are right now building new attractions for marine mammals,

which many of the activists have mentioned, which shows that the Eastern world have a different culture and different ethics surrounding the issue of captivity of marine mammals.

Animals in the Wild

Evidently, the activists believe that the best way to see these creatures is in the wild, where they belong, but Pete also believes that these animals can be set free one day, as he elaborates:

“These animals can go being released and you know I hope in the future we'll see a lot more of them being released”

(Pete, interview)

He is indicating that they do not belong in captivity and they should be released back into the ocean, when they are ready for it, although many do not believe that this is a solution, when they have been breed in captivity. However, overall activists believe that the only right way to see these creatures act naturally is in the ocean, as Ric states:

“Dolphins belong in the wild, and that is the best place to see or experience them”

(Ric, interview)

Which further indicates that “visitors do not get to see natural behaviour and only see false conceptions of wildlife (Shani & Pizam, 2008) in captivity, while they will only be able to see their real behaviour in the wild and consequently tourists are encouraged to only see these marine mammals in the wild.

Activism

It is apparent that some of the activists have been more active than others for their cause and one interviewee has taken part in many demonstrations against these facilities, but also taken illegal actions, as he elaborates on how he stole a dolphin below:

“We did a mission with them were we rescued a dolphin that was being held illegally at a tourist resort just out of Jakarta”

(Pete, interview)

However, he is not the only activist that partake in illegal actions, as Ric too has done many rescue missions as well, as he talked about the first one he did:

“The next morning I was in jail, because I tried to free a dolphin kept in a small pen at the end of a pier”

(Ric, interview)

This shows how devoted these activists are to their cause and how they have taken actions to the extreme that some of the other activists would probably not do. This shows how they are on the active side on the scale of activism and have strong beliefs about how these animals are suffering in captivity.

SeaWorld's future

As mentioned previously, activists are sceptic about the future for captivity of marine mammals, as they believe it will have an end, as Pete explains below:

“I suspect you come back to SeaWorld in 50 years, they won't have those tanks there. Not with dolphin and orca in. They'll have plenty of entertainment for kids in there. But I don't reckon they'll have dolphin shows anymore”

(Pete, interview)

As seen in the quote, he still believes that SeaWorld will exist in the future, but their tanks will be empty and they will focus on other ways of entertaining tourists. This shows that he is optimistic about the future and believe that the culture will have changed in 50 years, where tourists will be against captivity of marine mammals and attractions will no longer keep them in captivity.

4.3 Treatment of Animals analysis

In this section, tourists' and activists' views on treatment of animals will be analysed in relation to their views on captivity of marine mammals. It was visible that everyone wanted animals to be treated right, but there were different opinions about how to treat these animals the right way. Consequently, activists felt that all marine mammals suffered harm in captivity and some tourists agreed, while others felt they were cared for in the right way at these attractions. During the analysis, common themes showed up and these will be discussed. These themes were; shows, swimming with dolphins, treatment in captivity and research. This section can help answering sub question 1 and 2 about tourists' and activists' justifications for and against these attractions, together with sub question 3 about their justifications in relation to the difference between keeping orcas and dolphins in captivity.

4.3.1 Tourists' Views

Shows

A common theme that was brought up by many tourists was shows in relation to seeing these marine mammals perform, which many tourists were impressed by, as seen below:

“It was amazing watching the huge killer whales performing in a number of different themed segments, including one where the sole purpose was to drench as much of the audience as possible”

(Jennifer, blog)

“We watched the dolphin show and it made me feel as if a childhood dream had come true. It was what I imagined as a child but better. Believe it or not, I even shed a tear”

(Sarah E., blog)

As seen above, the first quote is about orca shows and the second is about dolphin shows, but both tourists were very impressed and seemed to have an unforgettable experience. This further shows how these attractions are all about staging a show, where both dolphins and trainers are under pressure to put on a good show for the tourists, as this is a commercial enterprise (Curtin & Wilkes, 2007). However, the tourists were defending these shows, as seen in the next comment:

“The animals were not forced to do anything they didn’t want to do”

(19Lauren87, review)

Hereby, this tourist says that shows are acceptable, as the animals want to take part in these performances and other tourists are also stating that at least dolphin shows may be tolerable, as seen below:

“Dolphin shows may be acceptable”

(Ronnieegan, review)

Which further indicates that many tourists believe that it is okay to have these animals perform and in a way, use them, which can be connected to Orams’ (1992, p. 287) basic Judaeo-Christian view, where animals are secondary to humans and consequently it is alright to use them in shows for their own benefit. While it relates to speciesism, as these tourists see themselves as more important than marine mammals (Singer, 1993, p. 58). While these tourists would say yes to Pizam and Shani’s question “should animals be kept in captivity for entertainment?” (2008). However, other tourists are questioning this practice, as seen below:

“We wonder about the ethics of being entertained by trained animals”

(Marjen 183, review)

Here, the question is brought up about the ethical side of this practice, however, the tourist still enjoyed the experience and rated it as good. This shows that tourists are in a way acting against their better judgement and the concept of akrasia (Fennell, 2015, p. 95) can be brought up here, as some tourists choose to visit these attractions, even though they think the ethics are questionable. However, many tourists who have been there are without question against the practice of these shows, as seen below:

“There are many ways to amuse ourselves other than seeing these lovely creatures performing in captivity, out of fear and hunger”

(Neena, Blog)

“It seems we are being increasingly aware of the hardship that captivity and performing for the crowds”

(Chris B., review)

“It’s disgusting to have animals in cages and use them to entertain people”

(Mike S., review)

“It’s wrong to be enslaved, forced to perform for food and suffer”

(Floralfawn, review)

As seen in the quotes, many tourists believe that it is ethical wrong to have marine mammals perform in shows and these tourists are people who value animal welfare, as they believe that animals rights are being violated (Sneddon et. al., 2016, p. 235) through these shows. At the same time, this fits with the broad ethical argument that it is simply wrong to exploit animals for human entertainment (Hall & Brown, 2006, p. 145). However, one blogger pointed out what he thinks that tourists want below:

“But audiences want to see the killer whales do tricks, not learn about their behavior in the wild.. I strongly doubt that guests want an end to the killer whale shows”

(Ed, blog)

Here, he points out that many tourists want to see these and as seen earlier in this analysis, he has a point that many do want to see these spectacular shows. Yet, it seems that many tourists are against especially orca shows, as seen above and this indicates that he is only right about those tourists who still choose to visit SeaWorld and other attractions today and enjoy the entertainment at these shows. Which relates to the entertainment argument as a justification for captivity of dolphins and whales, as stated by Shani & Pizam (2008).

Swimming with Dolphins

As many know, swimming with dolphins is an activity that most if not all of these attractions provide and some of the tourists have commented on this practice and their experience with it, which indicated that tourists who had experienced it had enjoyed this close encounter with the dolphins, as seen below:

“Captivating kisses in captivity. Grabbing on to the dorsal fin of what feels like a giant, velvety muscle to be escorted through the water is as good as it looks on these Johnsons' faces”

(Emilie, blog)

“Swam and played with dolphins”

(thlkenneth, review)

As these quotes show, the tourists enjoyed these experiences and did not have any negative thoughts about this practice. This indicates that these tourists share Orams’ (1992, p. 287) basic Judaeo-Christian view, as they think that it is okay to use these animals for these practices in order for them to have an unforgettable memory through a close encounter with these animals.

Treatment in Captivity

Another important theme that many tourists have commented on is the treatment of marine mammals in captivity, where some tourists believe they are treated good and have an acceptable amount of space, as seen in the quote below:

“The dolphins also have a very large pool outside of the show area where they can socialise and play with each other out of the way of the public”

(Umma, interview)

Yet most thought that the keeping of whales was completely unacceptable because of their size, as seen below:

“As for whales, due to their sheer size, I believe it is impossible to keep them in captivity and should not be done, unless you have a gigantic tank...which doesn't actually exist in the world.

Conservation of these animals should be done in other ways”

(Umma, interview)

“The problem with SeaWorld is the Orcas.. Heartbreaking to see them in captivity”

(Chris B., review)

“Some people may find it distasteful, especially when watching the Orcas”

(Ronnieegan, review)

As seen in the quotes, many tourists are stating that it is wrong to keep orcas captive, because they do not thrive. Other tourists noted specifics about these orcas’ condition at these attractions, which indicated that they should not be kept in captivity, as they simply did not thrive in these conditions:

“The orca whales have their fins bent (they’re stressed) and they’re too big to be in those habitats”

(Norma S., review)

This shows that most of the tourists believe that orcas should not be kept in captivity because of their size and that they will be stressed when they are in captivity, which can be related to suffering in

captivity. This further shows that tourists believe that orcas should not suffer pain in captivity and utilitarianism can be brought up and the action that provides most pleasure over pain (Fennell, 2006, p. 68) would be to not keep orcas in captivity. However, some tourists thought that marine mammals, whether it was dolphins or orcas, were just not treated the right way or given the amount of space that they needed, as stated below:

“I felt the animals were not well treated”

(Christy Tasso, review)

“Appalled to see size of pools.. Geared very much for the visitors rather than the inhabitants”

(Bar-raul-tamaimo, review)

This further shows that visitors think that neither whales nor dolphins should suffer pain in captivity and they believe in utilitarianism in relation to not keep whales or dolphins in captivity, because the ethically right thing would be to end their suffering in captivity. Furthermore, some tourists felt that they should not be contained in captivity, because it is simply not our right to keep them, as seen in the following quote:

“Just because we have the ability to keep them contained doesn’t mean we should. We really have no right to keep an animal contained”

(Catherine, interview)

This further indicates that many of the tourists feel that the animals’ rights are being violated (Sneddon et. al., 2016, p. 235) and that there is a direct obligation according to Benjamin’s theory (1985) for people to treat these animals with respect and ethical considerations for the sake of their lives. Furthermore, this is indicated in the next quotes as well:

“I find it difficult to picture that they are not suffering some kind of harm through this”

(Maja, interview)

“Stressed, lonely and confused”

(Floralfawn, review)

Evidently, most tourists are animal lovers and they want them to be treated the right way. Consequently, many tourists feel that a life in captivity is wrong and harmful for the animals and they believe that marine mammals deserve better lives than what they are given at attractions as SeaWorld. Many don’t think that these creatures can be treated the right way in captivity, but especially orcas are way too big to be kept in captivity and more tourists are against this compared to captivity of dolphins, which some tourists do believe is okay for various reasons.

Research

It is evident from some of the tourists' comments that they have done some research about this issue in order to argue for being against this, as seen in the quotes below:

“Dolphins and whales are the second most intelligent animals in the world”

(Floralfawn, review)

“Orcas are mammals with emotions almost the same as people”

(DingleLady211861, review)

This further indicates that they believe that some non-human animals have rights (Lovelock & Lovelock, 2013, p. 232) and that they believe that these animals are ‘subjects of life’, if they can perceive and remember, have desires and preferences and can act intentionally and have sense of the future (Regan, 2004). Furthermore, tourists are also aware of details of the orcas when they see them, as seen below:

“I noticed one of the Orcas had a collapsed dorsal fin which is a sign of distress according to experts”

(ART300, review)

Here, another tourist has done some research beforehand and can refer to the experts that are saying this. This shows that tourists are becoming more educated about this issue and they want to learn more.

4.3.2 Activists' Views

Shows

It was evident that all activists were against using dolphins and orcas in shows and one of them experienced it in person early on, as described below:

“I personally realized that I was not comfortable in the show or entertainment nature of zoos or marine parks and that I was deeply uncomfortable with participating in any of those forms of amusement”

(Christine, interview)

Here, it is obvious that Christine is against this form of entertainment and did not enjoy the shows she has previously seen. This shows that she thinks using animals for any kind of entertainment is wrong and she would never attend shows today. Furthermore, others have explained how they are against it below:

“One, it forces them to do things that they don't really want to do but they need to do to eat. It forces them into a relationship of slave master, where the trainer is really the person who holds the key to whether or not they get to eat or not, whether or not they get to be in with their buddies, whether or not they get a timeout and have to go in the back somewhere”

(Lori, interview)

“The sad fact is that these dolphins will be made to work all day, every day, 365 days a year. They will be exploited for human entertainment and profit until the day they die”

(Keith, interview)

These quotes further show that the activists are against the exploitation of these animals and basically see this as animal cruelty that cannot be justified in any way. They see the animals as being slaves to humans and do not think this is alright, while they do not see these shows as natural behavior for marine mammals. They further comment on the moral ethics of these shows in the following citations:

“Dolphin and whale shows are unethical and exploitative. All captive marine mammals are trained through food deprivation, which is often labelled “positive reinforcement.” They are asked to perform unnatural behaviors for an audience numerous times a day, and then often confined to small tanks without any stimulation the rest of the time”

(Christine, interview)

“Following the research I have done over a number of years, I firmly believe that it is ethically and morally wrong to use animals for our entertainment. No animal should have to suffer in any form for our amusement”

(Keith, interview)

Evidently, all the activists are on the same side, when it comes to using marine mammals for entertainment and they use the ethical argument that it is simply wrong to exploit animals for human entertainment (Hall & Brown, 2006, p. 145). It is also evident that they have a direct obligation towards the animals, according to Benjamin's theories (1985), as they believe that animals have rights that people should respect.

Swimming with Dolphins

There is no doubt that all activists think that an activity as swimming with dolphins is bad for the animals and one of them has experienced it himself, as he elaborates:

“Although I was really excited to get the chance to swim with dolphins, during the experience I started to feel uncomfortable. There was a depressing energy in the pool that is still hard to explain

today - it just didn't feel right. Once it was over I was left with mixed emotions and decided to look into the industry when I returned home to Ireland"

(Keith, interview)

This experience evidently made Keith aware of the negative aspects of this industry and he for himself experienced firsthand how this experience was not what he expected. Furthermore, Ric has elaborated on these practices below:

"Dolphins do not swim with people and kiss people and tow people because they like to — they do it because they have to. They are trained to do it and if they do not, they do not eat"

(Ric, interview)

This might explain why Keith's experience did not go as he expected and this further indicates that dolphin encounters might not be safe either, as explained below:

"There is also a danger to the public. People can be rammed into or bitten by dolphins during these programmes, and the companies hush those kinds of accidents up"

(Ric, interview)

"Constant close contact with humans is extremely stressful and there are hundreds of reported attacks by dolphins on people at these facilities during interactions"

(Keith, interview)

This further shows how these are wild animals and the tourist attractions are trying to give the tourist a 'wildlife' setting to give the animal a natural environment, but they are also giving the tourist a high quality, desirable interactive experience within the 'trained' and domesticated conditions (Hall & Brown, 2006, p. 138). However, the ethics of using wild animals for close encounters can be questioned, given the previous attacks by dolphins and orcas. Furthermore, shows where trainers interact with animals in the water can also be dangerous, as Christine elaborates:

"As has been seen in the recent past, shows in which humans and animals interact also pose a risk to the humans"

(Christine, interview)

Here, Christine is probably referring to incidents with orcas, as when Tilikum killed a trainer in 2010, but dolphins and other marine mammals can also be dangerous, as they are wild animals.

Consequently, this interaction that happens every day at marine parks is a potential danger for trainers and the ethics of these interactions can be questioned.

Treatment in Captivity

From the activist perspective, it is evident that they are people who value animal welfare, as they believe that animals' rights are being violated (Sneddon et. al., 2016, p. 235). As seen in the quotes below, they feel that marine mammals do not belong in captivity:

“If you go to one of those places, it is impossible not to see that the animals are suffering in some way. It takes wilful ignorance to think that they are happy in confinement”

(Christine, interview)

“There is so much bad treatment of those animals. I just don't think we should be keeping any of them. You know if I had my way, I'd see all of these zoo's fucking closed down. They're horrible places”

(Pete, interview)

“I noted things about their concrete tank and just you know how small it was and the behavior of the animals and how they were exhibiting these stereotypies you know repetitive behaviors”

(Lori, interview)

As seen in the quotes, the arguments are about how the animals suffer in these places and they need to be in their natural environment, which is the ocean. However, some activists felt that especially orcas suffer the most in these tanks, as seen in the next citation:

“Orcas, when it comes to living in concrete tanks in places where they have to perform, I mean it is just the worst for them, and well, their welfare in these places is just absolutely rock bottom. They just, they get too big, they're too smart, they are too wide ranging, they are too deep diving, they're too social complex and they get none of that”

(Lori, interview)

Here, Lori again focuses on their individual status as animals with rights and indirectly compare them to humans, as they are smart and social complex beings alike human beings, which further indicates that these activists are seeing marine mammals as sentient beings, which according to Singer counts ethically and the moral circle can hereby expand beyond humans (Singer, 2001). It should also be noticed that even though orcas may suffer the most, the activists feel that all other marine mammals suffer, as described below:

“Captive dolphins often exhibit abnormal, repetitive behaviour such as chewing on the walls, crashing their heads into the wall and, more commonly, being aggressive towards trainers, members of the public and other captive dolphins”

(Keith, interview)

Basically, all activists are arguing that none of the marine mammals that are kept in captivity should be allowed to be kept in captivity, as this is ethically and morally wrong, when the animals are suffering. Consequently, the utilitarian principle which is the action that provides most pleasure over pain (Fennell, 2006, p. 68) would be to avoid keeping these marine mammals in captivity, as they are experiencing pain.

Research

As activists, they have researched this issue of captivity extensively and one of the activists, Lori is a researcher herself, which means that her knowledge about dolphins and whales is extensive. However, all activists have an extensive knowledge about dolphins and whales that they have shared, as when they elaborated on how intelligent these creatures are, as seen below:

“Holding an intelligent and highly social creature in captivity entails removing it from its natural environment and social relations. In captivity, dolphins of mixed pods are often confined in the same tank—it can be compared to people from different countries who speak different languages trapped in a small room battling for space and resources”

(Christine, interview)

“They understand that they are in a concrete container where there is nowhere to go and the intelligence that leads to that understanding actually makes them more vulnerable to the stress of captivity because it would be if like I put you in a closet and locked the door and threw away the key and you knew you had to be there the rest of your life. Imagine what your psychology would be because you know that you are not going anywhere and that's your life”

(Lori, interview)

“Removing a dolphin from its family and putting it into a small, featureless tank with no mental or physical stimulation prevents a dolphin from expressing its natural behaviour. It leads to health problems and, in many cases, a shortened life expectancy”

(Keith, interview)

As seen above, the activists are elaborating on how these creatures are similar to human beings with their intelligence, while they are social beings, very much alike human beings. This further shows

how the activists sees these marine mammals as sentient beings (Singer, 2001) and believe they count morally. In many ways, these are ethical arguments against keeping these animals contained, when they are used to living wild in the ocean. It is further elaborated on how far these creatures swim in wild in the next quote:

“The bottlenose dolphins used in swim-with-dolphin programmes swim over 40 miles a day in the wild. They would need to swim around their tank approximately 2000 times to achieve the same distance”

(Keith, interview)

As seen above, a tank would never be able to replace the ocean, according to these activists and this is the reason why they all suggest that these marine mammals are taken to sea pen sanctuaries instead, where they would be able to live a more natural life. As seen below, the activists believe that a life in captivity is bad for them:

“Well I think, especially captivity in concrete tanks is absolutely disastrous for marine mammals. It's just disastrous we know that, they live very short, stressful lives. Everything that makes life worth living for them is taken away”

(Lori, interview)

Here, she is basically saying that humans have taken all this away from these creatures and they need to give it back to them, as they deserve a better and more natural life in the ocean. Furthermore, she is stating that a life in captivity is not worth living, as they cannot live a normal life and cannot enjoy the pleasures, they experience in the wild. This further shows that the activists believe that marine mammals have rights (Lovelock & Lovelock, 2013, p. 232) and should be treated respectfully (Regan, 2004).

4.4 Attitudes and Motivations analysis

This section will firstly look at the attitudes toward marine mammal parks and secondly the motivations for visiting these attractions and it will start with the tourist perspective and move on to the activist perspective afterwards. The tourists and activists were not far from each other, when it came to attitudes toward animals, however, some disagreed on what the right and wrong treatment of animals were. In relation to motivation for visiting these attractions, there was a clear pull motivation, but push motivations were also visible in both groups. The motivation aspect is important in relation to the first part of sub question 1 about what motivations lie behind tourists wish to visit these attractions.

4.4.1 Tourists' Views

If we look at attitudes, it is visible that the tourists that were interviewed were mostly in Kellert's (1980) categories of humanistic and moralistic, as every interviewee seemed to care for animals in different ways and wanted the animals to be treated right, as seen below:

“I never condone the keeping of animals for purely a tourist attraction. So long as the park or reserve show signs of doing their part to help the species and protect them”

(Umma, Interview)

“I just can't bear to see those whales living in tiny tanks any longer”

(Megan, Blog)

“The entire staff cares and loves every animal”

(Emily K., Review)

“So I really like animals and are devoted to having them being treated right”

(Maja, Interview)

Whether the tourists were for or against attractions as SeaWorld, was another issue, but generally all tourists seemed to care about whether the animals were treated the right way and with the right care. Consequently, the attitudes of tourists will not be further discussed, but instead we will move on to motivation.

When it came to motivations, a few of the tourists showed signs of being pushed out to travel, but at the same time being pulled to SeaWorld, as this was a place that they dreamed about going, as seen below:

“One of our recent family trips was part of a cherished dream that I had for as long as I can remember: to visit two worlds, Disney and Sea. I clearly recall aching to see a dolphin show, especially after my best friend told me about her trip when I was still at primary school”

(Sarah E., Blog)

“Sea World was on my list of things I had to do”

(Soundchain, Review)

“Sea World has to be one of my favorite places! I love how magical it is, like being a kid... anything could happen. I've been here twice in my life, once for my second birthday and the second time for an early birthday present for my 18th birthday. I have to say, it's a great birthday present”

(Rosevine Cottage Girls, Blog)

As seen in the quotes above, the two factors of pull and push are connected and not two separate factors (Iso-Ahola, 1982, p. 259), as the first two individuals have had a dream of traveling to SeaWorld for a while and it could be a part of a “bucket list” for Soundchain, which meant that there was some sort of intrinsic motivation for going to SeaWorld someday. Consequently, it could be an internal desire (Uyal and Jurowski, 1994), which is a push factor. The last quote also shows that she was going as something special for her birthday and this shows again that she is being pushed out to experience something else. However, for the rest of the tourists it was mostly pull factors that were visible, as seen below:

“We received complimentary tickets to Seaworld (but we paid for the rest of the holiday ourselves!)”

(Jennifer, Blog)

In this case, she is a blogger and were given the tickets and would hereafter write a blog post, which basically means that she was pulled there by SeaWorld to receive free tickets. However, others were also pulled to this destination because of package tours and other things related to buying an experience, as seen below:

“Bought a tour that included this”

(Christy Tasso, Review)

“We got a deal”

(Charbitten, Review)

Other tourists were going because of other sort of pull motivations, as seen in the quotes below:

“Now I will go and see it. It is not like it will close because I don’t go and see it. So know we will go and see it and see what we think afterwards”

(Mira, Interview)

“It was something different because as you probably know there aren't any dolphinariums in the UK because of the legal restrictions. So we weren't likely to ever going to Florida or San Diego or one of the other places like SeaWorld so I think it was an opportunity then”

(Katie, Interview)

As seen above, these tourists went to experience something they weren’t able to experience home and it could be seen as something out of the ordinary that you do on vacations. Here the destination pull (Bowen & Clarke, 2009, p. 92) was that this was an attraction that stood out and was different from

other attractions. However, these sorts of attractions pull many different tourists in and some keeps on coming, as seen below:

“Been there many times over the last 20 years”

(Mmmd2017, Review)

“My boyfriend and I have season passes to SeaWorld”

(Emily K., Review)

This shows that some tourists are motivated by the fact that they have been there before and want to visit again, which is again about the appeal of a destination and its tangible characteristics (Kozak, 2002, p. 222). However, some tourists think that it’s annoying that so many people are attracted to these destinations, because this means that many are there for the wrong reasons, as seen below:

“I think it’s irritating to me when there is a lot of tourists and it’s very crowded and their expectations are to be entertained instead of being educated and feeling like hey I’m glad I’m participating in this so that this facility can continue its work as far. So the worst part of the experience is tourists that are there for the wrong reasons”

(Catherine, interview)

In this case, Catherine is talking about a dolphin facility center and not a big amusement park as SeaWorld, but the fact that these dolphins are there will make tourists think that this is another entertainment park, as this is what tourists are expecting, when they hear that you can have close encounters with dolphins. This also shows that tourists are often there to be entertained, whenever, there is an attraction with dolphins or whales, as they have learned that places like SeaWorld are there to entertain people.

4.4.2 Activists’ Views

Just like the tourists, it is noticeable that the activists are animal lovers and they can be placed in Kellert’s (1980) categories of humanistic and moralistic, as they are against captivity of marine mammals, because they believe it is animal cruelty. As seen in the quotes below all the activists feel for these animals:

“Those that continue to attend are not concerned with animal welfare and more concerned with entertainment”

(Jeffrey, Interview)

“The continued exploitation of animals such as dolphins for entertainment seemed unnecessary and cruel”

(Christine, interview)

As seen in the quotes above, the activists all show that they care about these animals and how they are being treated, while they believe that captivity of marine mammals is cruel. Consequently, they can be placed primarily in the moralistic category, as they are all focused on how marine mammals are treated wrong everywhere and they are very concerned about this cruelty going on at these attractions. However, now the focus will move on to the motivation, as the activists have talked about what has made them visit these attractions previously, but also what they think make tourists visit them today.

It is visible that the pull motivator is important in relation to the marketing of these attractions, as seen below:

“The marine parks that keep these animals captive are very careful in their wording, suggesting that their efforts are geared towards conservation and education. While many do partake in some efforts that are truly conservation-related, at the end of the day they are a business seeking profit”

(Christine, interview)

“There was all these billboards promoting Sea World. So there was these tourist places in line Like if you go to Orlando, Orlando is a big tourist in the states and they have all these billboards and advertisements and they are promoting it as one of the destinations to go to . So I was sort of trapped in this tourist thing you know”

(Pete, interview)

As seen in the two quotes, the attractions are doing what they can to make tourists visit and this is what happens to tourists that are in an area with different tourist attractions. However, Lori is also showing signs of being “pushed” to experience these attractions, as seen below:

“I've been to many many marine parks and aquariums just as a tourist to see, because I think it is important to not only I mean it's important to know what goes on behind the scenes and read how does that relate to what the public sees”

(Lori, interview)

As described above, Lori is having an internal desire (Uyal and Jurowski, 1994) to see what goes on behind the scenes at these attractions and it might not be the specific attraction that “pulls” her there. However, general the tourists are “pulled” to these destinations, because of their appeal (Kozak, 2002, p. 222), as seen in the next quote:

“If the public is only told that a certain attraction is something they should see and support, they have no reason not to do so. When that is further reinforced by the marketing of marine parks, and they have the opportunity to see beautiful and intelligent animals, it is very understandable”

(Christine, interview)

This is a different experience from the everyday life and it's an opportunity for tourists, if they are visiting an area, where this is a huge tourist experience, as for example SeaWorld in Orlando, Florida and Sea World in Gold Coast, Australia. However, as Lori stated below, most tourists are only there for the following two things:

“I think it's mainly just recreation and entertainment”

(Lori, interview)

However, this also shows that some “push” motivations do lie behind their “pull” motivations for these destinations, as with recreation there is often a desire for relaxation. This further shows how the pull and push factors are connected (Iso-Ahola, 1982, p. 259).

4.5 Comparisons of Tourists' and Activists' Views

In this section, the two views will be compared to each other to find out how they differ from each other and how some agree with each other. As seen in the previous analysis, some tourists did share the same opinions as activists, but others completely disagreed with the activists' opinions, which will be further analysed below. Here, the comparisons will be made in relation to each of the analyses that have been made to have a structure of the findings and comparisons.

4.5.1 Blackfish/Controversies

In relation to the whole *Blackfish* controversy, the analysis showed that all tourists seemed to know about it, but several were not affected by it and some choose not to see it, while others saw that this movie and *the Cove* were one sided on this issue. However, other tourists agreed with the activists about how important these movies have been and how they have educated the public, while there was the mention of the “Blackfish Effect” that lives on today and some of the tourists who had not watched it yet were planning on doing it in the future. Tourists have become aware that there are several welfare issues relating to this industry (Hall & Brown, 2006, p. 135). This analysis has showed that at least some of the tourists have viewpoints that are similar to the activists in relation to this movie, while other are disagreeing with this viewpoint.

Overall, this analysis showed that *Blackfish* has changed many tourists' viewpoints and keeps on during this today, as there are still many tourists, who have not watched this movie and have not been

educated about captivity of marine mammals. Therefore, it is noticeable that *Blackfish* has made a huge impact and without this movie, many tourists would keep visiting these attractions without knowing about the negative aspects of captivity of orcas. Consequently, this documentary has helped make more tourists aware of the negative aspects of keeping orcas in captivity. This documentary has been an important part of making the public aware of this issue, but there are also other aspects that has influenced tourists, as research about how these animals are alike human beings in relation to self-awareness (Marino, 2008).

4.5.2 Ethical Views

This analysis showed that some of the tourists believed it was okay to hold dolphins and whales captive, because of the conservation and education efforts these attractions provided, while they also believed that as long as they were treated right, it was ethically okay. This related to the argument that attractions that help to further causes as conservation education are justifiable (Packer & Ballantine, 2012). At the same time, some believed that they were happy in captivity. However, other tourists agreed with the activists and did not feel that there was a lot of education or conservation in relation to shows and the viewing of these animals, while some felt these animals should rather be viewed in the wild and there were other ways to learn about these animals with modern technology today. At the same time, some tourists and activists believed that these animals are not happy in captivity and it is obvious to the public.

Tourists that were against captivity of marine mammals argued that they were sentient beings, while there is no need to keep them captive and they generally suffer in captivity. These arguments were similar to activists' arguments about how they suffer a great deal, they are too intelligent to be treated this way and this treatment is not giving them the respect they deserve. This show how some of the tourists and all the activists sympathize with marine mammals and believe that they are sentient beings (Singer, 2001) that deserve to be treated with respect. Consequently, some of the tourists do share the same opinions as the activists about captivity of marine mammals and use the same arguments.

This analysis has showed that tourists are very different in their opinions about captivity of marine mammals, but it seems that many are against it, because of research and what they have learned from documentaries, which have affected their opinions. It seems that conservation and educational aspects are not present enough at these attractions and tourists are noticing this. Even though they have learned something at these attractions, it still seems that this justification does not outweigh the negatives of captivity. It seems that many tourists believe that captivity of marine mammals is ethically wrong, because it is wrong to use animals for entertainment (Hall & Brown, 2006, p. 145)

and it does not provide enough education (Marino et. al., 2010) or conservation, while there are other ways to learn about these animals today.

The ethical views have showed that generally there are those tourists who think that it's okay to use these animals for our benefit and then there are those who do not believe it is okay. However, there are also those who think dolphin attractions are more acceptable than whale attraction, because of their seize. It seems that there are the views of basic Judaeo-Christian and the arguments of 'deep ecologists' and animal rights activists (Orams, 1992, p. 287) present, but Benjamin's (1985) theories may be more relevant, as the distinction between 'indirect obligation' and 'direct obligation' is more evident in the two different views on this issue, as those who are for captivity of marine mammals, do believe that these creatures should be treated morally right. However, they still believe that shows are okay and are impressed by these performances.

4.5.3 Treatment of Animals

In this analysis, it was apparent that several tourists did not feel that either shows or other activities as swim-with-dolphins were wrong, or in any way cruel treatment of animals, which fits with Orams' (1992, p. 287) basic Judaeo-Christian view. However, other tourists agreed with the activists and felt that this was a cruel way of treating these animals and believe in the broad ethical argument that it is simply wrong to exploit animals for human entertainment (Hall & Brown, 2006, p. 145). At the same time, several tourists felt that the animals were treated the right way in captivity and had enough space to swim around in, while many tourists disagreed and could be compared to the activists' opinions about how they would never get enough space in captivity.

It was especially captivity of orcas that many tourists did not find acceptable, while some still felt that keeping dolphins in captivity was more acceptable. However, several tourists felt that all marine mammals were kept in too small tanks and they felt suffering in some way, while they would be stressed, lonely and confused. These arguments are closely connected to the activists' arguments about how these marine mammals are suffering, how they are showing an unnatural behavior and how we don't have the right to keep them contained. This is furthermore in line with the fact that these are people who value animal welfare, as they believe that animals' rights are being violated (Sneddon et. al., 2016, p. 235). Furthermore, utilitarianism can be brought up as it is about the action that provides most pleasure over pain (Fennell, 2006, p. 68) and in relation to this issue, the animals are in pain in captivity and consequently ethically it is wrong to keep them, according to utilitarianism.

Some of the tourists also show that they have done a certain amount of research about marine mammals, as they argue that these creatures are intelligent and almost have the same emotions as

human beings, which is why they are against captivity. This also fits with the activists' arguments about how these are highly intelligent creatures that are alike human beings in many ways and these further indicates that both groups believe that these animals are 'subjects of life', if they can perceive and remember, have desires and preferences and can act intentionally and have a sense of the future (Regan, 2004).

4.5.4 Attitudes and Motivation

In relation to attitudes toward animals, it was visible that both tourists and activists cared about animals and wanted them to be treated in the best way possible. However, as activists felt that this could not be possible in captivity, they differed from some of the tourists who felt that people cared about the animals at these attractions and they were cared for the best way possible. Consequently, tourists were placed in Kellert's (1980) categories of humanistic and moralistic, while the activists were mostly in the category of moralistic, which showed that the tourists and activists were very similar here, although they may have different views on how animals are treated the right way.

In relation to motivation, it was evident that the pull motivation was a big part of attracting guests to these attractions for both tourists and activists, however, as push motivation is connected to pull (Iso-Ahola, 1982, p. 259), there were also some signs of the push motivation of both tourists and activists. Yet, these motivations were a little different from each other as these attractions were something special or part of a bucket list for some tourists, while one of the activists wanted to experience how tourists behaved at these attractions. But overall, there was a need to experience the tourist attractions that both tourists and activists had felt as a pull, because of the appeal of the destination.

5 Conclusion

This section will answer the research question and sub question, while it will give an overall conclusion on this issue and come up with further research ideas. It will start out by answering each of the sub question in their order and afterwards it will come back to the overall research question and answer it. Consequently, the first question to be answered is:

What are the tourists' motivations for visiting marine mammal attractions and how do they justify these attractions?

Overall the tourists' motivations seem to be guided by the "pull" aspect because of the destinations appeal (Kozak, 2002, p. 222), as both tourists, but also activists who had visited these attractions had been attracted to these attractions because of their appeal in relation to marketing and branding of these places. However, it was also visible that the two factors of pull and push can be connected (Iso-Ahola, 1982, p. 259), when push aspects were also visible as internal desires (Uyal and Jurowski,

1994) that some of the tourists had before coming and these attractions could be a dream come true or bucket list experience for some of the tourists.

Although, both the pull and push aspects were visible, there was no doubt that “pull” was the main factor and these attractions use their marketing wisely to attract tourists. These attractions are opportunities for tourists and they take them on holidays to experience something different from their everyday life. Tourists feel a love for these animals and naturally want to experience close encounters that they are not able to experience in the wild.

In relation to justifications, it was evident that many tourists thought that education and conservation were justifiable reasons for having these attractions (Packer & Ballantine, 2012), however, it was also important that the animals were treated the right way and taken care of at these attractions. At the same time, these attractions provided experiences that involves close encounters with animals that the tourists would not experience in the wild and an activity as swimming with dolphins gave some tourists a unique experience. This further shows that several tourists believe it is justifiable to use these marine mammals at the attractions and Oram’s basic Judaeo-Christian view (1992, p. 287) is visible in relation to the tourists’ justifications for visiting these attractions, as they believe it is okay to use these animals for their own benefit of a great experience with shows and close encounters.

However, in relation to Benjamin’s theories (1985), tourists seem to have at least an indirect obligation towards these marine animals, as they want them to be treated the right way in captivity. Yet, they still think it is okay to use these marine mammals in shows and swim-with-dolphins programs, as this does not seem to hurt these animals in any way and some tourists believe that these marine mammals want to take part in these activities and enjoy it. Consequently, they can justify these attractions in many ways, as they believe these attractions provide education and conservation apart from the more visible entertainment aspect. After having answered this question, we will move on to the second sub question, which states:

What are activists’ justifications for being against captivity of marine mammals?

Overall the activists agree on the argument that it is unethical and simply wrong to exploit animals for human entertainment like Hall & Brown (2006, p. 145) states. Furthermore, they view these animals as sentient beings like Singer (2001) or subjects-of-life as Regan (2004), because they are in many ways alike human beings. The activists focus on the facts that dolphins and whales are intelligent creatures and they will suffer a great deal in captivity, while they don’t believe than humans give them the respect that they deserve by keeping them captive. Furthermore, they don’t believe that

there is any conservation or education at these attractions and there is no evidence that displays of captive dolphins and whales are educational (Marino et. al., 2010).

On the other hand, they believe there are better ways to learn about these creatures with modern technology today (Shani & Pizam, 2008). Furthermore, they believe that “visitors do not get to see natural behaviour and only see false conceptions of wildlife” (Shani & Pizam, 2008), when they visit these attractions and this give tourists a wrong perception of whales and dolphins with these close encounters, that would never be a reality in the wild. It was evident that the activists especially thought shows were unnatural and unethical, as it is wrong to force these animals to do unnatural tricks and it was the same with swimming-with-dolphin programmes. They evidently thought that this industry was all about making money and not about caring for the marine mammals and giving them a good life. They clearly believe that the animals’ rights are being violated (Sneddon et. al., 2016, p. 235) at these attractions.

Furthermore, the activists have focused on the negative aspects of captivity, as these animals will experience stress and have health problems, while they will have shorter lives than in the wild. They are highly intelligent creatures and they are aware of what happens to them in captivity. The activist viewpoint shows that they have a direct obligation towards the marine mammals according to Benjamin’s theories (1985), as they believe that animals have rights that people should respect. Now that this question has been answered, we will move on to the final sub question:

Do tourists think there is an ethical difference between keeping orcas and dolphins in captivity and how do they justify this?

It was evident that many tourists thought it was wrong to keep orcas in captivity due to their size and this might have something to do with *Blackfish* and the controversies surrounding this documentary, but also the research that some of the tourists have done in relation to this issue. This shows that the “Blackfish effect” may have affected many tourists, as it seems that several tourists believe that is unacceptable to keep orcas, but more acceptable to keep dolphins in captivity. Consequently, it may seem that the ethical difference for tourists is the size and that they have learned that orcas do not thrive and hereby suffer in captivity.

However, there were also those tourists who did not see any difference between keeping dolphins and whales captive and these were either for or against captivity of marine mammals. Those who tolerated captivity of marine mammals shared Oram’s basic Judaeo-Christian view (1992, p. 287) about how humans are superior to animals and they can use them as they like and in this case, keep them captive if they want. On the other hand, those that were against thought that orcas and dolphins were sentient

beings (Singer, 2001) and deserved respect, while they have an equal or comparable status to humans (Orams, 1992, p. 287). Lastly, we will come back to the overall research question, which states:

What are tourists' opinions about marine mammal attractions and how do they differ from animal activists' views in relation to ethics?

The analysis showed that the tourists can be separated into the two categories of those that are for captivity of marine mammals and share Oram's basic Judaeo-Christian view (1992, p. 287) that humans can use animals for their own benefit, while there are also those that are against it and share Singer's (2001) view that these creatures are sentient beings and deserve respect. Consequently, these tourists that are against captivity of marine mammals have very similar views with activists and several tourists mentioned some of the same argument against captivity, which shows they have done research and learned about the negative aspects of keeping these marine mammals in captivity.

Furthermore, the analysis showed that more tourists were against captivity of whales like orcas, because of their size, while captivity of dolphins was more accepted, as they felt the dolphins were cared for at these attractions and seemed to enjoy performing for the crowds. The opinions about orca captivity could be because of the "Blackfish effect", as many tourists were commenting on this documentary and the impact it had on viewers. This documentary shows that orcas suffer due to the negative aspects of captivity and consequently more tourists are focused on animal welfare, as they believe that orcas' rights are being violated (Sneddon et. al., 2016, p. 235) in captivity.

As some tourists justified these attractions through conservation and education (Packer & Ballantine, 2012), others felt that this was not a focus of these attractions and the focus was more on entertainment, which was similar to the activist perspective, as they felt that there were no conservation or education (Marino et. al., 2010) at these places. Some tourists also felt that there were other ways to learn about these animals, which was exactly how the activists felt, as modern technology has given tourists the opportunity to learn more online and through TV and documentary series (Shani & Pizam, 2008).

In relation to shows, several tourists were impressed by these and did not feel that there was anything wrong about using marine mammals to perform, as they thought they enjoyed it and some pointed out how they seem happy and smile. However, other tourists thought it was unethical and simply wrong to exploit animals for human entertainment (Hall & Brown, 2006, p. 145), which was how the activists felt as well and they were appalled how tourists could think they were happy and pointed out the dolphins look happy, because their face is always "smiling".

It was evident that all tourists wanted the marine mammals to be treated the right way and the tourists that were for captivity believed that the animals were cared for and did not suffer at these attractions, which can be related to Benjamin's 'indirect obligation' (1985), as they felt there are some ethical restrictions to what people can do to these animals, but they still felt it was okay to have them perform for their benefit. On the other hand, the tourists against captivity thought that these animals were suffering and this can be related to Benjamin's 'direct obligation' (1985) as they thought there were ethical considerations in relation to the animals' rights.

It can be concluded that tourists who are against captivity of marine mammals share similar views with activists, although activists may have stronger opinions on this issue and use more concrete argumentation to show why they think captivity of marine mammals is wrong. This is the utilitarian view, as it provides most pleasure over pain (Fennell, 2006, p. 68) according to these people, if marine mammals are not kept in captivity. Yet, there are also those tourists who are for captivity of marine mammals and enjoy seeing these attractions that are opposite the activist perspective. These tourists can be seen as specisists, as they give greater weight to human beings (Singer, 1993, p. 58) than marine mammals. After having concluded on the sub questions and research question, the final part of this thesis will look at what further research could be done in relation to this issue.

5.1 Further Research

After having finished this master thesis, it was noticeable that there were several different aspects of this issue that could have been interesting to look further into, as there has not been much research on this topic. One interesting research area could have been to look further into the rebranding of SeaWorld and look at both how they are rebranding themselves after "Blackfish", but also how tourists are handling this whole rebranding and whether they believe that the rebranding of SeaWorld is working. In relation to this, it would be interesting to research tourists' opinions about the SeaWorld brand and whether it has changed following the release of "Blackfish", while it would be interesting to see whether some tourists' views have changed back after the rebranding of SeaWorld.

Another interesting topic could be to look further into the booming of whale and dolphin captivity attractions in Asia. It would be interesting to look into this issue and find out how come the market and values of tourists are different from the Western world. It would also be interesting to look at why this is happening right now and what their ethical opinions are on captivity of marine mammals. Furthermore, this topic could also show the perspective of the different tourists who want to visit these attractions and this might be the opposite of this research that has mostly focused on Western tourists and their opinion on this issue. In relation to this topic, it could also be interesting to get the activist point of view and their opinion on this boom and what they are doing about it.

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Appendixes:

Appendix 1: Interview guide for tourists

1. Do I have your permission to record this interview?
2. Name, Age, Occupation, Country
3. When and where did you visit an attraction with dolphins or whales?
 - a. Have you visited several?
 - i. If yes, how do they differ from each other?
 - b. Have you visited several times?
 - i. Why do you keep on going there?
4. Did you have any thoughts before going?
 - a. Did you have any expectations?
5. Can you describe your experience?
 - a. What was the best part of this experience?
 - b. What was the worst part of this experience?
6. Can you describe your experience at their shows in particular?
 - a. Is there a difference between dolphin and orca shows?
7. Did you swim with dolphins?
 - a. If yes, could you describe it?
8. What did you get out of this experience?
9. What did you learn from this experience?
10. Why did you visit this attraction?
11. Was this experience what you expected?
12. Would you visit an attraction like this one again?
 - a. Why/why not?
 - b. Why should I visit/why should I not?
13. What do you think about conservation and education in relation to these attractions?
 - a. Is it an important part of the attraction?
14. How would you describe your relationship towards animals in general?
15. What do you think about animals in captivity in general?
 - a. What do you think about dolphins and whales in captivity?
 - b. Is there a difference between keeping dolphins and whales?
 - i. If yes, what?
16. What do you think about animal activists?
 - a. Do you understand them and what they do?

17. Have you signed any petitions for animal organizations?
 - a. If yes, which?
 - b. Have you participated in other activities against animal cruelty?
 - i. Which?
18. Have you ever watched Blackfish or the Cove?
 - a. If yes, did they affect you?
19. Have you heard about this issue in the media?
 - a. Has it affected you in any way?
20. Have you researched the issue of dolphins and whales in captivity?
 - a. What has it taught you?
21. Have you heard about sea sanctuaries?
 - a. Do you believe this could work?
22. Can you explain why you are for or against captivity of mammals?

Appendix 2: Interview guide for activists

1. Do I have your permission to record this interview?
2. Name, Age, Occupation, Country
3. Can you tell me about your organisation?
 - a. When did you become part of it?
 - b. Why?
 - c. What have you accomplished so far?
 - d. What about your future?
4. Are you a member of any other animal rights organisations?
 - a. If yes, why did you become a member?
 - b. What has this organisation accomplished so far?
 - c. What have you participated in?
5. Have you ever visited a captive dolphin or whale attraction?
 - a. If yes, how would you describe your experience there?
 - b. Why did you visit this attraction?
 - c. Have you visited any captive dolphin and whale attractions recently?
 - i. Why/why not?
6. What do you think about captivity of animals in general?
 - a. What do you think about captivity of mammals in particular?

- i. Are all places the same?
 - b. Is there a difference between keeping whales and dolphins?
 - i. If yes, what?
7. What do you think about using dolphin and whales in shows?
 - a. Is there a difference between using dolphins and whales?
 - i. If yes, what?
8. What do you think about the conservation and education efforts in relation to captivity of dolphins and whales?
9. Why do you think tourists keep visiting these attractions?
 - a. What do you think about tourists who keep visiting these attractions?
 - b. Do you think tourists will keep visiting them in the future?
 - i. Why/why not?
10. What are your main arguments against captive dolphin and whale attractions?
11. Have you watched Blackfish and the Cove?
 - a. Could you elaborate on what is happening in these documentaries?
 - b. How have they affected you?
 - c. Do you think they have affected tourists?
12. Can you tell me about sea sanctuaries?

Appendix 3: List of Bloggers

Megan. <http://www.bloggeratlarge.com/news/why-im-boycotting-seaworld/>

Sarah P. <http://solomomtakesflight.com/blog/boycott-seaworld/>

Katie. <http://www.reposoc.sociology.cam.ac.uk/blog/making-captive-orcas-extinct>

Neena. <http://thislifedotcom.blogspot.dk/2011/01/thinking-of-dolphins.html>

Chris. <https://blogs.scientificamerican.com/guest-blog/why-seaworld-is-finally-doing-right-by-orcas/>

Wayne. <http://blog.humanesociety.org/wayne/2016/03/seaworld-to-end-orca-breeding.html>

Jennifer. <http://www.jenniferslittleworld.com/2012/12/seaworld-orlando.html>

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Appendix 4: Analytic Themantic Framework

Tourists:

Interviewees	Blackfish/ Controversies	Ethical Views	Treatment of Animals	Attitudes & Motivation
Umma	<p>Initially, we did hesitate in going. We had heard that Sea World mistreat their animals, especially after the Tilikum incident in Florida, USA. (Q3)</p> <p>Yes, I am aware of the treatment of Tilikum and the dolphins in Japan. I didn't watch them as I knew it would greatly upset me. (Q18)</p>	<p>we would only visit other ones if we knew the animals are cared for properly. (Q11)</p> <p>You can see the hard work the staff put in to care for the animals and the shows are not only entertaining but also inform you and educate guests on marine life and our impact on them. (Q11B)</p> <p>In the right conditions, and if it is to save their life; i.e. if they are injured and would otherwise die in the wild, then I am all for it. In addition to this, endangered animals such as tigers, elephants,</p>	<p>The shows were very impressive, especially the dolphin show. The best part was hearing from the staff that look after these animals. They explained how they look after them and also how we can help protect the species - being mindful of what we throw away. (Q4A)</p> <p>The dolphins also have a very large pool outside of the show area where they can socialise and play with each other out of the way of the public. (Q4A)</p>	<p>We were on vacation and so it was a local attraction and was heavily recommended by friends and also on numerous sites online (Q9)</p> <p>I never condone the keeping of animals for purely a tourist attraction. So long as the park or reserve show signs of doing their part to help the species and protect them (Q21)</p>

		<p>pandas etc must have support from humans and help them to grow their numbers in the wild. (Q14)</p> <p>It was great to see the animals were happy and well cared for, not just the dolphins either. (Q10)</p>	<p>As for whales, due to their sheer size, I believe it is impossible to keep them in captivity and should not be done, unless you have a gigantic tank...which doesn't actually exist in the world. Conservation of these animals should be done in other ways. (Q14A)</p>	
Mira	<p>We had beforehand heard this about whether the animals were well (Q8)</p> <p>I have heard that there were some discussions about how the animals were not well in SeaWorld but I have to admit that I haven't been informed about it (Q15A)</p>	<p>Well, it is true American where you will sit and say eh and oh (Q6)</p> <p>It was a good feeling when we left (Q8A)</p> <p>That you can get close and touch them makes them have more respect for them. That it is not just something you see in movies and in TV, but it is living animals and creatures you have to take care of (Q13)</p> <p>So if it becomes apparent that they are not well, then I almost can't have it (Q15)</p> <p>So I don't know how much space they had</p>	<p>Yes there where definitely the difference that at orca shows the whole thing took place with the animals, as it was only the animals that were in the water, while at the dolphin show there were also humans in the water. With the orcas it was what the animals could do and with the dolphin show it was a fairytale story (Q6A)</p> <p>It looked like they were well and they had some big nice enclosures and it</p>	<p>It was Florida and there were lots of entertainment and amusements opportunities, also more than what we had time for (Q10)</p> <p>Now I will go and see it. It is not like it will close because I don't go and see it. So know we will go and see it and see what we think afterwards (Q19)</p>

		<p>behind, but immediately the enclosure that they had to swim around in when they performed looked pretty huge. And then I have some sort of imagination that they are from their own breeding, so they are born in captivity. So that eases it a little bit that it is not a dolphin that is used to swimming in the ocean and suddenly becomes accommodated in a pool and have to live the rest of its days there. That I can feel is sad, but on the other hand if it hasn't experienced anything else, then I don't think it's sad. (Q15B)</p> <p>So my viewpoint is that I'm neutral. So why specifically dolphins and whales who shouldn't be in captivity, what about all the other animals in captivity in zoos? My viewpoint is that if they are offered fair conditions where they will stay and live, then it is okay with</p>	<p>looked like they genuine wanted the animals to be well (Q8A)</p>	
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		me. But simply saying that you shouldn't keep animals in captivity, I don't know (Q22)		
Catherine	<p>I have mixed emotions about SeaWorld because I'm against it morally but at the same time they were willing and able to take severely damaged manatees that needed to be saved and without any place like that we wouldn't have anywhere for them to go so I'm really on the fence and I think a lot of people are (Q3A)</p> <p>I did see that they were both very extremely one sided in their production and I think it's fair to say that they were trying to get a point, their point of view and only their point of view (Q18)</p>	<p>Morally I'm kind of against dolphins and whales being in captivity but I'm okay with the specific dolphin research facility center on Grassy Key, only because their pens are open to the public and so does dolphins could literally jump out of the pen and leave if they wanted to (Q3)</p> <p>I've always been kind of against zoos and circuses. The first time I saw a dancing bear in a small country circus I was just nauseated. I just thought this is not right. Now something in my soul said this is not right (Q4)</p> <p>I would rather have them do it out in the open water where natural dolphins swim up to them but the chances of that happening in your lifetime is pretty slim, even living here in</p>	<p>Well the trainers run the dolphins through a certain course of behaviour while they are explaining and teaching the crowd about dolphin behaviour (Q6)</p> <p>Just because we have the ability to keep them contained doesn't mean we should. We really have no right to keep an animal contained. But again I still eat beef and chicken and I know they don't go, they don't volunteer to be slaughtered (Q15B)</p>	<p>I think it's irritating to me when there is a lot of tourists and it's very crowded and their expectations are to be entertained instead of being educated and feeling like hey I'm glad I'm participating in this so that this facility can continue its work as far. So the worst part of the experience is tourists that are there for the wrong reasons (Q5B)</p> <p>I was something that my grandchildren really wanted to do and it was a gift certificate, they participate within our community a lot and they give when</p>

		<p>the Keys were we actually see dolphins when you know we go out on a boat and see them in their natural environment. I prefer it that way. (Q5A)</p> <p>You know I just have a problem with that morally especially in todays age with technology and you can sit down and watch a film and have just as much education and information about this species that you want right up to touching them in real life, you know you can get as close to that, so why do you need to have them in a cage? (Q12)</p> <p>Why would you want to breed an animal that you know you are going to keep in captivity forever? It's one thing if you bring this animal in and its injured and it can't be rehabilitated and you are going to keep it forever that's great (Q11)</p> <p>I also believe wholeheartedly that they</p>		<p>we have like a fundraiser, so this was one of the things they had provided at a fundraiser that I had bid on, you know it's all a good cause (Q10)</p>
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do a good job so far as educating the public and treating their wildlife with respect and also being available to help stranded and other marine life down here that is in distress (Q8)

I really would like to be morally a little higher fibre and think that you know every animal has the right to live but I will swat a mosquito and hate every jellyfish that bites me so I guess I'm selective in what animals, you know I only want to save the cute ones (17:05) And that's not really fair but that is the way I feel (Q14)

But just taking my own daughter to zoos and all that, it was always a little depressing and it bothered me. But you know I think because it is culturally assumed to be the kind of thing you do with your kids, you take them to the zoo, you take

them here and you do it
(Q15)

I personally feel we've really learned all there is to learn about them and kind of why are they still in captivity except for the fact that they are very cute and they are very popular and people want to and people want to see them
(Q15A)

I stand emotionally with the Sea Shepherds and those people are a little out there, I mean they are willing to get violent and do that are literally illegal out at the sea in order to stop this and I don't agree with all of their tactics but I have to admit, they have succeeded where others have failed (Q17)

Well, I'm definitely against captivity of mammals, because I believe that they are sentient beings. I believe they are aware of themselves and I just think it's a little bit like

		<p>slavery to keep them confined. I guess culturally I'm not evolved enough to you know bring myself to become a vegetarian (Q22)</p>		
Katie	<p>I am aware that places like SeaWorld are strongly criticized by reputable people (Q13)</p> <p>and with Blackfish I thought I think it's a really interesting film and I think that it's very clever the way it focuses on human's relationships with orcas rather than just the orcas and sort of what the affect is of humans treating orcas in certain ways on the humans as well as the orcas, I think that's very affective. I think that I just felt that I'm glad they were made and that people will see them and this might actually educate people. That people will find out</p>	<p>I feel a bit uncomfortable even going to zoos really. And that's not something I am particularly interested in. As I said I been to aquariums and I don't feel particularly uncomfortable about that. I wouldn't for the ethical reasons and also just having seen dolphins in the wild, I think that's better (Q12)</p> <p>I would say I'm sort of distantly respectful (Q14)</p> <p>the way it's like animals are just there for humans to go and look at. Generally to be avoided if possible (Q15)</p> <p>I think that humans should do what they can to have as little an active impact on animals as possible but I have to temper that by saying that</p>	<p>I think I can see some genuine efforts but at the same time I think that it can also be an excuse for having the parks still open (11:49)</p> <p>And I think that is often the case, especially with cetaceans when there is so much evidence that it very severely negatively affects them. I mean SeaWorld probably have some of them in better conditions I would imagine than some of the other parks around the world (Q13)</p>	<p>I think well we were on holiday in Canada as I said and so I think in was in Vancouver or Vancouver Island. Obviously it was my moms choice of trip but I think she probably hadn't been to one before and we were there and she thought we'd both enjoy it.</p> <p>It was something different because as you probably know there aren't any dolphinariums in the UK because of the legal restrictions. So we weren't likely to ever going to Florida or San Diego or one of the other places like</p>

	<p>more about what goes on behind the scenes, because I guess they're both quite hidden, they were telling quite hidden stories (Q18A)</p>	<p>although I regularly eat meat, I'm not a vegetarian, I'm not a vegan and you know so there's lots of double standards in my own life So I support animal rights in principles but up to a point I'm also quite aware that it can be quite extremist (Q16)</p> <p>One is that it seems to be quite bad for the animals themselves as I mentioned they have reduced lifespans, they often suffer particular diseases and conditions, they live a very different life from what they would live in the wild. You know they don't have the space to sort of roam around. They don't live in the social groups they usually would, which seems to be quite important to the species. I also think the way that the cetaceans have been captured in captivity is pretty indefensible and you know unnecessarily</p>		<p>SeaWorld so I think it was an opportunity then and I guess it probably seemed a bit like going to a zoo or something, which isn't particularly morally problematic in the 80s. And it still isn't for lots of people now. I think that's how we ended up going (Q10)</p> <p>I think people go for the spectacle and to see something they wouldn't see otherwise. To know, when parents take children, knowing that they will see them as opposed to taking them on a boat and they might not see anything (Q13A)</p>
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cruel and violent. I also think from a human perspective, it would be better for people to appreciate animals as much as possible in wild or in their kind of natural habitat. Rather that sort of putting them on shows, especially for humans like they're just resources (Q22)

the conservation argument falls down quite quickly because of the fact that captivity massively reduces whales and dolphins lifespans and there's also reproductive problems that they may also have in the wild we don't know but they don't have a very good reading record in captivity. So that really kind of blows that argument out of the water. Education well, I don't see why you need to keep them in captivity to educate people about them, that doesn't really follow for me and I think

		<p>you can capture people's attention and educate them really well with TV shows (Q15A)</p> <p>I don't tend to have this really strong emotional reaction to it, I find it more interesting, well I mean I'm glad that it seems like people are starting to move away from captivity. I don't think SeaWorld is going to last much longer really. And so I'm glad and that's the main thing I feel like things are moving in the right direction probably (19A)</p>		
Maja	<p>Now I have seen quite a few shows about whales, dolphins and I think it is repeated several times that they are animals living in groups and it's just small groups, but giant groups (Q15A)</p> <p>Well I have mostly heard about Blackfish and that it was the kind that got people out of their chairs and it was nominated for many</p>	<p>So maybe it's a bit funny because I have changed opinion in relation to this practice with these animals since (Q5A)</p> <p>I think this experience served the purpose that I could set it in some kind of context later. I have kind of become more aware about what these shows actually meant and things like that (Q9)</p> <p>I go relatively often in zoos and actually like it and I</p>	<p>So I have no doubt that these places are making sure that these people who are handling the animals know what they are dealing with. I don't look at the trainers or the people who works there as being mean people or anything like that or as they are actually doing anything wrong (Q13)</p> <p>I find it difficult to picture that they are not</p>	<p>Well it was because we were on some sort of little tour on the East coast in the USA and we had started in Miami and we had reached Orlando and were there a few days and we looked at what type of things you could do in Orlando, where we found out that there were Disney World and there were</p>

	<p>awards and I think it is that way I heard about it. It might be a little weird that it is because of this I became more aware animals and what they were used for, when I haven't actually watched it (Q18)</p> <p>But especially Blackfish is on the list of what I want to watch (18A)</p>	<p>think in many ways this is a nice form of institution if you can call it that.. If it was the same size as SeaWorld and with the same animals when you sort of become aware of what the nature of these animals really are, than I could not imagine myself going a place like that (Q12)</p> <p>I think it's difficult with zoos because somewhere you can put a question mark whether it is okay to keep these animals in cages and in less space than they maybe could have in the wild.. So with zoos I think it's a grey area. (Q14)</p> <p>Well I am against captivity of dolphins and whales because I don't feel it is necessary (Q22)</p>	<p>suffering some kind of harm through this (Q15)</p>	<p>Kennedy Space Center and then there were SeaWorld. So we sort of took one day for each. (Q10)</p> <p>So I really like animals and are devoted to having them being treated right (Q14)</p>
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Activists:

Interviewees	Blackfish/ Controversies	Ethical Views	Treatment of Animals	Attitudes & Motivation
Christine	Essentially The Cove documents the drive hunts that take place in Japan each year, in which	I was there, I saw a beluga whale. It was incredibly beautiful, and captivating, but something about the situation seemed very	I do not have much memory of it, except that I remember it was very commercialized—there was an orca	I joined late 2015, because the continued exploitation of animals such as dolphins for entertainment seemed

	<p>hundreds up to thousands of dolphins are slaughtered each year while others are taken for live capture to be sold to marine parks. Blackfish tells the story of an orca named Tilikum, and his unfortunate life of captivity. Both films are incredibly impactful in highlighting the truths about the captivity industry and the means by which these animals are brought into captivity. It is the side that the industry does not wish to share, but that the public has the right to know. They have tremendously affected the public, as I don't know anyone who has seen either film and</p>	<p>wrong. It looked very lonely, and listless. Without really knowing why, I felt quite guilty looking at it. It took me several more years to understand that feeling of being a voyeur at another being's expense. (Q4)</p> <p>I do not believe that captivity is suitable for animals. I don't necessarily sympathize more with mammals, as I think other animals also show preferences towards freedom over captivity. (Q5)</p> <p>The shows lack educational value (Q6)</p> <p>If you go to one of those places, it is impossible not to see that the animals are suffering in some way. It takes wilful ignorance to think that they are happy in confinement. (Q4)</p>	<p>shaped stroller, lots of merchandise for sale, and everything was designed towards capitalizing on caricatures of animals. (Q4)</p> <p>Long before learning about the organization, I personally realized that I was not comfortable in the show or entertainment nature of zoos or marine parks and that I was deeply uncomfortable with participating in any of those forms of amusement. (Q4)</p> <p>As an organization and personally, dolphin and whale shows are unethical and exploitative. All captive marine mammals are trained through food deprivation, which is often labelled "positive reinforcement." They are asked to perform unnatural behaviors for an audience numerous times a day, and then</p>	<p>unnecessary and cruel. (Q2)</p> <p>The marine parks that keep these animals captive are very careful in their wording, suggesting that their efforts are geared towards conservation and education. While many do partake in some efforts that are truly conservation-related, at the end of the day they are a business seeking profit (Q7)</p> <p>If the public is only told that a certain attraction is something they should see and support, they have no reason not to do so. When that is further reinforced by the marketing of marine parks, and they have the opportunity to see beautiful and intelligent animals, it</p>
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	<p>still thought that marine mammal captivity was acceptable. As SeaWorld's financial reports have shown, their attendance has declined steadily since the release of Blackfish, so the impact is undeniable (Q10)</p>		<p>often confined to small tanks without any stimulation the rest of the time. The shows lack educational value and are typically meant to impress the audience, often with loud music that is harsh for dolphins and whales sensitive hearing. As has been seen in the recent past, shows in which humans and animals interact also pose a risk to the humans. (Q6)</p> <p>Holding an intelligent and highly social creature in captivity entails removing it from its natural environment and social relations. In captivity, dolphins of mixed pods are often confined in the same tank—it can be compared to people from different countries who speak different languages trapped in a small room battling for space and resources (Q9)</p>	<p>is very understandable. (Q8)</p>
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<p>Pete</p>	<p>I protested outside of San Diego so the SeaWorld of San Diego and I've protested I think four times outside Seaquarium in Miami (Q5)</p> <p>I suspect you come back in 50 years and there will be a completely different attitude towards those types of things (Q5B)</p> <p>I think it's turned around a little bit with Blackfish and the work that Ric O'Barry and a lot of other people are doing, public opinion is changing Take a look at SeaWorld's share price, like it is tanked since Blackfish came out (Q9)</p> <p>We don't have the money or resource to go competing</p>	<p>We did a mission with them were we rescued a dolphin that was being held illegally at a tourist resort just out of Jakarta (Q4)</p> <p>When I went to Sea World 2003 or 2004 with the girls I didn't really have much feeling either way. There was a certain unease about it, but you know in those days I think you know that was what people did, you went and visited these places. It wasn't like there had been a movie like Blackfish or anything like that to like show us what is wrong. You know I'm not even sure what Ric O'Barry was doing at that stage (Q5A)</p> <p>I don't like captivity of any animals... I hate zoos now, I just hate them, I just don't think we need to go keeping these animals. Look if you really wanna go learning about something, then go online, look it up, you know go</p>	<p>I mean the last dolphin facility I visited we stole their dolphin and rehabilitated it for two months and let her go (5C)</p> <p>There is so much bad treatment of those animals. I just don't think we should be keeping any of them. You know if I had my way, I'd see all of these zoo's fucking closed down. They're horrible places and you know they try and use an argument of we help the conservation of polar bears, you know give me a break. You know, this, all of this is a money making exercise and I find that zoos of all sorts, I find them horrible places (Q6)</p> <p>You are not gonna tell me about a single place that has a keeping dolphin or orca that I'll agree with. It wouldn't be one that exist. We just shouldn't be taking</p>	<p>The thing is I did take my kids to Sea World in Gold Coast, I think it was about maybe 2003 and I didn't realized at that time what a horrible place it was. It sort of seemed like the things you do, you are in Gold Coast, you take your kids to Sea World. I'm kind of embarrassed about it now (Q5)</p> <p>The first time it was because I was travelling around Australia with my family and there was all these billboards promoting Sea World. So there was these tourist places in line Like if you go to Orlando, Orlando is a big tourist in the states and they have all these billboards and advertisements and they are promoting it as one of the destinations to go to . So I was sort of</p>
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<p>with them directly, so in many ways we have to sort of be clever how we go doing things and that's where many ways the movie Blackfish was a real game changer. You know it was made on a relatively low budget (Q9A)</p> <p>It was funny when I saw Blackfish I didn't think it was going to be the game breaker that it was. I thought it was you know it was well told but for some reason it captured the publics. It made a nation and attention and it got so many awards and I think a lot of these film festivals they really embraced that movie and supported it and then you know one animal person isn't</p>	<p>have a look at it in the water. (Q6)</p> <p>They're horrible places and you know they try and use an argument of we help the conservation of polar bears, you know give me a break. You know, this, all of this is a money making exercise and I find that zoos of all sorts, I find them horrible places (Q6)</p> <p>The arguments against captivity of dolphins and orcas, that in many cases they have been stolen from the wild, certainly orca, you knew orca was stolen from the wild and dolphins, you know go and have a look at Taiji and see the brutality that happens there, it's the captivity industry that allows that to continue (Q10)</p> <p>There is no respect for those animals whatsoever. In many ways that is the main argument against cetacean captivity. We are showing zero respect for those animals and the</p>	<p>them out of the water or breeding them and then forcing them to perform tricks to entertain us (Q6AI)</p> <p>I'm opposed of captivity of marine mammals because it is simply showing these animals a total lack of respect.</p>	<p>trapped in this tourist thing you know, you go stand outside of San Diego tomorrow and you'll see 10.000 people go through these stalls and all have been influenced by a pretty big corporate advertising machine. Billboards, advertisements, online material (Q5B)</p> <p>People keep visiting these attractions because companies advertise and have a very sophisticated PR machine that they use to go promoting it as a fun day out. In many ways it's ignorance by the public at large (Q9)</p>
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	<p>going to support that movie. (Q11A)</p>	<p>sooner those places close down the better (Q10)</p> <p>These animals can go being released and you know I hope in the future we'll see a lot more of them being released (Q12)</p> <p>Most people in Argentina says captive orcas that's okay. So I think what happens is you know different cultures, with all of our cultures evolving just as we as people are evolving. Say America or Denmark or Sweden or England finds tolerable today, in 50 years it will be quite different (Q5B)</p> <p>I suspect you come back to SeaWorld in 50 years, they wont have those tanks there. Not with dolphin and orca in. They'll have plenty of entertainment for kids in there. But I don't reckon they'll have dolphin shows anymore (Q9)</p> <p>But all of this you turn up and they'll talk about how magnificent these creatures are and then they sit there</p>		
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		<p>doing tricks for the next hour. It's not education at all, it's not showing them a real orca. It's showing them an orca in captivity and it's way different to an orca or dolphin that's in the wild. It teaches them that the captivity of animals like that is acceptable. I think it's given the kids a bad education. We should be teaching our kids about respecting animals, not treating them as play thing to go entertaining us (Q8)</p>		
<p>Lori</p>	<p>And I was very honored to be part of that film Blackfish... I think Blackfish for whatever reason ended up being the short of water shed moment. It just had an incredible impact on people. Just everything came together in the right way. The cast, the director, the writers, everything. And ever since then. Ever since 2013 it</p>	<p>In 2001 we published our first big paper showing that bottlenose dolphins recognize themselves in mirrors and that paper was one of the first to show that well it was the first to show that but it was also the the paper, the last study I did with captive dolphins (Q5)</p> <p>All designed to create the atmosphere where people purchase things, where they feel good about being there and that they think that by being there somehow contributing to</p>	<p>I noted things about their concrete tank and just you know how small it was and the behavior of the animals and how they were exhibiting these stereotypies you know repetitive behaviors (5C)</p> <p>Orcas, when it comes to living in concrete tanks in places where they have to perform, I mean it is just the worst for them, and well, their welfare in these places</p>	<p>I've been to many many marine parks and aquariums just as a tourist to see, because I think it is important to not only I mean it's important to know what goes on behind the scenes and read how does that relate to what the public sees (Q5)</p> <p>Well of course like others I've been to these different marine parks throughout the years, even as a</p>

<p>continues to have an impact. It's still here, we're talking about it in 2017. And that was really the moment when people started to realise what actually goes on in these facilities and why they don't want to be part of that. It was sort of talk about Blackfish as the gift that keeps on giving. It's the truth and the truth when it's told to people in a straightforward way, can be very impactful (Q11A)</p> <p>Oh I think so, I think it's clear. I mean if you ask someone from SeaWorld they'll tell you that, they'll tell you their revenue is down ever since then, they know. Everybody knows. And when you make a documentary you</p>	<p>conservation of these animals, which nothing could be further from the truth (Q5A)</p> <p>I think in general it doesn't work. It's not a good life for any animal.. I think that is why they need to be in sanctuaries where you get them as close as possible to what they need to thrive and where the emphasis and the focus is on what do you need, not what do we need and that makes the difference (Q6)</p> <p>Then of course from the point of view of humans it gives humans, the visitors, a false sense of who they are. It makes people think that Orcas like people riding on top of them, which they don't. Or that dolphins like to jump through hoops, which they don't. They're just so from an educational standpoint, it sends the opposite message to who these animals really are, it's a</p>	<p>is just absolutely rock bottom. They just, they get too big, they're too smart, they are too wide ranging, they are too deep diving, they're too social complex and they get none of that (Q6B)</p> <p>One, it forces them to do things that they don't really want to do but they need to do to eat. It forces them into a relationship of slave master, where the trainer is really the person who holds the key to whether or not they get to eat or not, whether or not they get to be in with their buddies, whether or not they get a timeout and have to go in the back somewhere (Q7)</p> <p>They understand that they are in a concrete container where there is nowhere to go and the intelligence that leads to that understanding actually makes them more vulnerable to the</p>	<p>younger person, as a kid, you know vacations and just as recreation, but over the past few years most of my visits to facilities like this have been just to, see with my own eyes what goes on (Q5B)</p> <p>I think it's entertaining. I think people like to see beings who are different than them. People are very attracted to dolphins and whales, they recognize their intelligence, they seem mysterious to them. They are beautiful, the way they move. I think it's mainly just recreation and entertainment (Q9)</p>
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	<p>don't know what's going to happen. Fortunately, everything came together and this became the documentary for captive dolphins and whales (Q11C)</p>	<p>completely false picture of who these animals are (Q7)</p> <p>It's not there, I mean I've done a lot of research on these educational claims. There is no compelling evidence that going to see dolphin and whales in concrete tanks, in shows and otherwise has any educational value at all (Q8) My main argument is simple that these animals suffer a great deal in concrete tanks. They weren't meant to live like that and they are adapted to an open ocean where they can choose their friends and family. Where they can choose what to do on any given day. They can dive deep, go far and really experience challenges in life which is good for them you know (Q10)</p>	<p>stress of captivity because it would be if like I put you in a closet and locked the door and threw away the key and you knew you had to be there the rest of your life. Imagine what your psychology would be because you know that you are not going anywhere and that's your life (Q7A)</p> <p>Well I think, especially captivity in concrete tanks is absolutely disastrous for marine mammals. It's just disastrous we know that, they live very short, stressful lives. Everything that makes life worth living for them is taken away (Q6A)</p>	
<p>Jeffrey</p>	<p>At SeaWorld its a Sea Circus (Q6)</p> <p>They are shedding light on the issue (Q10A)</p>	<p>Generally uneducated on the topic (Q8A)</p> <p>There is no conservation happening at most Sea circuses. There is no data that shows people come out</p>	<p>It's cruel and inhumane (Q5A)</p>	<p>The number is diminishing. Those that continue to attend are not concerned with animal welfare and</p>

		of a theme park with a conservation message (Q7)		more concerned with entertainment (Q8)
SECOND				
Ric	I would also encourage people to watch ‘The Cove’ and ‘Blackfish’ to see how the dolphin and orca industry really works.	<p>Whilst working on the show Flipper, I caught, trained, and kept dolphins in captivity, and I was making very good money. You might question why I stopped. I knew, deep down, that captivity was just not right for dolphins. I did not take any action until the death of Kathy, the dolphin that played the role of Flipper in the television series. Dolphins have to consciously breathe and she chose to stop breathing, thereby committing suicide. She died in my arms.</p> <p>The next morning I was in jail, because I tried to free a dolphin kept in a small pen at the end of a pier. I walked away from the industry and went to work to end captivity for dolphins.</p>	<p>Dolphins do not swim with people and kiss people and tow people because they like to — they do it because they have to. They are trained to do it and if they do not, they do not eat.</p> <p>There is also a danger to the public. People can be rammed into or bitten by dolphins during these programmes, and the companies hush those kinds of accidents up.</p>	

		<p>Everyone can help! The easiest thing is don't buy a ticket! Don't buy a ticket to a dolphinarium, a dolphin show, or a swim-with-dolphins programme.</p> <p>Dolphins belong in the wild, and that is the best place to see or experience them.</p> <p>Dolphins smile because that is the way their faces are built for swimming through the water. They do not have muscles on their faces like we do to show their emotions. A dead dolphin is still a smiling dolphin!</p> <p>People see the dolphin smile and they think everything is alright. It's not alright.</p>		
<p>Keith</p>	<p>I then watched the Oscar winning documentary 'The Cove' and decided that I had to get involved and do something to help stop this cruel industry.</p>	<p>This is a multibillion dollar industry that is driven by money.</p> <p>The dolphin captivity industry likes to use conservation and education as an excuse to defend itself and to continue exploitation of these</p>	<p>Although I was really excited to get the chance to swim with dolphins, during the experience I started to feel uncomfortable. There was a depressing energy in the pool that is still hard to explain today - it</p>	

The dolphins are often captured in barbaric drive hunts in places like the Solomon Islands and Taiji Japan, during which a pod of dolphins are herded into a bay or cove. A number of young dolphins are selected for captivity and the remaining pod members are stabbed with spears and left to slowly bleed to death

animals. Scientists have proven that it is ethically wrong to keep dolphins in captivity

just didn't feel right. Once it was over I was left with mixed emotions and decided to look into the industry when I returned home to Ireland.

Removing a dolphin from its family and putting it into a small, featureless tank with no mental or physical stimulation prevents a dolphin from expressing its natural behaviour. It leads to health problems and, in many cases, a shortened life expectancy.

Captive dolphins often exhibit abnormal, repetitive behaviour such as chewing on the walls, crashing their heads into the wall and, more commonly, being aggressive towards trainers, members of the public and other captive dolphins.

The sad fact is that these dolphins will be made to work all day, every day, 365 days a year. They will be exploited for human entertainment and profit until the day they die.

Constant close contact with humans is extremely stressful and there are hundreds of reported attacks by dolphins on people at these facilities during interactions.

The bottlenose dolphins used in swim-with-dolphin programmes swim over 40 miles a day in the wild. They would need to swim around their tank approximately 2000 times to achieve the same distance.

Following the research I have done over a number of years, I firmly believe that it is ethically and morally

			wrong to use animals for our entertainment. No animal should have to suffer in any form for our amusement.	
Laura		<p>We have been fighting for decades to convince Congress to change this, but the public display industry (headed by SeaWorld) is a powerful lobby in Washington and through the provocation of politics and greed, they have proven a major impediment to our progress</p> <p>Dolphins are self-aware and capable of abstract thinking.</p>	<p>When captured from the wild, they are ripped violently and traumatically from their social units. Once in captivity, it is almost impossible for them to maintain a family group, which is a tragedy for these highly intelligent creatures.</p>	

Blogs

	Blackfish/ Controversies	Ethical Views	Treatment of Animals	Attitudes and Motivation
Megan	<p>I haven't seen Blackfish, the anti SeaWorld movie that has brought the world's attention to some of the practices at SeaWorld, but I've read both sides of the</p>	<p>I know the company has taken a huge financial hit as times have changed and people no longer flock to see animals kept in cages.</p> <p>Elephants no longer perform in circuses, or at least not in circuses that most of us</p>		<p>I have visited SeaWorld in California and in Orlando dating back to the 1980s, and I have had fun. I have loved watching their amazing Orcas leap into the air and plummet down in</p>

	<p>argument and a lot more around it as I've done some research for this post.</p> <p>I'm not boycotting SeaWorld because of any propaganda movie</p>	<p>would go to, and killer whales are the next elephant.</p> <p>Huge, majestic animals trapped in aquatic prison cells.</p>		<p>their huge pool at the daily Shamu show. I have laughed and taken photos alongside all the other fans as the whales ripped around the pool at speed deliberately crashing their tails down to ensure the maximum amount of water is heaved over the side onto spectators in plastic rain coats</p> <p>I just can't bear to see those whales living in tiny tanks any longer.</p>
Sarah P.		<p>In a dream world, I would not take my children to zoos or aquariums at all. I would introduce them to animals in their home environments and educate them on why we should leave them there</p>	<p>SeaWorld is really sad to see in person. I particularly remember watching a dolphin show and noticing that although children looked entertained a large number of adults looked horrified. I also remember dolphins scrambling on top of each other to be fed by visitors and covered in welts and bruises in SeaWorld's Dolphin Cove.</p>	<p>The last time I stepped into SeaWorld was 8 years ago. I struggled walking in the gates but agreed to go as a part of a non-children family excursion. Its a decision I somewhat regret but seeing SeaWorld for myself as an adult led me to make the decision to never go back long before I had children</p>
Katie	<p>The documentary film Blackfish (dir. Gabriela</p>	<p>Rather than learning about the reproductive biology of orcas, wouldn't the best way</p>		<p>I saw orcas in a marine park in British Columbia when I was a child. My</p>

Cowperthwaite, 2013) has done much to vividly inform those who weren't already aware of the arguments against captivity, which entails dolphins being violently captured and separated from their pods, kept in tiny spaces alongside strangers, forced to perform for their keep and susceptible to poor health and much shorter lives than they would have in the wild. By centring the film on the killing of SeaWorld trainer Dawn Brancheau by the orca Tilikum, the film points out the consequences of orca captivity not only for the orcas, but also for humans. It argues that keeping orcas in captivity is so traumatising that it provokes them into violence against their

to help them reproduce be to leave their habitats as healthy and undisturbed as possible

memories of it now are impressionistic – the bright blue of the chlorinated pools, the glossy black and white markings of the orcas, the oohs and aahs of the crowd not dissimilar to those you hear at a fireworks show

	<p>human keepers. Though it is sympathetic towards Brancheau and other individual trainers, the film's message about which species is to blame for such violence is very clear.</p>			
Neena		<p>But will I bring my daughter to the show? Well, no.</p>	<p>Rather than learning about the reproductive biology of orcas, wouldn't the best way to help them reproduce be to leave their habitats as healthy and undisturbed as possible</p> <p>There are many ways to amuse ourselves other than seeing these lovely creatures performing in captivity, out of fear and hunger.</p>	
Chris	<p>The unexpected success of the documentary, aided by a massive and continuous campaign by online animal</p>		<p>In addition to ending their "sea circus" shows with killer whales - shows that have received criticism up to the</p>	

	<p>activists, led to something that has been referred to as the “Blackfish Effect”: a decline in visitor numbers at SeaWorld parks, a barrage of negative publicity and declining stock prices.</p>		<p>level of the US Congress because of their lack of educational content— they will be halting any further breeding of their captive killer whales. This means that the captive killer whales currently held at SeaWorld parks will be the last killer whales held there.</p>	
<p>Wayne</p>	<p>the film “Blackfish” proved to be extraordinary in the annals of documentary filmmaking. It is exceedingly rare for an advocacy film to get a long run, and even rarer for it to get tens of millions of viewers, as “Blackfish” did, thanks to serial rebroadcasting by CNN. Director Gabriela Cowperthwaite changed the dynamics of this debate overnight with her potent film</p>	<p>I noted the revolutionary changes in the film industry where more and more producers and directors are embracing computer-generated imagery as an alternative to using live animals</p>		

Jennifer			It was amazing watching the huge killer whales performing in a number of different themed segments, including one where the sole purpose was to drench as much of the audience as possible!	We received complimentary tickets to Seaworld (but we paid for the rest of the holiday ourselves!)
Sarah E.		SeaWorld is famous, not only for its gorgeous animals, but for the shows they take part in. There are a number of these, including the Shamu whale show (although the original Shamu is long gone).	We watched the dolphin show and it made me feel as if a childhood dream had come true. It was what I imagined as a child but better. Believe it or not, I even shed a tear.	One of our recent family trips was part of a cherished dream that I had for as long as I can remember: to visit two worlds, Disney and Sea. I clearly recall aching to see a dolphin show, especially after my best friend told me about her trip when I was still at primary school. My parents never did take us to Florida and I had to wait more than 30 years to visit SeaWorld myself, now with my own children. You'll be pleased to know that it – especially the dolphins – was worth the wait.

Julie	I know there's a lot of controversy about Sea World, but we really enjoyed seeing the animals.	The kids oooooohed and aaaaaaaahed over all of the jumps		
Emilie		That said, I couldn't help feeling a little sad for the dolphins kept in these pools in pretty large numbers. My dad made a good point, though, when he said that anyone who comes here and listens to a dolphin chatter and chirrup and sees its constant beaming head is much more likely to try to help them out in terms of their conservation.	Captivating kisses in captivity. Grabbing on to the dorsal fin of what feels like a giant, velvety muscle to be escorted through the water is as good as it looks on these Johnsons' faces.	
Rosevine Cottage Girls		<p>This show was amazing! I absolutely love dolphins so this was spectacular!</p> <p>I always liked dolphins but I really fell in love with them after Sea World. They taught me a lot about marine life and made me passionate about them.</p> <p>I love this one, it looks like it is smiling</p>		Sea World has to be one of my favorite places! I love how magical it is, like being a kid... anything could happen. I've been here twice in my life, once for my second birthday and the second time for an early birthday present for my 18th birthday. I have to say, it's a great birthday present.

Ed		I strongly doubt that guests want an end to the killer whale shows	No, what we want to see is these giant, deadly, beautiful creatures jump high out of the water and land with a splash. We want un-transgender women in bathing suits to ride them around and do acrobatic stunts. In short, we don't want education; we want entertainment. But audiences want to see the killer whales do tricks, not learn about their behavior in the wild.	
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Reviews

Username	Blackfish/ Controversies	Ethical Views	Treatment of Animals	Attitudes and Motivation
Thomasworld (SeaWorld, 2 stars)	After watching that I have to say it left me feeling very uncomfortable about the ethics of the park Thought provoking documentary	For us as a family after watching this and thinking back to the small pools the whales were in that we hadn't even thought about at the time it left an	Normalising the behaviour Small ponds	

		unpleasant taste in the mouth		
Abigail L. (SeaWorld, 5 stars)		Like the advert say 'know the facts'	Speak to people in the park about the park and their ethics	
Vincent D. (SeaWorld, 4 stars)		Difference of opinions when it comes to the ethics	Up close and personal	
Chris B. (SeaWorld, 3 stars)		Questionable ethics Heartbreaking to see them in captivity	It seems we are being increasingly aware of the hardship that captivity and performing for the crowds The problem with SeaWorld is the Orcas End to this part of the attraction	
19Lauren87 (SeaWorld, 5 stars)	Unsure about visiting given the media and movie Blackfish	Shows were amazing	The animals were not forced to do anything they didn't want to do	
Emily K. (SeaWorld, 5 stars)	Many people have reservations about SeaWorld because of Blackfish movie The movie is a bunch of crap	SeaWorld we love and support you		The entire staff cares and loves every animal My Boyfriend and I have season passes to SeaWorld

Waltsmom (SeaWorld, 5 stars)	SeaWorld has taken a lot of hits for Blackfish	They really seem to be doing a great job of caring for and educating the public		
Norma S. (SeaWorld, 4 stars)	But can't help see how Blackfish documentary was correct on things		The orca whales have their fins bent (they're stressed) and they're too big to be in those habitats	
Christy Tasso (SeaWorld, 1 star)		I regret going First and last time While they keep shows with animals that should be free	I felt the animals were not well treated The one ocean show must end Small and perform.	Bought a tour that included this
Mira M. (SeaWorld, 5 stars)		Unforgettable day Amazing park and even more amazing shows		
Charbitten (Loro Parque, 4 stars)		Very entertaining and impressive though you have to question the ethics of keeping animals like Orcas in comparatively small pools	Some thing struck me as not right	We got a deal
Ronnieegan (Loro Parque, 4 stars)		Main purpose seem to drench the crowds with water	Dolphin shows may be acceptable Some people may find it distasteful,	

			especially when watching the Orcas	
Bar-raul-tamaimo (Loro Parque, 1 star)		Barbaric and unnecessary	The Orca's looked marked up and lethargic Apalled to see size of pools Geared very much for the visitors rather than the inhabitants	Great expectations
Mike S. (Loro Parque, 1 star)			The tanks are dirty Missing teeth, new and old wounds It's disgusting to have animals in cages and use them to entertain people	To photograph the conditions of the animals
Floralfawn (Loro Parque, 1 star)			Wrong to be enslaved, forced to perform for food and suffer Stressed, lonely and confused Dolphins and whales are the second most intelligent animals in the world	
Andy B. (Loro Parque, 3 stars)		And on the surface everything is awesome.	The pens are way too small.	Great, fun and interesting day.

		We are fascinated by seeing lions up close safely. They clearly aren't happy.		
L0nd0nDan (Loro Parque, 4 stars)		Dolphin and orca shows seemed solely to bring in the crowds rather than conserve a species	Well catered for Felt a little sad for the dolphins and orcas	
DingleLady2118 61 (Loro Parque, 1 star)		Should only be seen in the wild	Orcas are mammals with emotions almost the same as people	
ART300 (Loro Parque, 4 stars)	Reference to Tilikum's death	Sad to see the Orcas and dolphins in captivity.	I noticed one of the Orcas had a collapsed dorsal fin which is a sign of distress according to experts	Very pleasant day
SLloyd005 (Loro Parque, 1 star)		Felt ashamed for myself for even considering going	Orca whales cooped up in enclosures	
Mumsknow (Sea World, 1 star)	I have since then watched the cove and blackfish and am ashamed that I ever paid money to such a cruel self serving industry	Was devastated that I exposed the to this as ok or normal	The tanks seem so desperately small Overtly commercial with the presentation of animals as play things or objects for entertainment	Took my family with an open mind
Marjen 183 (Sea World, 4 stars)			We wonder about the ethics of being	Has something for everyone

			entertained by trained animals	
Soundchain (Sea World, 3 stars)	After The cove my perception has changed	It has now made me sad but grateful I could see these magnificent creatures in such close proximity I have a photo of a dolphin smiling back at me but only now do I see its desperation for freedom		Sea World was on my list of things I had to do
OnlyStayInTop Rated (Sea World, 1 star)	Remember Blackfish	What a horrible it is Are entertainments shows really helping? You should go to their natural environment		
Ritu A. A. (Sea World, 3 stars)		The dolphin show is the best thing I've ever seen		
Thlkenneth (Sea World, 5 stars)		Learned so much about dolphins	Swam and played with dolphins	Family package
Hellomrpostman (Sea World, 4 stars)		Please review the habitats where the animals are put		Visited almost 20 years ago

Mmmd2017 (Sea World, 5 stars)		Highlight were always the dolphins		Been there many times over the last 20 years
Umma1709 (Sea World, 5 stars)		Just seeing how passionate these people are to these animals despite the rumours	The staff who look after them are so caring and loving to them Shows are outstanding	
Megan C. (Sea World, 2 stars)		It broke my heart to see the dolphins because you can see how sad they look		

Appendix 5: Umma transcript

1. Name, Age, Occupation, Country - **Umma Khanom-Gittings, 26, Ophthalmic Dispenser, Born-England, Migrated to Australia**
2. When and where did you visit a dolphin or whale attraction? **We visited Sea World in Gold Coast, Queensland in February 2017.**
 - a. Have you visited several? **No, this would be the first time I have seen dolphins in captivity**
 - i. If yes, how do they differ from each other?
 - b. Have you visited several times? **We were there on vacation, so we have only visited the park once.**
 - i. Why do you keep on going there?
3. What were your thoughts before going? **Initially, we did hesitate in going. We had heard that Sea World mistreat their animals, especially after the Tilikum incident in Florida, USA. We mentioned this to our friends, who were also hesitant at first. However, we investigated further and found that the resort in Gold Coast is, in fact, working closely with the Australian government to help release dolphins and seals back into the wild. They only ever take in dolphins or seals that are too injured to survive in the wild.**

- a. Did you have any expectations? **Even with our extensive research we were still hesitant in going.**
4. Can you describe your experience?
 - a. What was the best part of this experience? **The shows were very impressive, especially the dolphin show. The best part was hearing from the staff that look after these animals. They explained how they look after them and also how we can help protect the species - being mindful of what we throw away. Recycle plastic bags, cut apart the things that hold cans together etc. The dolphins also have a very large pool outside of the show area where they can socialise and play with each other out of the way of the public.**
 - b. What was the worst part of this experience? **There wasn't anything.**
5. Can you describe your experience at their shows in particular? **I have attached some photos of the dolphins. I did have some videos but they are over 400mb in size (4K video) so cannot send them via email. However, they show was the trainers swimming with dolphins and then the dolphins playing and doing jumps out of the water. The dolphins were constantly rewarded with treats (fresh fish). Alongside this, they each took turns to talk to the audience and explain the impacts of humans on dolphins and how we can help protect them.**
6. Did you swim with dolphins? **No, we did not. But the option was there**
 - a. If yes, could you describe it?
7. What did you get out of this experience? **See above.**
8. What did you learn from this experience? **The things we can do to help protect dolphins in the wild and prevent any more of them being harmed or even killed.**
9. Why did you visit this attraction? **We were on vacation and so it was a local attraction and was heavily recommended by friends and also on numerous sites online.**
10. Was this experience what you expected? **If anything, it was better than what we had hoped it would be. It was great to see the animals were happy and well cared for, not just the dolphins either.**
11. Would you visit an attraction like this one again? **We'd visit this park again, we would only visit other ones if we knew the animals are cared for properly.**
 - a. Why/why not? **See above.**
 - b. Why should I visit/why should I not? **As mentioned earlier, you can see the hard work the staff put in to care for the animals and the shows are not only**

entertaining but also inform you and educate guests on marine life and our impact on them.

12. What do you think about conservation and education in relation to these attractions? **Again, all shows educated the visitors on each animal and what we can do to help. It tells you more that you probably wouldn't know.**
 - a. Is it an important part of the attraction? **I think so. Whether people absorb it or not, it is important for those that do listen (such as us).**
13. How would you describe your relationship towards animals in general? **I love animals! More than humans, haha! 😄**
14. What do you think about animals in captivity? **In the right conditions, and if it is to save their life; i.e. if they are injured and would otherwise die in the wild, then I am all for it. In addition to this, endangered animals such as tigers, elephants, pandas etc must have support from humans and help them to grow their numbers in the wild.**
 - a. What do you think about dolphins and whales in captivity? **Having seen the dolphins, they are kept in a very large area and there isn't many of them and many are rescued. As for whales, due to their sheer size, I believe it is impossible to keep them in captivity and should not be done, unless you have a gigantic tank...which doesn't actually exist in the world. Conservation of these animals should be done in other ways.**
 - b. Is there a difference between keeping dolphins and whales? **Yes.**
 - i. If yes, what? **As outlined above, whales are far too large to be kept in captivity.**
15. What do you think about animal activists? **I think they're great. Animals don't have a voice. And anybody willing to fight for the survival of these animals are amazing. However, I don't agree with vegans who force veganism upon you.**
16. Have you signed any petitions for animal organisations? **Yes**
 - a. If yes, which? **I have signed many petitions on change.org Most recently, was one protecting the Little Penguins in Australia. They were brutally attacked on a beach by a human and he got away with very little, to no consequences.**
 - b. Have you participated in other activities against animal cruelty? **No.**
 - i. Which?
17. Have you ever watched Blackfish or the Cove? **No I have not.**

- a. If yes, did they affect you?
18. Have you heard about this issue in the media? **Yes, I am aware of the treatment of Tilikum and the dolphins in Japan. I didn't watch them as I knew it would greatly upset me.**
- a. Has it affected you in any way? **It upsets me that people treat animals in such a way. Especially the Japanese festival. These brutal murders should not be allowed on such an amazing species. I don't think we are a superior being so why should we think it's ok to treat other species like that.**
19. Have you researched the issue of dolphins and whales in captivity? **Not in great depth but I am aware of the stories mentioned above.**
- a. What has it taught you? **I think it has made me more aware of what goes on in the world more so than I already knew.**
20. Have you heard about sea sanctuaries? **Yes, briefly.**
- a. Do you believe this could work? **I think it is a good idea, as to the logistics of it I am a little pessimistic. If the whales are sick, how can they ensure that they don't affect the wild whales or wildlife around the captive area.**
21. Can you explain why you are for or against captivity of mammals? **In the right cases, I am definitely for the captivity of animals. I never condone the keeping of animals for purely a tourist attraction. So long as the park or reserve show signs of doing their part to help the species and protect them. In cases where they rescue injured animals and give them a better life than what they would have in the wild (potential imminent death) then, again, I fully support this.**

Appendix 6: Mira transcript

Jeg havde forventninger om at opleve noget jeg ikke lige ellers kommer til at opleve herhjemme (Q4A, 1:50)

Jeg havde håbet på at børnene kunne få et close encounter med nogle dyr (Q5, 2:20)

Så var vi inde og se de her shows og det var jo ganske fantastisk (Q5A, 2:45) Både ved Spæghugger shows og delfin shows er man lidt på afstand og tænker ”hold da op hvordan kan det lade sig gøre” (Q5A, 3:10)

Jamen det er true american hvor man skal sidde og sige eh og oh (Q6, 4:00) Det er jo facinerede og se hvad de kan gøre med dyrerne og man bliver lullet ind i sådan en eventyr verden (Q6, 4:05) Altså jeg er facineret af at man kan få store dyr til at gøre sådan der (Q6, 4:19)

Well, it is true American where you will sit and say eh and oh (Q6)

Ja altså der er helt klart den forskel at ved spæghugger shows der foregik alt med dyrene, der var det jo kun dyrene der var i vandet mens til defin shows der var der også mennesker i vandet (Q6A, 4:35) Ved Spæghugger der var det hvad kan dyrene og ved delfin shows der var det sådan en eventyr fortælling (4:45)

Yes there were definitely the difference that at orca shows the whole thing took place with the animals, as it was only the animals that were in the water, while at the dolphin show there were also humans in the water. With the orcas, it was what the animals could do and with the dolphin show it was a fairytale story (Q6A)

Vi nøjes pænt med at stå og kigge på dem og nyde synes af dem (Q7A, 5:35)

Det så ud som om de havde det godt og de havde nogle store fine indhegninger og det så ud som om man oprigtigt gerne ville have at dyrene skulle have det godt (Q8, 6:00) Det var en god fornemmelse da vi gik derfra, vi havde jo på forhånd hørt om omkring det her om hvor vidt dyrene havde det godt. Altså den overflade vi så der så det ud som om dyrene havde det godt (6:20)

It looked like they were well and they had some big nice enclosures and it looked like they genuine wanted the animals to be well (Q8A) It was a good feeling when we left. We had beforehand heard this about whether the animals were well.

Ikke til showsene, der vil jeg ikke sige man lærte så meget (Q9, 6:40)

Det var Florida og der var masser af underholdning og forlystelsers muligheder, også mere end vi lige kunne nå (Q10, 8:00)

It was Florida and there were lots of entertainment and amusements opportunities, also more than what we had time for (Q10)

Jamen fordi man havde muligheden på at komme tættere på dyrene end man plejer at have ellers (Q12A, 8:40) Jeg synes der var god plads både til os og til dyr (9:00) Det var en god oplevelse.

At man kan komme tæt på og røre dem gør at de fik en respekt for dem (Q13, 9:55) At det ikke bare er noget man ser på film og på fjernsyn, men det er levende dyr og væsner man skal passe på (10:00)

That you can get close and touch them makes them have more respect for them. That it is not just something you see in movies and in TV, but it is living animals and creatures you have to take care of (Q13)

Sådan helt almindeligt (Q14, 10:25)

Altså hvis jeg kan ikke hvis det skinner igennem at de ikke har det godt så kan jeg næsten ikke have det (Q15, 10:55) Der var den her (isbjørn) der bare gik frem og tilbage, frem og tilbage, frem og til. Jeg blev helt syg i min mave af at se det. Den stakkels fyr der. Sådan noget kan jeg altså ikke have, (11:10) Hvis jeg kan se de har det rimeligt, så det ok (11:20) Og så skal man selvfølgelig stadigvæk at dyr i fangeskab kun er for vores underholdnings skyld, det er jeg udmærket klar over men jaer. Når nu de er der så skal de også have det godt (11:30)

So if it becomes apparent that they are not well, then I almost can't have it (Q15)

Jeg har hørt at der skulle være noget diskussion om at dyrene ikke har det godt i SeaWorld og lignende men jeg må indrømme jeg ikke har sat mig ind i hvad det gik ud på (Q15A, 12:20)

I have heard that there were some discussions about how the animals were not well in SeaWorld but I have to admit that I haven't been informed about it (Q15A)

Altså jeg ved jo ikke hvor meget plads de havde bagom, men umiddelbart så så det anlæg som de havde at svømme rundt i da de optrådte så ud til at være ret stort (Q15B, 12:40) Og så har jeg en eller anden forstilling om at de er fra eget opdræt af, altså de er født i fangeskab (12:55) Så det lemper det måske en lille smule at det ikke er en delfin der er vant til at svømme rundt i havet og lige pludseligt bliver indkvarteret i et bassin og skal leve resten af sine dage der (13:05) Det kan jeg godt synes er synd, men på den anden side hvis ikke de har oplevet andet så synes jeg ikke det er synd. Det er jo lidt ligesom med mennesker (13:10)

So I don't know how much place they had behind, but immediately the enclosure that they had to swim around in when they performed looked pretty huge. And then I have some sort of imagination that they are from their own breeding, so they are born in captivity. So that eases it a little bit that it is not a dolphin that is used to swimming in the ocean and suddenly becomes accommodated in a pool and have to live the rest of its days there. That I can feel is sad, but on the other hand if it hasn't experienced anything else, then I don't think it's sad. (Q15B)

Der stod jo noget med at der var en heftig debat omkring dyr i fangeskab eller ej og det måtte man jo så gøre op med sig selv men det jo var et flot show og det var en fantastisk park og det må jeg give dem det var det altså (Q16, 13:55)

Nej det har jeg ikke. Jeg har hørt om den og jeg har tænkt mig at jeg skal se den men jeg har ikke set den endnu (Q18, 14:55)

Nu tager jeg over og ser det. Det er der jo ligesom og det er ikke fordi det lukker ikke fordi jeg ikke kommer og ser det. Så nu tager vi over og kigger på det og så ser vi hvad vi synes om det efter (Q19, 16:05)

Now I will go and see it. It is not like it will close because I don't go and see it. So know we will go and see it and see what we think afterwards (Q19)

Jamen mit udgangspunkt er at jeg er neutral. Altså hvorfor specifikt delfiner og hvaler som ikke skal være i fangeskab, hvad så med alle de andre dyr de holder i fangeskab i zoologisk have? (Q22, 17:10) Det er mere sådan skal man gøre det eller skal man ikke gøre det? Om det specifikt er delfiner eller hvaler det har jeg ikke nogen holdning til. Min udgangspunkt er at hvis de ellers bliver budt på rimelige vilkår hvor de nu skal bo og leve så er det sådan set ok med mig. Men ligefrem at sige man slet ikke skal holde dyr i fangeskab, det ved jeg ikke.

So my viewpoint is that I'm neutral. So why specifically dolphins and whales who shouldn't be in captivity, what about all the other animals in captivity in zoos? My viewpoint is that if they are offered fair conditions where they will stay and live, then it is okay with me. But simply saying at you shouldn't keep animals in captivity, I don't know (Q22)

Appendix 7: Catherine transcript

They have several different varieties of ways you can interact with the dolphins there. Morally I'm kind of against dolphins and whales being in captivity but I'm okay with the specific dolphin research facility center on Grassy Key, only because their pens are open to the public and so does dolphins could literally jump out of the pen and leave if they wanted to (Q3, 1:00)

My grandchildren went on a school trip to SeaWorld in Miami, because they live in Miami beach and my daughter was not very thrilled that they went. She decided that in the future, she would rather have them not go to SeaWorld (Q3A, 1:40) And I have mixed emotions about SeaWorld because I'm against it morally but at the same time they were willing and able to take severely damaged manatees that needed to be saved and without any place like that we wouldn't have anywhere for them to go so I'm really on the fence and I think a lot of people are (2:00)

And I've watched it evolve over the years and become more interactive with the people that go there and the tourism become you know larger (Q3B, 2:30)

I just thought it was cool that you could see the dolphin and they were trained and what not. It wasn't until I was older and learned about Barry? I forget his name. The guy that actually trained the original Flipper and he's been down here and he's a very unusual character in that he really feels strongly and passionate about this, but at the same time when he first started he was trying to release dolphins and they were not ready to be released in the water at that time. So he got a real bad reputation especially down here in the Keys. So I just became more interested and I've always been kind of against zoos and circuses. The first time I saw a dancing bear in a small country circus I was just nauseated. I just thought this is not right. Now something in my soul said this is not right (Q4, 3:35)

No, because I live down here I kind of knew the types of behaviours that they are trained to do and the kind of interactions that they would have. I was a little surprised at how smoothly and how well they are trained. You know they really don't need a lot of prompting. You know they really work on cue (Q4A, 4:10)

You are greeted at the entrance with a giftshop and then you are also given a lot of information about the different programs that they have and then you can also just go through and look and sit down and see different. I don't know, I mean I have to call them a show. It's not technically a show, but it really is. You can participate at different levels and what not and you usually have to call in advance for that because they get booked up really fast (Q5, 5:10)

How excited my grandchildren were to actually be in the water and able to touch a dolphin. That really is exiting. I would rather have them do it out in the open water where natural dolphins swim up to them but the chances of that happening in your lifetime is pretty slim, even living here in the Keys were we actually see dolphins when you know we go out on a boat and see them in their natural environment. I prefer it that way. (Q5A, 5:40)

I think it's irritating to me when there is a lot of tourists and it's very crowded and their expectations are to be entertained instead of being educated and feeling like hey I'm glad I'm participating in this so that this facility can continue its work as far as (Q5B, 6:15) So the worst part of the experience is tourists that are there for the wrong reasons (7:10) I don't know how else to put it. You know they are pushy and they think it's like this isn't Disneyland. You know, these aren't mechanical rides. These are sentient beings as far as I'm concerned. (7:25)

Well the trainers run the dolphins through a certain course of behaviour while they are explaining and teaching the crowd about dolphin behaviour (Q6, 7:45) So they would show them how they would normally hunt for fish in the wild or something like this and then they will have the dolphin on cue show that behaviour. So it is an educational program but in reality you know a dolphin, you would not go out on a boat and whistle for the dolphin and he is going to jump in the air (8:05) It's not reality (8:10)

You have to go through a training course and I believe you have to sign up fairly far in advance, they're usually crowded (Q7, 8:25) Like I said I'm morally against it, but if these guys wanted to leave they could just jump over the fence, so I don't find it that offensive (9:05)

Well, I got the joy of seeing my grandchildren enjoy themselves (Q8, 9:20) I also believe wholeheartedly that they do a good job so far as educating the public and treating their wildlife with respect and also being available to help stranded and other marine life down here that is in distress. (9:45) We have a turtle hospital down here that basically does the same thing you know and they are really focused on releasing turtles, whereas the dolphin research center is more focused on propagating the business of the dolphin research center (10:00) you know making sure it stays open and profitable even though it's a non-profit organisation

There is a lot to be learned. I didn't personally learn anything I didn't already know about the dolphins (Q9, 10:20) but I think that is because I live down here you know. They teach about the habitat, different feeding and they teach about sustainable fishing and types of fishing that would hurt dolphins and types of fishing that have been changed and reasons why (10:40) They do a lot to save the world and ecology

I was something that my grandchildren really wanted to do and it was a gift certificate, they participate within our community a lot and they give when we have like a fundraiser, so this was one of the things they had provided at a fundraiser that I had bid on, you know it's all a good cause (Q10, 11:25)

Yes it was (Q11, 11:50) As far as going to SeaWorld, they told me about it and they said that they were surprised that the tank was as small as it was when they saw the great big whales there. (12:05) Though and they're children so even it had an impact on them and they were surprised. The one said "it was like he was in a bathtub" is the way he described it (12:15)

Well I wouldn't want to visit there, but as I said I have mixed emotions (12:30) You know I really want to see them all gone but if they are gone, if those facilities aren't there, where do we take injured marine mammals? (12:40) We don't have a facility. So I am kind of in favour of the law that was passed recently where they can't go out, you know they haven't been able to go out and get live free dolphins and make them captive and that's been a law for a long time I believe (13:00) I think that's really good. Why would you want to breed an animal that you know you are going to keep in captivity forever? It's one thing if you bring this animal in and it's injured and it can't be rehabilitated and you are going to keep it forever that's great (13:45) You know and that's what we need, but then again the human population doesn't want to go and see injured animals necessarily. They want to see healthy, fun animals that can jump up and do tricks (13:55) So I think it's humans that have to change (14:00)

I have been around and seen other places (Q12, 14:30) But again where are they getting their wildlife from? (14:50) and are they breeding wildlife just to be on display? You know I just have a problem with that morally especially in today's age with technology and you can sit down and watch a film and have just as much education and information about this species that you want right up to touching them in real life, you know you can get as close to that, so why do you need to have them in a cage? (15:20)

Well I think it is the most important part of the attraction. I don't think that that is the main reason why most people go (Q13, 15:50) The ideas are planted in the kids earlier (16:15)

I like animals (Q14, 16:40) I'm not the kind of warm fuzzy going around petting others people's pets (16:45) I really would like to be morally a little higher fibre and think that you know every animal has the right to live but I will swat a mosquito and hate every jellyfish that bites me so I guess I'm selective in what animals, you know I only want to save the cute ones (17:05) And that's not really fair but that is the way I feel (17:15)

It bothers me a great deal and it always has (Q15, 17:25) just in my core when we used to go to a little zoo called Turtleback zoo when I was younger and you could actually ride on these 100 year old tortoises and I thought it was great when I was a kid and when I look back on it and think of these poor tortoises. I don't think they allow the kids to ride on them anymore (17:45) But just taking my own daughter to zoos and all that, it was always a little depressing and it bothered me. But you know I think because it is culturally assumed to be the kind of thing you do with your kids, you take them to the zoo, you take them here and you do it (18:05) My daughter is a little more selective in where she takes her kids and when she does take them, she talks to them about it like "what do you think about this animal being here? Do you think he is enjoying himself?" you know. So I guess I must have rubbed off on her somewhere (18:25)

I personally feel we've really learned all there is to learn about them and kind of why are they still in captivity except for the fact that they are very cute and they are very popular and people want to and people want to see them (Q15A, 18:50) I do think that it is good for people to be able to see sea creatures in you know, have the touch tanks and things like that. But I would really rather see us take some of these creatures from the ocean, put them on display for a week and put them back in the ocean. Get a new set and know that is not really realistic idea, but you know in a perfect world you know unless we could actually communicate with them and have them be volunteers you know that it's really, I don't know. (19:25) I think a lot of people feel the same way as I do where they are on the fence (19:40) There is a lot of truth in that if you don't let people see an animal and educate them about the animal, they don't care about the animal goes extinct (20:00) Teddy Roosevelt was a hunter but he started all the parks (20:10) So he was a conservationist even though he had dead animals hanging around his house.

I'm very glad that they not are going to breed orcas anymore (20:40) I don't know if that is going to cost them to go out of business like protecting the animals did to the Ringling Brothers (20:50) But frankly if that's what happens that's what happens. (20:55) It will evolve however it is going to evolve (21:10)

I think it is the same for all animals (Q15B, 21:20) Just because we have the ability to keep them contained doesn't mean we should (21:50) We really have no right to keep an animal contained (22:00) But again I still eat beef and chicken and I know they don't go, they don't volunteer to be slaughtered

He went from being a trainer to being an activists and I can understand his heart and reasons why he changed, but he also went about it in such a way that he did not educate himself, he was trying to let these animals out that he actually did them more harm than good (Q16: 23:05) He kind of made a bad name for himself and some of these animal activists are still following this mentality (23:15) I think what we really have to do is change the paying publics idea of what they are paying for that they are really paying for research development and health for the animals, they are not paying to be entertained (23:45)

I stand emotionally with the Sea Shepherds and those people are a little out there, I mean they are willing to get violent and do that are literally illegal out at the sea in order to stop this and I don't agree with all of their tactics but I have to admit, they have succeeded where others have failed (Q17, 24:55) If facilities work together with the activists maybe they can come up with solutions that maybe everyone is not happy with but everybody can agree to (25:25) You know they have to compromise somewhere (25:30)

In fact watching the Cove is how I discovered the Sea Shepherds (Q18, 25:50) It was very interesting and disturbing (16:10)

Absolutely, but at the same time I did see that they were both very extremely one sided in their production and I think it's fair to say that they were trying to get a point, their point of view and only their point of view (26:40) So you have to watch that the same way that any production that would be pro killing a dolphin would only show their point of perspective (26:55)

It did heighten my awareness, that I didn't know this was going on (Q18A, 27:15) I thought that marine mammals were a lot more protected than they are and I didn't realise that this was going on at all (27:25)

It's a lot better than what is happening to them now I feel (Q21, 29:40)

Yeah, I think it could work, but again where is the funding going to come from? (Q21A, 29:55) It has to be something that people is willing to support.

Well, I'm definitely against captivity of mammals, because I believe that they are sentient beings. I believe they are aware of themselves and I just think it's a little bit like slavery to keep them confined (Q22, 31:05) I guess culturally I'm not evolved enough to you know bring myself to become a vegetarian (31:35)

Appendix 8: Katie transcript

No I haven't not since then (Q3A, 1:06) I mean Aquariums but not with cetaceans no (1:13)

I don't think so because I was about 8 years old (Q4, 1:36) and it's really hard to sort of know how I felt then without putting my own thoughts now (1:46) rejecting them back. I think I might have thought it was a bit of. I think I was struck by the seize of the Orcas that I saw (2:00) and the seize of the tanks they were in (2:04) But I don't think it really sort of developed into serious thoughts about it (2:12)

I think I was really quite exited (Q4A, 2:18) And we were on holiday anyway in Canada and you know I've never been further than sort of France or Italy before then so you know that was all quite exciting (2:32) My main expectation I think was to see something different and exciting (2:43)

I remember there was a show with the trainers throwing things to the orcas and that sort of thing, the usual kind of thing (Q5, 3:03) Doing tricks. I can't really remember which tricks, it's a while ago and then going downstairs they had a glass site to the tank that you could see under the water (3:20) And I think there were a couple of orcas in that tank. I liked that, sort of being able to see them underwater kind of from that perspective (3:33) And I can't remember what else they had in the park (3:40) I only really remember they had Orcas.

I think probably just the opportunity to see an animal I've never seen before and was unlikely to sort of bump into again or even see in the wild or you know (Q5A, 4:04) if you do get occasional cur sightings from the UK but not were I was living. Didn't live near the see so (4:11) Yeah I think that was the main think, kind of seeing something unusual and it was sort of more inspiring as well, it's big creatures and so kind of different looking from humans and I think orcas particularly are very sort of noticeable because of the black and white markings and things. They are very sort of distinctive (4:35) They could be kind of dangerous, they obviously don't have the same reputation, because they are so big and they have teeth and wanted to go for you if they could (4:58) I remember thinking they were beautiful (5:07)

I don't think I really saw many negatives (Q5B, 5:25) again being 8 years old. I don't really remember any. I remember it being excited. As I mentioned in the blog that I wrote that you read I do remember afterwards when we'd gone down and looked at them from the side of the tank, apparently one of the Orcas penises were sort of like out and I don't think I remember it but my mum used to tell the story afterwards (5:55) Me being like, wow look at that. What's that mummy? Which is embarrassing afterwards, when she tells the story but that's okay. Yes I don't really remember anything particularly negative from that time.

I think I got a sense of, some sense of what Orcas are like and I think before I'd probably seen them on TV and read about them a little bit again you know at child's level (Q8, 6:38) So I didn't know a great deal and I didn't really know about cetaceans either so I think just getting a sense of size and power (6:49) And what they could do I mean (6:55) You know unfortunately they sort of do tricks and things but I suppose that was still something I learned at the time (7:07) And I'm sure they told us facts about them but I don't remember (7:13) I think that it was really a sense of seeing something for yourself, you know a bit like since then I've seen dolphins in the wild and things and again it's a similar experience, I mean it is sort of more, there is obviously the ethical arguments but it's also in some ways more magical seeing them in the wild (7:40) because it's random, you don't know it is going to happen (7:45) There's all that and the moment of coming across something by surprise.

I think well we were on holiday in Canada as I said and so I think in was in Vancouver or Vancouver Island (Q10, 8:05) Obviously it was my mom's choice of trip but I think she probably hadn't been to one before and we were there and she thought we'd both enjoy it. It was something different because as you probably know there aren't any dolphinariums in the UK because of the legal restrictions (8:38) So we weren't likely to ever going to Florida or San Diego or one of the other places like SeaWorld so I think it was an opportunity then and I guess it probably seemed a bit like going to a zoo or something, which isn't particularly morally problematic in the 80s (8:57) And it still isn't for lots of people now. I think that's how we ended up going (9:06)

I don't think so (Q12, 9:18) No. I feel a bit uncomfortable even going to zoos really. And that's not something I am particularly interested in. As I said I been to aquariums and I don't feel particularly uncomfortable about that although I have friends who are involved with cetaceans conservation and I can completely see their point (9:42) So no I wouldn't for the ethical reasons and also just having seen dolphins in the wild, I think that's better so (9:53) No I wouldn't, I don't think I would go (10:36) I think it is nicer to see them in the wild and I have done that and I would do that again (10:45)

I think it's tricky because I'm sure that there are some genuine and helpful efforts in terms of conservation and education that they do make and obviously it will depend on individual organizations and I don't know enough about specific ones and you know so I wouldn't want to make strong criticisms myself although I am aware that places like SeaWorld are strongly criticized by

reputable people (Q13, 11:29) I think I can see some genuine efforts but at the same time I think that it can also be an excuse for having the parks still open (11:49) And I think that is often the case, especially with cetaceans when there is so much evidence that it very severely negatively affects them. I mean SeaWorld probably have some of them in better conditions I would imagine than some of the other parks around the world (12:09) So else I think it's just kind of hard to trust the claims or a group that's willing to go, although SeaWorld don't do this anymore, but to capture the animals in the way they do (12:23) Which isn't very careful. It's venal and no doubt traumatic and obviously, we don't know much about the experience of trauma amongst cetaceans. I just find it quite hard to trust them. Because their ultimate goal really is making a profit (12:42) I wouldn't say they are a 100% false claims but I think they're interested claims (12:55)

I doubt it (Q13A, 13:16) I think people go for the spectacle and to see something they wouldn't see otherwise. To know, when parents take children, knowing that they will see them as opposed to taking them on a boat and they might not see anything (13:32) Probably, that would be my guess. I'm sure some people do go and some children will go because they've read books about whales and dolphins and they want to know more about them and in that sense, it is educational (13:52) But yeah I don't think it is the main.

I would say I'm sort of distantly respectful (Q14, 14:09) I think, so I don't have any pets and I'm not particularly interested in having them, I like that partly because it presents a strong sense of responsibility and a duty I would feel (14:25) Which anyway is sort of like respecting them but it might look as an outsider that you don't have any pets because you hate animals and that's not the case (14:34) But I don't think I'm especially sort of sentimental about animals in a way that a lot of British people are (14:41) But I think I don't like people being sort of chalice about them either or unnecessarily cruel (14:51) So I'm sort of a bit in the middle I supposed and I think cetaceans there is this sort of moral element because a lot of them are endangered and I'm definitely anti-endangerments (15:09) You know I sort of support the environmental movement and interested in climate change and things (15:20) And I think that's one of the biggest threats that animals face and I am generally concerned about that (15:28) And a huge part of that is a kind of mist match between humans sort of needs and desires first and other animals, but in my research I am very interested in human's relationships with animals as well (15:48)

I think there are some cases where there is no argument for it (Q15, 16:09) Well one of the things that I sort of touched on in my blog is this thing of when you kind of bred animals in captivity and they can no longer manage in the wild, they don't really have much choice, so you have to make some hard decisions about how and when you stop that if you do want to stop it (16:32) Obviously there are places where if animals are even living in the same place and certain animals will kill the humans and that's obviously not something I want (16:45) As I mentioned I don't feel very comfortable in zoos and that is the captivity elements and also the spectacle, the way it's like animals are just there for humans to go and look at (17:04) Generally to be avoided if possible (17:33)

I think there is very little argument for that if any (Q15A, 17:45) I see sort of employed by your questions there is this whole argument about education and conservation, but the conservation argument falls down quite quickly because of the fact that captivity massively reduces whales and dolphins lifespans and there's also reproductive problems that they may also have in the wild we don't know but they don't have a very good breeding record in captivity (18:19) So that really kind of blows that argument out of the water. Education well, I don't see why you need to keep them in captivity to educate people about them, that doesn't really follow for me and I think you can capture people's

attention and educate them really well with TV shows (18:47) Those nature TV shows, obviously not everyone can access, going see them in the wild that can be expensive and you know get in the places to do it and they might not turn up and that sort of thing (19:01) So that's not an answer for everyone. And also, there are issue about whether you have reparable tour companies that don't harass the animals and things (19:14) So TV is a good relatively not evasive way of doing it and you know there are some fantastic shows like obviously we have the David Attenborough shows here which I know go around the world (19:27) So I think that can really make a point in a way that is probably just as compelling as seeing them in tanks (19:36)

I don't think there's any difference, well I mean suppose some people might say oh dolphins are smaller (15B, 19:58) But they range around, orcas and dolphins so no that doesn't stand up for me (20:10)

Well it's a bit like my thoughts on animals generally (Q16, 20:29) I think that humans should do what they can to have as little an active impact on animals as possible but I have to temper that by saying that although I regularly eat meat, I'm not a vegetarian, I'm not a vegan and you know so there's lots of double standards in my own life (20:53) So I support animal rights (20:58) in principles but up to a point I'm also quite aware that it can be quite extremist (21:04) and that I don't appreciate. Also there are certain groups like PETA who have been rightfully accused of using quite negative gender imagery in campaigning which I don't really support at all (21:32) Well I understand in terms of extremists, I do understand that sometimes activism has to go such a push beyond the point in order to sort of bring people along a bit, I can see from their point of view (21:48) of like strategy, it makes lots of sense but I find it a bit alienating personally (21:54) I think you've gone a little bit too far (22:30) and there have been moments like that with animal rights activism (22:35) It kind of depends on the activism (22:39)

I can't remember any specifics (Q17, 23:12)

I think they are both very moving and powerful films (Q18A, 23:37) So it would be hard not to be affected by them. I knew quite a lot just cause my own research and interest, I knew quite a lot that was in the films although I didn't know the details and I didn't know much about the Japanese case (23:54) apart from just the whole outline. So seeing that, you know the images in the Cove are extremely visual and quite shocking (24:06) And that was certainly one of those moments where I had a kind of like feeling less distant from animal rights and that kind of movement (24:20) And sort of understanding why people get so upset about animal rights issues (24:28) and with Blackfish I thought I think it's a really interesting film and I think that it's very clever the way it focuses on human's relationships with orcas rather than just the orcas (24:43) and sort of what the affect is of humans treating orcas in certain ways on the humans as well as the orcas, I think that's very affective (24:55) I think that I just felt that I'm glad they were made and that people will see them and this might actually educate people (25:08) That people will find out more about what goes on behind the scenes, because I guess they're both quite hidden, they were telling quite hidden stories (25:18)

Yeah I do notice the odd things now and again like the stuff related to SeaWorld, which I write about and then I saw that Tilikum had died (Q19, 25:42) Yeah I do tend to notice cetaceans just because of my previous research (25:53) And people do point them out to me as well, like a friend sent me an article the other day which was all about whales' vaginas (26:03) Yeah I am aware of it (26:11)

I don't tend to have this really strong emotional reaction to it, I find it more interesting, well I mean I'm glad that it seems like people are starting to move away from captivity (Q19A, 26:40) I don't think

SeaWorld is going to last much longer really (26:42) And so I'm glad and that's the main thing I feel like things are moving in the right direction probably (26:50) But there isn't much coverage of other places, I mean I'm sure that there are some many horrendous marine parks, which we don't hear about, which don't get covered in the media (27:06) So yeah I probably feel more emotionally affected if I read about those (27:12) Judging by how I feel when I sort of imagining them (27:16)

Yeah a little bit cause I did do fieldwork with people involved in whale and dolphin conservations, I did that for my PhD and sort of along the way I learned various things, partly from them and just partly because I was interested (Q20, 27:41) I would read things and all things very in depth. I mean I read a couple of books like the culture lives of whales and dolphins, it's not that old but a very known book (27:55) But no really consertite research (28:03) Because as I say I'm mostly interested in human's relationships with them (28:08) But no actually I have read these few other things like, there's been a course book leviathan about whaling and Moby Dick which I loved. This is a great book - I mean it's sort of research, historically and social history (28:26) But I don't really follow that scientific research about cetaceans and like that (28:34)

Mostly that would be when I was doing my fieldwork (Q20A, 28:48) and I sort of picked up things about it then. Yeah the stuff subsequently has been more about yeah as I say humans relationships with them and sort of history of whaling and that sort of thing (29:00)

Sounds like it would be interesting, yeah transitioning away from captivity (Q21A, 30:18) and this whole issue of what you do with because, as I read about on my blog I can see the argument that stopping breeding programs but it is not necessarily the most sort of natural way for them to live (30:41) Whereas I guess, because they might still want to bred, who know (30:45) And that's part of their sort of natural behavior and so feeding is (30:52) And you know you have to be careful like reading human expectations into other animals, because you don't know (31:03) So I think that sounds kind of good in terms of yeah giving them a better life and sort of potential bred them but also allowing them to go back to more natural - it's such a loaded word - but more their usual way of life if they weren't living in captivity (31:24)

Okay I'm against it and the reason is, well there's various reasons. One is that it seems to be quite bad for the animals themselves as I mentioned they have reduced lifespans, they often suffer particular diseases and conditions, they live a very different life from what they would live in the wild. You know they don't have the space to sort of roam around. They don't live in the social groups they usually would, which seems to be quite important to the species (Q22, 32:19) I also think the way that the cetaceans have been captured in captivity is pretty indefensible and you know unnecessarily cruel and violent (32:34) I also think from a human perspective, it would be better for people to appreciate animals as much as possible in wild or in their kind of natural habitat (32:55) Rather that sort of putting them on shows, especially for humans like they're just resources (33:01) Kind of you know things. Possessions that we can just treat as objects and I think given that it's often families and small children being taken by their parents or whoever to marine parks and that can sort of set an impression of what's acceptable and what's the normal way for humans to interact with animals. I think a really good way of undoing that would be not to have those parks (33:36) Yeah and the only thing I would say is although I think it would be lovely if everyone could go and see cetaceans in the wild if they are interested that may be unsustainable for various reasons (33:51) in terms of accessibility and what's fair on the animals. Though I would also hope that we get to a point where, because I guess with whales and dolphins in the last sort of century we've gone from hunting them and treating them as kind of products to kind of harvested, to having greater awareness of

endangerment and things like that and I think we need to then get to a point where they have greater populations and they are much healthier and more stable and there then would be more opportunities for more people to see them if they wanted to (34:33) But I'm thinking it's much more important to do whatever we can as humans to create a better environment for cetaceans to thrive in in the wild (34:43) That would be my sort of bottom line really.

Appendix 9: Maja transcript

Det var da jeg var en 15-16 år og var på ferie i USA med min familie, der var vi i SeaWorld (Q3, 00:43)

Nej ikke rigtigt (Q4, 1:26) Det var bare vi var i området og så tror jeg mine forældre de tænkte der skal vi da også hen (1:35) Altså vi skulle have så meget ud af ferien som muligt (1:38) Så jeg tænkte ikke så meget over det egentlig, det var bare endnu en udflugt.

Altså jeg vidste at de havde de her store spæghugger og delfinerne og de ligesom lavede de her store shows (Q4A, 2:03) Så jeg tror bare jeg tænkte at det var sådan noget vi skulle hen og se og se en masse fisk andre former for havdyr de jo også havde i akvarier (2:20) Jeg tror lidt det var det.

Jamen jeg synes egentlig det var en ret fed oplevelse (Q5, 2:38) Det var jo egentlig et ret flot sted og de havde alle de her fisk og andre sådan havdyr i akvarier og så gik man rundt der og så dem og det var jo egentlig fint nok (2:56) Og så kom vi ned til den her store, så og side jeg har lyst til at kalde det arena, men det her kæmpe akvarie og man kunne se at de første mange rækker var altså sjask våde. Så tror jeg det egentlig først var der at det slog mig hvor stort det egentlig var og hvor stor de her dyr måtte være (3:24) Det var mest sådan det jeg gik og tænkte. Altså jeg synes sådan alt i alt det var en fin oplevelse.

Det synes jeg det er lidt svært at sige (Q5A, 3:48) forde den endte med at blive ret kort. Fordi jeg havde en oplevelse på en tidligere ferie hvor at jeg havde glemt at drikke vand og jeg blev svimmel og dårlig og det endte så med jeg blev syg på den ferie. Og jeg begyndte sådan at få det lignende, da vi var afsted i SeaWorld. Så mine forældre var så hurtigt til at sige så for fanden så måtte vi hellere komme hjem så jeg ikke blev syg igen og få mig ud af varmen, fordi der var ondsvalt varmt, vi var der der om sommeren. Så vi fik jo rent faktisk heller ikke set det her show, hvilket var virkeligt frustrerende fordi det var det jeg havde regnet med vi skulle (4:32) Så men det er så måske det der er det lidt sjove fordi jeg har ændret holdning til den her praksis med de her dyr siden, så jeg tror sådan at når jeg tænker tilbage på det så tror jeg egentlig at de bedste ved oplevelsen det netop var at jeg fik det dårligt så vi ikke fik set det her show (4:55) For det tror jeg at jeg i dag ville have det lidt ambivalent med (4:57)

So maybe it's a bit funny because I have changed opinion in relation to this practice with these animals since (Q5A)

Jeg tror det jeg fik ud af den var nok bare det her med at se de her fisk og mindre havdyr de havde og det tænkte jeg ikke så meget over (Q8, 5:16) fordi det er der i de fleste zoologiske haver eller hvis man tager ud og ser de her store akvarier der er rundt omkring (5:27) Så det tænkte jeg det var ikke så specielt i sig selv (5:35)

Af hvad jeg kan huske så mener jeg ikke at jeg lærte det helt vilde ved den oplevelse, jeg tror den oplevelse den tjente mere det formål at sådan at kunne sætte det hele i en form for kontekst senere (Q9, 6:04) Jeg er ligesom blevet lidt mere bevidst om hvad de her shows egentlig indebar og sådan noget (6:12)

I think this experience served the purpose that I could set it in some kind of context later. I have kind of become more aware about what these shows actually meant and things like that (Q9)

Jamen det var fordi vi var på sådan en lille form for rundrejse på Østkysten i USA og vi var så startet i Miami og vi var så nået op til Orlando og var der et par dage og vi kiggede sådan på hvad var der egentlig af ting man

kunne se i Orlando og hvor vi så fandt ud af der var Disney World og der var Kennedy Space Center og så var der SeaWorld. Så vi tog sådan ligesom en dag til hver (Q10, 6:50) Så jeg tror det var lidt ligesom vi går igennem hvad er de største seværdigheder/attraktioner der er her i området og så tager vi dem en efter en. Det var sådan meget klassisk turist adfærd vil jeg sige (7:06)

Well it was because we were on some sort of little tour on the East coast in the USA and we had started in Miami and we had reached Orlando and were there a few days and we looked at what type of things you could do in Orlando, where we found out that there were Disney World and there were Kennedy Space Center and then there were SeaWorld. So we sort of took one day for each. (Q10)

Altså den levede op til det i den forstand at det var meget stort, altså man hører jo hele tiden om at alt i USA det er ihvertfald dobbelt så stort som det tilsvarende der er i Europa og det var jo altså kæmpe (Q11, 7:33) Altså arenaen og bare hele i SeaWorld i sig selv var jo kæmpe stor. Altså jeg har en eller anden fornemmelse af at vi kun fik nået et lille hjørne (7:46) Jamen det synes jeg egentlig den gjorde fordi at jeg ikke havde de helt vilde forventninger (8:09). Altså den vildeste forventning jeg havde var at se det her show men jeg vidste jo så ikke engang om der rent faktisk var noget planlagt til den dag og hvis der så var, hvornår på dagen og hvordan ville det passe med når vi var der (8:24) Så mine forventninger var egentlig bare at se noget tilsvarende til Nordsømusset igen selvfølgelig meget større fordi det var USA (8:37)

Det kommer meget an på forskellige ting (Q12, 8:53) Jeg går sådan relativt ofte i zoologisk have og kan egentlig godt lide det (9:00) Og synes på mange måder at det egentlig er en fin form for institution hvis man kan kalde det det (9:08) Så jeg tror det vil komme helt an på hvor det lå henne på den skala hvis du nu har zoologiske haver i den ene ende og SeaWorld i den anden. Fordi jeg kunne ikke forestille mig jeg ville tage et sted hen der rent faktisk havde de her shows i den størrelses orden, altså jeg synes det er fint nok med og det kan man vel egentlig stille spørgsmålstegn ved hvorfor jeg synes det er fint nok, men zoologiske haver der måske har en sæl og så får de den til at hoppe ned fra et eller andet efter en fisk, det synes jeg det virker forholdsvis harmløst (9:49) Men det kan også godt være at det er en illusion der bliver ødelagt når Hollywood laver en film omkring det (9:54) Hvis det var i samme størrelses orden som SeaWorld og med de samme dyr, når man sådan bliver bevidst om hvordan de her dyrs natur egentlig er, så kunne jeg ikke forestille mig at jeg ville tage sådan et sted hen (10:16)

I go relatively often in zoos and actually like it and I think in many ways this is a nice form of institution if you can call it that.. If it was the same size as SeaWorld and with the same animals when you sort of become aware of what the nature of these animals really are, than I could not imagine myself going a place like that (Q12)

Altså jeg er som sådan ikke i tvivl om at de de her steder går meget op i at de mennesker der håndterer dyrene at de skal vide hvad de har med at gøre. Jeg ser sådan set ikke trænerne eller de mennesker der arbejder med dem som værende onde mennesker eller sådan noget. Eller som om det er dem der desideret gør noget forkert (Q13, 11:00) De elsker jo højst sandsynligt deres arbejde. Jeg synes da et eller andet sted at hvis man absolut skal have de her seværdigheder så er det da helt klart bedst at man sørger for at det personale eller de mennesker der skal omgås dyrene, at de har styr på hvad de laver (11:17) Men jeg synes måske bare et eller andet sted at der ikke hvad kan man sige, der burde ikke være brug for dem fordi at der slet ikke burde være de her steder i den her størrelses orden (11:35) Hvis det giver nogen mening? (11:38)

So I have no doubt that these places are making sure that these people who are handling the animals know what they are dealing with. I don't look at the trainers or the people who works there as being mean people or anything like that or as they are actually doing anything wrong (Q13)

Jamen jeg er meget glad for dyr (Q14, 11:51) Nu har jeg noget så jordnært selv som to katte. Jeg bliver drillet meget med hvor glad jeg er for dem. Så jeg er meget glad for dyr og går også meget op i altså vi skal behandle dem ordentlig. Og hvis man bare tager det ned på kæledyrs basis, at hvis du anskaffer dig et kæledyr så har du ansvaret for det og du skal sørge for at sætte dig ind i, hvad kræver det at have det her dyr, den her specifikke race kræver det. Altså man skal tage det seriøst. Det er ikke bare sådan at du går ud og køber en ny trøje (12:28)

Og jeg synes at det virker måske let nok at sige hvis det bare er en kat eller hund du har med at gøre men jeg synes et eller andet sted, man kan overføre det nu også til zoologiske haver. Altså de folk som ligesom er der, altså ha' lige en forståelse for hvad det er for nogen dyr de har med at gøre (13:00) Og det går jeg selvfølgelig stærkt ud fra at de har. Og igen med zoologisk haver, jeg synes det er svært med zoologiske haver fordi at et eller andet sted der kan man jo sætte spørgsmålstegn om det er i orden at de holder de her dyr i bure og på mindre plads end hvad de måske ville kunne have hvis de levede vildt (13:33) Men samtidig så kan man også vende den om, for er man sikker på at de ville have mere plads hvis de levede vildt fordi at de steder de lever efterhånden bliver mindre og mindre og man ser at der er flere forskellige arter der bliver truet eller ligefrem uddør og man skal til at sætte voldsomt ind med at holde de her dyr i live (14:03) Så lige med zoologiske haver synes jeg godt nok det er en gråzone. Altså jeg er ret glad for dyr og går ret meget op i at dyr de skal behandles ordentligt (14:23)

I think it's difficult with zoos because somewhere you can put a question mark whether it is okay to keep these animals in cages and in less space than they maybe could have in the wild.. So with zoos I think it's a greyzone.. So I really like animals and are devoted to having them being treated right (Q14)

Jamen jeg synes meget det er en gråzone, altså jeg tror det virkelig er det udtryk der beskriver min holdning bedst (Q15, 14:38) fordi som sagt der er nogen, altså man bliver ved med at høre med pandaer. Dels at deres leveområder bliver mindre og mindre, altså de planter de lever af bliver færre og færre og så også at de selv virker som om de gerne vil uddø fordi de simpelthen ikke selv kan finde ud af at formere sig (15:02) Hvor man så sidder og tænker at sådan en art, sådan et dyr, hvor man nærmest sidder og tænker, jamen det ville jo virke absurd at hvis man holder så stærkt på at man er imod dyr i fangeskab at man så siger, nå men så må vi lade dem uddø fordi at det nu engang er den vej det går. Det synes jeg også er forkert (15:22) for jeg synes man skal gøre hvad man kan for at holde de her arter i live (15:28) Men jeg synes da også der er mange forskellige former for fangeskab og jeg synes zoologisk haver. Vestlige zoologiske haver synes jeg generelt man høre gør et godt arbejde men der er jo også zoologiske haver andre steder hvor jeg tror at der bliver slikket lidt mere på kravene og hvordan behandles dyrerne egentligt og får de den plads og den kost og alle de ting de nu har brug for (15:59) Så jeg tror dyr i fangeskab der er det meget sådan en hvis det gøres ordentligt og hvis man gør det på en måde så det man lider mindst mulig skade, for jeg tror måske et eller andet sted at de lider en eller anden form for skade (16:21) Uden at jeg er specielt klog på lige netop det emne. Jeg har svært ved at forestille mig at de ikke lider en eller anden form for skade ved det (16:31)

I find it difficult to picture that they are not suffering some kind of harm through this (Q15)

Amen det er sådan nogle dyr jeg har svært ved se hvorfor skal holdes i fangeskab (Q15A, 16:47) Nu har jeg set en del programmer omkring hvaler, delfiner og jeg synes sådan at det der bliver gentaget flest gange det er netop det her at de her dyr er flokdyr og det er altså ikke bare mindre flokke, så nu har vi en lille familie, altså det er jo kæmpe flokke (17:09) Og de nærmest har, altså nu tager vi os af hinanden gen. Så jeg synes det virker helt, jamen nærmest små barbarisk når man så går ind og så tager man en unge fra den her flok fordi dels du fjerner ungen fra flokken og fra den enhed den er en del af men så også altså fra flokken og det synes jeg virker så forkert og jeg kan ikke rigtig se grunden til det (17:41) Fordi mig bekendt er det ikke lige de dyr der er i størst fare og nu ved jeg ikke med global opvarmning, alt efter hvilken retning det går, der kan der jo nok godt være noget med nogle hav temperaturer der gør at der er noget der kan blive tvivlsomt der. Ej jeg har svært ved at blive overbevist om at det er nødvendigt at holde delfiner og hvaler i fangeskab (18:09)

Now I have seen quite a few shows about whales, dolphins and I think it is repeated several times that they are animals living in groups and it's not just small groups, but giant groups (Q15A)

Altså jeg synes som sådan at størrelsen på dyret ikke rigtig spiller nogen rolle (Q15B, 18:31) Altså jeg tror at et lille dyr kan jo lide ligeså meget overlast over at blive fjernet fra, igen hvis vi snakker fra flokken og det som et stort dyr vil kunne. Det er jo bare mere imponerende for tilskuer og få besøgende at se end spæghugger end det er at se en delfin, fordi en delfin det er bare sådan når ja okay, så stor er den heller ikke (18:57) Ej der synes jeg ikke at der er nogen forskel på (19:06)

Den synes jeg også tit at det er en gråzone område, fordi jeg synes det er vigtigt at man har organisationer der oplyser omkring de her forskellige ting, der laver de her undersøgelser og også udgiver materiale som de her virksomheder eller attraktioner ikke er interesseret i kommer ud, altså det synes jeg at det er vigtigt at der er sådan nogen der ligesom dedikerer deres liv til det (Q16, 19:53) Men jeg synes det skrider over og bliver noget andet og noget som jeg ikke kan støtte når de begynder at ødelægge ting eller jeg mener der var noget for nogle år siden hvor der var nogen der kravlede over hegnet til SeaWorld eller sådan noget, hvor jeg sidder og tænker, lad vær med det. Man kan sagtens kæmpe for forskellige ting og kæmpe om dyrs rettigheder og deres velbefindende uden man skal til at bryde loven (20:29) Så så længe man ligesom holder sig indenfor disse lovmæssige grænser der er, så synes jeg stadigvæk at man kan gøre et godt arbejde med at gøre opmærksom på (20:41)

Jeg tror ikke jeg har skrevet under på noget (Q17, 20:54) Men jeg har doneret til forskellige ting (21:05) Der var noget med noget regnskov på et tidspunkt (21:13) Ikke PETA men den anden, der er de der to store dyreorganisationer. Det kan jeg ikke lige huske hvad hedder. Men den har jeg også doneret til. Jeg mener det er dem der kommer de der danse bjørne reklamer for og der sidder jeg også og tuder lidt hver gang, jeg kan slet ikke med det (21:44) Men jeg tror ikke sådan decideret jeg har skrevet under på noget (21:48)

Jeg har ikke set dem, men jeg har hørt meget om dem (Q18, 22:04) Jamen jeg har mest hørt med Blackfish at den var sådan meget, at det var sådan en der virkelig fik folk op af stolene og altså den var også nomineret til en masse priser og jeg tror egentlig først at det var den vej jeg hørte omkring det (22:30) Og det var også, det er måske lidt underligt at sige at det var på grund af den jeg først blev sådan meget bevidst om dyr og hvad de blev brugt til, når jeg så faktisk ikke har set den (22:40)

Well, I have mostly heard about Blackfish and that it was the kind that got people out of their chairs and it was nominated for many awards and I think it is that way I heard about it. It might be a little weird that it is because of this I became more aware animals and what they were used for, when I haven't actually watched it (Q18)

Ja, altså set klip derfra og bagefter set andre udseendelser omkring det (18A, 22:55) Men især Blackfish er en der er på listen over jeg gerne vil se men samtidig er det også sådan en som jeg sidder og tænker, det er ikke lige sådan en der skal ses til lørdags hygge aften, for jeg tror ikke at de er specielt opløftende tv (23:14) Jeg tror mere det er sådan en hvor jeg kan gå og være sur de næste dages tid og det ved jeg min kæreste synes er så frygteligt irriterende når jeg gør det (23:23) Så det nok også sådan en jeg vil få lov til at se alene (23:27) Men jeg har ikke lige fået dem set, men jeg kender til dem (23:32)

But especially Blackfish is on the list of what I want to watch (18A)

Jeg har set forskellige BBC dokumentarer hvor det er at så følger de den her flok spækhuggere eller en anden slags hval over et års tid for ligesom deres mønster og hvordan fungerer de som flok og der igennem (Q19, 24:05) Det er jo ikke nogen programmer der er lavet som kritik af fangskab, men derigennem der synes jeg jo også man får et godt overblik af hvordan de her dyr jo egentlig, synes jeg skal have lov at leve og det sætter bare stærk kontrast i hvordan man ved at der så er nogen af dem der lever, fordi de bliver taget til fange og bliver brugt til de her shows (24:38)

Ikke sådan decideret at jeg har siddet og kigget youtube videoer eller har fundet sådan dybdegående reserach på det, det er mere overfladisk jeg egentlig ved om det (Q20, 25:09) Det har sådan lidt virket som om at jeg har bare fået nok information til at vide at det er ikke et område jeg har synderligt lyst til at undersøge nærmere fordi at den smule jeg ved om det kan simpelthen gøre mig så sur og så irriteret at jeg sidder og tænker det må bare være bedst for blodtrykket at lade være med at kigge på det (25:34)

Ja det har jeg hørt om at der er lavet sådan forskellige tiltag der (Q21, 25:49) Og det synes jeg er en fin måde og prøve at, og give, altså det virker jo som sådan en eller anden form for, naturlig form for zoologisk have hvor det er man ikke lige kan komme til at så stå på ydersiden og stå og tage billeder (26:11) Jeg synes det er en god ide og med almindelige natur reservater, at give dyr en eller anden form for helle (26:22) Det tror jeg, desværre at det er det der er vejen frem og jeg siger desværre fordi at jeg ville ønske at det ikke var nødvendigt

at man blev nødt til at og decideret lave områder for at holde krybskytter væk eller det ved jeg ikke hvad det rigtige udtryk er men hvalfangere væk derfra.

Jeg tror det er lidt en svær praksis og holde kørerende i længere tid fordi vi kan jo sidde og sige det er en god ide og folk kan blive enige om at det måske er vejen frem men det er jo lidt svært at få dem med på ideen. Det er jo svært lige at få fat på sådan en gruppe hvaler og så fortælle dem at nu er det det her vi gør for at hjælpe jer (21A, 27:19) Det forstår de jo ikke. De forstår jo ikke hensigten. Så jeg ved ikke lige om det er noget der vil være en langsigtet løsning eller om der kan være problemer med det på længere sigt altså det ved jeg ikke om de områder de har sat af bliver for små fordi at de her flokke ender med at formere sig mere og man finder ud af at der er nogle ting der er krævende for at holde sådan en stand naturligt nede, altså jeg tænker der kan være forskellige ting som man ikke lige har forudset (27:59)

Jamen jeg er imod fangeskab af delfiner og hvaler fordi at jeg mener ikke det er nødvendigt (Q22, 28:20) Jeg vil til at sige man kan få mig med på at det kan være nødvendigt at der er de her jeg mener det er kinesiske zoologiske haver, kinesiske reservater, at de laver det her med pandaen, den kan folk få mig med på at det er nødvendigt fordi de her pandaer virker så dumme at de nærmest er instillet på at skulle udrydde sig selv (28:45) Men jeg synes ikke at jeg er blevet præsenteret for et overbevisende argument for at det skulle være nødvendigt at holde hvaler og delfiner i fangeskab (28:55) Så det er lidt derfor jeg er imod det.

Well I am against captivity of dolphins and whales because I don't feel it is necessary (Q22)

Appendix 10: Christine transcript

1. Name, Age, Occupation, Country

Christine, 37, Program Coordinator, USA

2. Can you tell me about your organisation?

- a. When did you become part of it?
- b. Why?
- c. What have you accomplished so far?
- d. What about your future?

Dolphin Project is a non-profit organization whose mission is to end dolphin captivity and slaughter. I joined late 2015, because the continued exploitation of animals such as dolphins for entertainment seemed unnecessary and cruel. As an organization, we have made great strides in increasing awareness about the circumstances of captivity so that the public may make informed decisions about whether to support such industries. We intend to continue this work and eventually see an end to marine mammal captivity worldwide.

3. Are you a member of any other animal rights organisations?

- a. If yes, why did you become a member?
- b. What has this organisation accomplished so far?
- c. What have you participated in?

I've supported a number of other organizations (membership is a confining term). There are many ways that individuals can have an impact in learning about environmental or animal rights issues and changing their behaviors, as well as encouraging positive changes from others.

4. Have you ever visited a captive dolphin or whale attraction?
 - a. If yes, how would you describe your experience there?
 - b. Why did you visit this attraction?
 - c. Have you visited any captive dolphin and whale attractions recently?
 - i. Why/why not?

When I was perhaps 4 years old, my family went to SeaWorld. I do not have much memory of it, except that I remember it was very commercialized—there was an orca shaped stroller, lots of merchandise for sale, and everything was designed towards capitalizing on caricatures of animals.

Perhaps 10 years ago I went to an aquarium in Spain, not knowing much about it and not being very aware of captivity issues. When I was there, I saw a beluga whale. It was incredibly beautiful, and captivating, but something about the situation seemed very wrong. It looked very lonely, and listless. Without really knowing why, I felt quite guilty looking at it. It took me several more years to understand that feeling of being a voyeur at another being's expense.

I have not visited captive dolphin or whale attractions recently, except once for work to document conditions. Long before learning about the organization, I personally realized that I was not comfortable in the show or entertainment nature of zoos or marine parks and that I was deeply uncomfortable with participating in any of those forms of amusement. If you go to one of those places, it is impossible not to see that the animals are suffering in some way. It takes wilful ignorance to think that they are happy in confinement.

5. What do you think about captivity of animals in general?
 - a. What do you think about captivity of mammals in particular?
 - i. Are all places the same?
 - b. Is there a difference between keeping whales and dolphins?
 - i. If yes, what?

As mentioned above, I do not believe that captivity is suitable for animals. I don't necessarily sympathize more with mammals, as I think other animals also show preferences towards freedom over captivity. I do think certain places offer better conditions than others, as our organization has

seen truly deplorable captive facilities in certain places that would shock most people. That being said, even the best captive facility is no comparison to the open ocean.

The primary difference for dolphins and whales is that they are highly intelligent and trainable. Unlike other species, they are usually required to perform unnatural behaviors for their food, which you do not see as often with other species.

6. What do you think about using dolphin and whales in shows?
 - a. Is there a difference between using dolphins and whales?
 - i. If yes, what?

As an organization and personally, dolphin and whale shows are unethical and exploitative. All captive marine mammals are trained through food deprivation, which is often labelled “positive reinforcement.” They are asked to perform unnatural behaviors for an audience numerous times a day, and then often confined to small tanks without any stimulation the rest of the time. The shows lack educational value and are typically meant to impress the audience, often with loud music that is harsh for dolphins and whales sensitive hearing. As has been seen in the recent past, shows in which humans and animals interact also pose a risk to the humans.

7. What do you think about the conservation and education efforts in relation to captivity of dolphins and whales?

We have made some good strides but need to do more. The marine parks that keep these animals captive are very careful in their wording, suggesting that their efforts are geared towards conservation and education. While many do partake in some efforts that are truly conservation-related, at the end of the day they are a business seeking profit. Consumers are entitled to have full information about captive conditions, how animals are captured from the wild or forcibly bred in captivity, and decide whether that is what they want to support. Our organization is dedicated to providing such information to the public. At the same time, we need to consider the effects that human society has on the natural environment and address that as well.

8. Why do you think tourists keep visiting these attractions?
 - a. What do you think about tourists who keep visiting these attractions?
 - b. Do you think tourists will keep visiting them in the future?
 - i. Why/why not?

If the public is only told that a certain attraction is something they should see and support, they have no reason not to do so. When that is further reinforced by the marketing of marine parks, and they

have the opportunity to see beautiful and intelligent animals, it is very understandable. Our objective therefore is to present the rest of the information. As we have seen, as people become more aware, they are denouncing these facilities and opposing them. If that continues, we think that tourists eventually will see dolphin captivity for what it is and will not support the industry.

9. What are your main arguments against captive dolphin and whale attractions?

Holding an intelligent and highly social creature in captivity entails removing it from its natural environment and social relations. In captivity, dolphins of mixed pods are often confined in the same tank—it can be compared to people from different countries who speak different languages trapped in a small room battling for space and resources. There is zero stimulation in a bare tank for this highly curious and interactive species, they are exposed to the sun, harsh chemicals, unwanted human interaction, and for animals that can swim 100 miles a day, it is a very small space. As a result, captive marine mammals experience stress and stress-related illnesses, as well as physical ailments, bullying, and acts of aggression with no opportunity to escape. Life expectancy in captivity is noticeably shorter than what has been observed in the wild. This is inflicted so that humans on holiday can be amused for an hour or so, and so that the owners can profit. It is impossible to justify the imposition of so much suffering for mere entertainment, and it is the epitome of exploitation.

10. Have you watched *Blackfish* and *The Cove*?

- a. Could you elaborate on what is happening in these documentaries?
- b. How have they affected you?
- c. Do you think they have affected tourists?

Yes. There isn't time to fully elaborate on these films. Essentially *The Cove* documents the drive hunts that take place in Japan each year, in which hundreds up to thousands of dolphins are slaughtered each year while others are taken for live capture to be sold to marine parks. *Blackfish* tells the story of an orca named Tilikum, and his unfortunate life of captivity. Both films are incredibly impactful in highlighting the truths about the captivity industry and the means by which these animals are brought into captivity. It is the side that the industry does not wish to share, but that the public has the right to know. They have tremendously affected the public, as I don't know anyone who has seen either film and still thought that marine mammal captivity was acceptable. As SeaWorld's financial reports have shown, their attendance has declined steadily since the release of *Blackfish*, so the impact is undeniable.

11. Can you tell me about sea sanctuaries?

Sea sanctuaries are still in theoretical stages, but likely to become a reality in the near future. For instance, the National Aquarium in Baltimore has set forth their plan to retire their dolphins to a sanctuary. The details will be challenging and unique to each site placement, but the objective of providing a safe and more natural environment for captive dolphins is a worthy one.

Appendix 11: Pete transcript

You know lots of us want to go out and save animals, but to be able to do that is very tricky (Q3A, 4:35)

We did a mission with them were we rescued a dolphin that was being held illegally at a tourist resort just out of Jakarta (Q4, 6:40)

I have protested at many of them (Q5, 7:35) So I protested outside of San Diego so the SeaWorld of San Diego and I've protested I think four times outside Seaquarium in Miami (7:50) I went in there once actually and I (ranting a wave?) I actually managed to sneak in there. They had like a wanted post that they knew we were doing a protest outside and there was myself and one other person who they had our faces up and it basically said like beware of these people, but I managed. I just put on a pair of glasses and went in with a little kid and said he was my boy (8:10) and we got right in to the thing and then we stood and had a rant and wave and then it was like and then there was another time I lead a bunch of protesters so it was a really good rally actually. We probably had about 200 people and we stormed the premises so we all basically ran past the security and stormed the premises (8:30) And that was a really cool one. I meet with the owners at (Mundo Marino?) in Argentina, they got a captive Orca called (Shamika?), which is the second longest kept Orca in the world (8:50) So I met the owners there trying to convince them to face out the orca shows, but those places they make a lot of money out of the orcas shows (9:00) And also there were the dolphin we rescued last year from a place in Indonesia (9:05) and then we visited another three or four. There was a traveling circus that had dolphins (9:10) We wanted to do an episode of television about dolphins captivity (9:20) and we were going to put one mission on it that had us saving a dolphin on it (9:25) To show how shitty these places are (9:35) They are pretty high risk (9:45) They do take a lot of resource, a lot of man power and a lot of time (10:10) The thing is I did take my kids to Sea World in Gold Coast, I think it was about maybe 2003 (10:25) and I didn't realize at that time what a horrible place it was. It sort of seemed like the things you do, you are in Gold Coast, you take your kids to Sea World. I'm kind of embarrassed about it now (10:40)

When I went to Sea World 2003 or 2004 with the girls I didn't really have much feeling either way (Q5A, 10:55) There was a certain unease about it, but you know in those days I think you know that was what people did, you went and visited these places. It wasn't like there had been a movie like Blackfish or anything like that to like show us what is wrong. You know I'm not even sure what Ric O'Barry was doing at that stage (11:15) So it was the first time I saw one of those places and there was a certain unease about it and you know we were all on our own journey in terms of animal rights and conservation (11:30) You know we all kind of change with time and most of us can look back and say it was the wrong thing to go and visit that place you know (11:40)

The first time it was because I was travelling around Australia with my family and there was all these billboards promoting Sea World (Q5B, 11:55) So there was these tourist places in line (12:00) Like if you go to Orlando, Orlando is a big tourist in the states and they have all these billboards and

advertisements and they are promoting it as one of the destinations to go to (12:10) So I was sort of trapped in this tourist thing you know, you go stand outside of San Diego tomorrow and you'll see 10,000 people go through these stalls and all have been influenced by a pretty big corporate advertising machine (12:30) Billboards, advertisements, online material but they are finding out about it now you know with sort of the work of myself and others and you know like Blackfish, Ric O'Barry, the dolphin project. You know a lot of people strongly oppose to cetacean captivity now and they have a real battle on their hands (12:55) Least of all I think it is really disturbing we did a little bit of digging, there is a company in Namibia that is willing to take back to China a whole lot of animals including Orcas, seals, penguins, a whole range of wildlife (13:10) It does seem like places as Asia don't have as much sympathy for animals and I think you know it's very hard to get the investors to start caring about how a dolphin or Orca feels (13:25) I felt a little like that in Argentina when I met with the owners and Mundo Marino trying to get them to put (Shaminka) in a sea pen. No interest for them at what so ever. But it's interesting that I have a small chat with people there and but they are a minority. Most people in Argentina says captive orcas that's okay (13:50) So I think what happens is you know different cultures, with all of our cultures evolving just as we as people are evolving (13:59) Say America or Denmark or Sweden or England finds tolerable today, in 50 years it will be quite different (14:08) I think in many ways the West is ahead of say East and Middle Eastern countries in terms of the way we go treating animals (14:16) Not to say we are perfect and you know. You gonna have a lookout forexample animals get treated in repertoires, I suspect you come back in 50 years and there will be a completely different attitude towards those types of things (14:30) But it's interesting I do feel that in terms of animal rights the West does go leading most of the areas and no way am I claiming the West is perfect but they are certainly ahead in terms of treatment of animals and considering animals that you know these animals do actually have sentients and feelings and maybe we should be rethinking how we treat them (14:52)

Only in terms of my sort of activist work and trying to close the places down (Q5C, 15:09) I mean the last dolphin facility I visited we stole their dolphin and rehabilitated it for two months and let her go (15:18)

I don't like captivity of any animals (Q6 15:32) You know when I was a kid our parents took us to the Oakland Zoo and they had this polar bear, just by itself and it's gone backwards and forwards and it had this funny short of 1,2,3,4 uh, 1,2,3,4 uh and it would do that for hours just sort of like, almost like it was manic (15:49) And I remember the times so like this is kind of cool like a polar bear, man I thought they were only found on the arctic circle (15:58) And then I went back, I took my daughters to the Zoo, probably about maybe 15, 17 years ago and they had the same polar bear and it was doing the same shit (16:10) And I hate zoos now, I just hate them, I just don't think we need to go keeping these animals. Look if you really wanna go learning about something, then go online, look it up, you know go have a look at it in the water. We don't need to have these zoos anymore and you just see the number of fiascos that they had the gorilla that got shot in America, there was a lion in Iran that was shot a few years ago (16:34) The only ones we hear about are the epic predators that when some stupid human being climbs inside a cage or a kid falls in or something like that, those are the only ones we hear about. But there is so much bad treatment of those animals. I just don't think we should be keeping any of them. You know if I had my way, I'd see all of these zoo's fucking closed down. They're horrible places and you know they try and use an argument of we help the conservation of polar bears, you know give me a break. You know, this, all of this is a money making exercise and I find that zoos of all sorts, I find them horrible places (17:16) I tend to be a bit more focused on the (citation?) captivity.

You know I'm strongly opposed of captivity of cetaceans (Q6A, 17:45) The original argument so foreexample Mundo Morino who we've been working with trying to give up the orca and dolphin shows, they argue originally well these three orcas were injured and stranded on a beach so we rescued them and brought them back here. One died in transport. Second one died a year or so later. The third one which was the youngest one at the time, was only 4 or 5 years, the name again was Shaminka, it's been in captivity for over 20 years and it's miserable (18:20) You know a bit of the irony at times it gets, you know once a month or whatever someone goes in and gives it a handjob. They get the sperm out of it and they go selling that to other cetacean captivity places so that they can breed orca. You know like it's in a pool with like 10 dolphins and I said to the owner I said so like this orca it's only company is dolphins and the owner is like yeah and they play together. Like whatever. You know the thing doesn't even know it's an orca for Christ sake (18:55) Horrible place. It's a tiny little pool, but even if it's a large pool, it doesn't matter. It doesn't belong in captivity (19:07) And they stole it out of the ocean to start with. They stole it from their park and they kept it for something like 24 years now. So then I come back and say okay but with breeding in captivity, because they are bred in captivity, it's just the same as a dog or a cow, but cats and dogs have been bred over thousands of years to become domesticated (19:31) And to be honest the planet pays a heavy price for cats and dogs. You know the amount of meat that goes into feeding an average dog or an average cat. You know the planet pays every price for cats and dogs but at least they have really nice lives. You've got a good dog owner, you've got a pretty heavy relationship there (19:52) You take an animal, you know even if it's two or three generations from the wild, not natural in any way whatsoever (20:01)

Oh I think it's. You could argue that some places treat their animals a little bit better, some of them have a poorly water quality and some of them simply using you know high levels of chlorine, some of the fish they go feeding the dolphins are like five days old and other places can afford a good quality of fish, but they are all keeping cetaceans in inhumane conditions regardless of that (Q6AI, 20:51) You are not gonna tell me about a single place that has a keeping dolphin or orca that I'll agree with. It wouldn't be one that exist. We just shouldn't be taking them out of the water or breeding them and then forcing them to perform tricks to entertain us (21:10)

For me the keeping of whales and the keeping of dolphins it's the same thing (Q6B, 21:24) They're still highly intelligent creatures, that we lock them up in tanks and we get them to perform, to entertain us and in exchange we go feeding them and allowing them to exist but it's wrong for both animals (21:41)

I'm appalled that we still go using dolphins and animals in shows (Q7, 21:57) They get old fish in exchange for doing tricks and jumping out of the water like it's an unnatural relationship and we go using our power over these animals. We have the power to go controlling their food like there's no two ways about it. Those dolphins and orcas are initially partially starved to bring them into submission (22:25) They get fed for doing tricks, it's wrong. (22:29)

The argument that places like SeaWorld often propagate that they do valuable education but you know we can learn about Mars by going online, we don't need to visit Mars to go learning about. We don't need to go visiting dinosaurs to go learning about them. The fact that they have orca and dolphin in captivity, sure kids go along and look at them but if it really was educational, let them go online, let them go out and see them out in the ocean (Q8, 23:11) For me this argument of education doesn't really hold up. If it was educational there'd be a lot more information given out. But all of this you turn up and they'll talk about how magnificent these creatures are and then they sit there doing tricks for the next hour. It's not education at all, it's not showing them a real orca. It's showing them an orca

in captivity and it's way different to an orca or dolphin that's in the wild (23:38) It teaches them that the captivity of animals like that is acceptable. I think it's given the kids a bad education (23:50) We should be teaching our kids about respecting animals, not treating them as play thing to go entertaining us (24:00)

People keep visiting these attractions because companies advertise and have a very sophisticated PR machine that they use to go promoting it as a fun day out (Q9, 24:19) In many ways it's ignorance by the public at large (24:26) I think it's turned around a little bit with Blackfish and the work that Ric O'Barry and a lot of other people are doing, public opinion is changing (24:34) Take a look at SeaWorld's share price, like it is tanked since Blackfish came out. And it continues to go down. That is because the public is finally waking up and seeing alright hang on maybe I shouldn't go take my kids to these places (24:50) But it's ignorance by the public that allows it to happen. But the public attitude is changing (24:58) I think I'd go back to my point: come back in 50 years and let's see how SeaWorld is doing (25:05) And already you are seeing like they are trying to promote their conservation work and the education that they do to sort trying to counter the bad press that they are getting from Blackfish and activists and protest and that. But at the same time, they are trying to rebrand themselves, it's simply entertainment facility so their putting in all sorts of other attractions to give people an entertaining experience and I suspect you come back to SeaWorld in 50 years, they won't have those tanks there. Not with dolphin and orca in. They'll have plenty of entertainment for kids in there. But I don't reckon they'll have dolphin shows anymore (25:47)

The tourists who visit places like SeaWorld in many ways, they are just ignorant (Q9A, 26:00) They don't know or they don't care. There a PR war being fought, you got people like myself and Ric O'Barry and the people of Blackfish trying to run campaigns to say cetacean captivity is wrong. But we are up against a pretty formidable enemy, you've got company's like SeaWorld that is a multibillion dollar organization, they make huge amounts of money out of the captivity of cetaceans and they can afford to employ huge social media presence like employ the best PR people and spin doctors and they go waving their stories and their bullshit and their nonsense and it's a hard battle to be fought (26:48) And we don't have the money or resource to go competing with them directly, so in many ways we have to sort of be clever how we go doing things and that's where many ways the move Blackfish was a real game changer (27:01) You know it was made on a relatively low budget. I was at a court case actually in the middle of that movie or you see there is a little Earthrace banner and there's three or four of us in the background and me giving an interview (27:13) But that movie was made on a shoestring and it has done an enormous amount to impact the profits of SeaWorld and other places that have dolphin and orca in captivity (27:25) I don't like the fact that they go to these places, but it is largely ignorance that allows them. That's the reason they go. They don't know any better (27:39) And I think that it will change with time. Certainly, there is changing at the moment (27:44)

Tourists will continue visiting but their numbers are declining (Q9B, 28:02) but there is also regional differences. So if you go to a place in China that has for example dolphins in captivity, their numbers will probably begin to increase because of our period (28:16) In many ways America lead this revolution of having dolphins and cetaceans in captivity, now the rest of the world is catching on in the middle East, in Asia and places like Argentina. America some ways have lead the fight back with the movie Blackfish and others as SeaWorld's share price in tanking so tourists are going to continue to go but in America and Western countries the numbers are definitely dropping. And you'll see protest outside and these things are starting to have an effect. But in other areas like the Middle East for example I think numbers will continue to rise for a considerable period (28:59)

The arguments against captivity of dolphins and orcas, that in many cases they have been stolen from the wild, certainly orca, you knew orca was stolen from the wild and dolphins, you know go and have a look at Taiji and see the brutality that happens there, it's the captivity industry that allows that to continue (Q10, 29:29) If there wasn't the demand for captive dolphins you wouldn't have the massacre that happens in Taiji every year. The fact that they kill some dolphins for food is simply a byproduct of the captivity industry and you get these captivity places they all say oh we don't buy any dolphin from Taiji, you know we get them from legitimate places, it's a crock of shit (29:51) You know they go trading them amongst each other it's all an evil alliance and you know the same for this going and wanking off orcas so they get some sperm they get some sperm and then inseminate female orca, like it's a horrible industry (30:05) There is no respect for those animals whatsoever (30:10) In many ways that is the main argument against cetacean captivity. We are showing zero respect for those animals and the sooner those places close down the better (30:24)

In many ways the Cove was what put dolphin captivity on the map, the same way that Blackfish has put orca captivity on the map (Q11A, 30:57) And the Cove, when they originally filmed it I think the end product was quite different in the end product became the story of how some people snug into a moderately guarded place and managed to film the slaughter and the fact that it was this great story of how this team broke in and managed to get the footage and some of the challenges we face on our show was you gotta present a great story (31:26) But how do you make people watch that for the full air? If the Cove had just started out with a bloody massacre of dolphins at the cove and that was it, people aren't going to watch it and the Cove was this great journey. It was a great story, really well told and I think Louie and Ric O'Barry they did an amazing job on that. This black ops mission, sneaking into a guarded area and putting these Cove cameras in there and then filming what really happened and then at the end of the movie was this graphic footage, but you were invested enough by the end of the movie by then, that you actually wanted to see it, as heartbreaking as it was (32:19) And then the movie Blackfish quite a different movie in many ways, it simply presented the story of what had happened especially to Tilikum and the trainer that died there recently I think it was two earlier trainers and the whole malarkey for one of a better word around cetacean captivity at SeaWorld (32:45) It was funny when I saw Blackfish I didn't think it was going to be the game breaker that it was. I thought it was you know it was well told but for some reason it captured the public's (33:00) It made a nation and attention and it got so many awards and I think a lot of these film festivals they really embraced that movie and supported it and then you know one animal person isn't going to support that movie. And it was done on a very modest budget. Well produced, well made, well thought out and it's a great sign of how teams like ours and Ric O'Barry, you know we may not have a huge amount of money but teams can make a huge impact if they are really thoughtful about how they do things and they use their limited resources very wisely (33:41)

Oh I think I saw the Cove many years ago and it did open my eyes up about Taiji (Q11B, 34:01) in fact I tried going there last year but because I've spent five years in a Japanese prison already and I've got five convictions out in Japan and was banned from going there for 5 years, my five years is now up but Japan refuses to give me permission to back there, refuse to give me a visa basically. But I think you know as an animal person you cannot watch the Cove and not be moved by it in some way. If I had not seen the Cove, I wouldn't have gone and rescued that dolphin in Indonesia last year. The Cove was a movie that really solidified my views about cetacean captivity being wrong (34:47) And I'd say the movie Blackfish it hasn't really impacted me that much, as by the time I saw it I was firmly in the camp that orca captivity is wrong and I'd already done a number of protests outside different orca facilities and you know (35:02) I was in the movie just in the background given an interview and

they filmed it. So it hasn't impacted me but it certainly impacted a lot of other people, it's really opened people's eyes up to orca captivity (35:16)

You just need to take a look at the SeaWorld share price, Blackfish has affected the number of tourists going those places enormously (Q11C, 35:37) If you would go and meet with the SeaWorld CEO right now and say what is the worst thing that has happened to SeaWorld in the last 50 years, he would say Blackfish. No question on that (35:49)

Yeah, well I made one. We made a sea pen at an Island offshore from Indonesia and we took that dolphin we rescued out of the resort we took it to a sea pen and rehabilitated him (Q12, 36:30) and there's a few random places, one in the Philippines, there's one up in Washington State in the US, so I know they exist (36:46) I know they are an option or you know certainly you can go taking captive orca or captive dolphin and put them in a sea pen and start getting them to you know chase fish and lead more active lives. The lives they lead in captivity is fake (37:06) You know, gonna go a few flips and a few jumps for me and I'll give you a couple of (smacky old hearing?) The idea of sea pens is that you are trying to get them to start to lead a more natural life and there is no doubt in my mind that you can go on and release them (37:22) And the industry propagates this it can be like SeaWorld saying well you know because it was you know it was being in captivity for five years we can't go releasing it. These are really intelligent animals. They are both predators well up the food chain and with that intelligence comes an ability to learn and to adjust (37:47) There was a movie put out about Keiko, which was the one Orca in the Free Willy movie and when he was released he swam all the way across the Atlanta and they were really worried about you he probably going to be so skinny when he gets to the other side. When he got to the other side and they saw him again, he had actually put on weight and he'd been feeding all away across. Now this is an orca that was in many ways a poor candidate through release after such a short time, because he'd been in captivity for an enormously long time. They are smart animals and they have the ability to learn and the captive industry they propagate this that they can't release them because they've been in captivity, it's bullshit (38:32) These animals can go being released and you know I hope in the future we'll see a lot more of them being released (38:38)

Yeah I believe sea sanctuaries can and will work (38:51) That the orca that we released, there is no doubt in my mind that it survived. Like it was fit and healthy, it was chasing fish and soon it had the ability to go catching fish and I believe it did survive. I think there's maybe some issues with when you get a dolphin or orca released back to the wild, it's got to find its way back to the community for one of a better word. Some orcas and some dolphins do become kind of lonest but their ideal scenario is they work their way back into that community (39:24) But I go back to my point these are highly intelligent animals and they have an ability to learn, adjust and pick up new skills and these things. So I believe sanctuaries are a key part of that transition from captivity to being free in the wild (39:40)

I'm opposed of captivity of marine mammals because it is simply showing these animals a total lack of respect (40:06)

[Appendix 12: Lori transcript](#)

The Whale Sanctuary Project is a project that began last year and it's a non-profit and our mission is to create seaside sanctuaries for captive Orcas and Beluga whales (Q3, 1:50) and by that I mean captive Orcas and Beluga whales who are currently living in concrete tanks and we have a great advisory board of over 45 people. We have a board of really prominent scientists and business people

and we are doing really well (2:12) We got our second grand from the munchkin incorporation this year which will allow us in time to progress and right now we are in the process of site selection (2:25) So that's our task for this year

Well, what we have accomplished is quite a lot, we just finished a 12 year strategic plan, which is our road map of how we are going to preside year by year (Q3C, 2:50) We have been many places in both North America and in Canada, talking to people who will be key stakeholders in this kind of project (3:05) including in Canada people representing first nations communities (3:10) A list of top three sites by the end of the summer and our goal for this year is to secure or at least identify these sites that will be the first one (4:00)

I provide the scientific background, the scientific foundation for the arguments that they make in court (Q4, 4:55) It may very well be in the not too distant future that they will turn the attention to captive dolphins and whales (5:13)

Oh yes I used to do work with captive dolphins and whales (Q5, 5:27) Years ago when I was a graduate student and shortly after that I did work with bottlenose dolphins at various facilities, I did work with Beluga whales and in 2001 we published our first big paper showing that bottlenose dolphins recognize themselves in mirrors (5:28) and that paper was one of the first to show that well it was the first to show that but it was also the the paper, the last study I did with captive dolphins (6:10)

I've been to many many marine parks and aquariums just as a tourist to see, because I think it is important to not only I mean it's important to know what goes on behind the scenes and read how does that relate to what the public sees (6:38) you know when they buy a ticket and they come in and sit in the bleachers (6:43) So yeah I've been to all kinds of places and SeaWorld, Vancouver Aquarium and so forth. Georgia Aquarium and so yeah.

Well you know it's interesting because as a tourist who knows what goes on behind the scenes it's interesting to think about some of the things that tourists and visitors are told that you know are just not the case (Q5A, 7:21) and how things are worded and how really from the moment the person buys a ticket and goes to the turn stall with their family to the moment they leave, it is a show (7:34) All designed to create the atmosphere where people purchase things, where they feel good about being there and that they think that by being there somehow contributing to conservation of these animals, which nothing could be further from the truth (8:00) It's really interesting to see that (8:05) When I go as a tourist I watch the audience more than anything because I want to get an understanding of what this means to the audience. I watch the children, I watch the kids. I watch when they pay attention. I watch when they are not. I watch what makes them smile and what makes them upset. You get a lot of interesting, valuable information from watching the audience (8:33)

Well of course like others I've been to these different marine parks throughout the years, even as a younger person, as a kid, you know vacations and just as recreation, but over the past few years most of my visits to facilities like this have been just to, see with my own eyes what goes on (Q5B, 9:10) It's very difficult to discuss why these animals should not be in these places if you haven't been there to see it (9:20) So it's my responsibility as an advocate for those animals to actually go there and see what is going on (9:28)

Yeah, I have I visited the Vancouver Aquarium recently, I mean a year and a half ago (5C, 9:45) And you know I think at that was a time the two Beluga whales Aurora and her daughter Keilo where still alive and I watched one of the shows and you know I noted things about their concrete tank and just

you know how small it was and the behavior of the animals and how they were exhibiting these stereotypies you know repetitive behaviors, some of the things that were said by the trainers regarding conservation, having to do with well it's really important to I remember at one point the trainers said well if you want to help conserve these animals, these Beluga whales, go buy a hotdog or go buy a gift in the giftshop as if giving money to the organization is gonna somehow translate into help or protection for the animals (10:52) and that's just not the case (10:54) So those kinds of things but those kinds of things are interesting to see because you really want to know what is it that the audience hears and sees that their buying into that they do, that they think is okay (11:11) So you know things like that

Well, I think in general it doesn't work. It's not a good life for any animal (Q6, 11:32) but animal species vary in terms of how well they can live in a captive environment and captive environments differ as well right so, you know it really makes a difference who you're talking about. are you talking about a tiny frog or are you talking about an elephant (11:55) Are you talking about a little teeny tiny cage, a dirty cage or are you talking about an expansive land, you talking about a zoo or sanctuary (12:04) and those things really matter but to more directly answer your question there are some animals who cannot thrive in the kinds of situations they are afforded in zoos and marine parks and they tend to be large, social, intelligent, complex beings like dolphins and whales, elephants, bears don't do well because they need a lot of space and they just don't get that (12:42) Primates, big cats. So you know those animals that need a lot of space, who need to have a lot of choice in how they live their lives, all that is taken away in a zoo environment, they can't (thrive?) I think the evidence is clear at this point we have enough evidence to say that there are certain animals like elephants, and dolphins and whales who no matter what you do in a zoo or aquarium, it's not going to be enough (13:19) And I think that is why they need to be in sanctuaries where you get them as close as possible to what they need to thrive and where the emphasis and the focus is on what do you need, not what do we need (13:38) and that makes the difference.

Well I think, especially captivity in concrete tanks is absolutely disastrous for marine mammals (Q6A, 14:02) It's just disastrous we know that, they live very short, stressful lives. Everything that makes life worth living for them is taken away (14:12) It's not there. They can't do any of the things that they been adapted to do so yeah. It just doesn't work (14:23) And even a sanctuary you know is not ideal, they really should be living out in the wild where they often adapted, but it is the best thing we can do for those who are currently in concrete tanks (14:38) who can't just be released into the wild, who don't have the skills you know to survive on their own (14:46)

They are both different and the same, obviously there a range, some places are better than others in that they have that much better veterinary care, you know, but generally they are all the same because they are all concrete tanks, they are all places that force the animals to perform, they are all places that take away the autonomy of the dolphins and whales. They are all places that feed them dead fish. They are all places, so no matter how good a facility is or how big a tank is (Q6AI, 15:36) like you know SeaWorld has I think the biggest tanks for Orcas, it's not like, it's like a miniscule percentage of what these animals actually use in a natural setting (15:49) so in that sense, sure there is differences but at the same time if it is a concrete tank it's a concrete tank everywhere and that's also the same (16:01)

Well, you know it depends, there only really a handful of species who are kept regularly in aquariums, you know bottlenose dolphins, orcas, beluga whales, there is some pilot whales, maybe some white sided dolphins so really only have experience with a very small limited range of species (Q6B, 16:35)

And none of them do well. But some do worse than others so Orcas, when it comes to living in concrete tanks in places where they have to perform, I mean it is just the worst for them, and well, their welfare in these places is just absolutely rock bottom (16:55) They just, they get too big, they're too smart, they are too wide ranging, they are too deep diving, they're too social complex and they get none of that (17:10) Belugas are a very close second, they do very poorly, they have a very difficult time raising their children successfully in captive environments where there is a very high mortality, infant mortality rate (17:27) Bottlenose dolphins do a little better because they are a little bit smaller, but they still don't do well (17:36) And what's really important and fascinating about this is that all of this what I'm saying doesn't hold truth just for those dolphins and whales who were once in the wild and hold captive, taken captive, kidnapped and put in a concrete tank. It holds to the once born into captivity and so what that tells you is that there is something about this nature of this animal that is completely at odds with what they need to thrive in a concrete tank (18:09)

Oh I think it is awful I mean it's sort of the worst of all worlds. One, it forces them to do things that they don't really want to do but they need to do to eat. It forces them into a relationship of slave master, where the trainer is really the person who holds the key to whether or not they get to eat or not, whether or not they get to be in with their buddies, whether or not they get a timeout and have to go in the back somewhere (Q7, 18:50) So all there, they have no control over their lives. And that's awful and then to be forced to do things that are totally unnatural behavior is for them is really really hard on them and then of course from the point of view of humans it gives humans, the visitors, a false sense of who they are. It makes people think that Orcas like people riding on top of them, which they don't (19:28) Or that dolphins like to jump through hoops, which they don't. They're just so from an educational standpoint, it sends the opposite message to who these animals really are, it's a completely false picture of who these animals are (19:51)

I think again, it's the same because cetaceans, dolphins, whales and porpoises all have the kinds of characteristics that make it very difficult for them to live in these facilities (Q7A, 20:18) They're all very intelligent, they are all, the ones that are kept, very social, very acoustic, they like to travel and they like to dive deep and that's true if you are a bottlenose dolphin or an Orca or a Beluga or a Pilot whale and so they don't even get the minimal of what they need as a dolphin or whale or porpoise to live well (20:50) So sure Orcas do the worst but no dolphin or whale or porpoise does well in captivity and you know they are self-aware beings, they know where they are, they knew what their situation is and that causes them a great deal of stress. They understand that they are in a concrete container where there is nowhere to go and the intelligence that leads to that understanding actually makes them more vulnerable to the stress of captivity because it would be if like I put you in a closet and locked the door and threw away the key and you knew you had to be there the rest of your life. Imagine what your psychology would be because you know that you are not going anywhere and that's your life (21:52) And once in a while I slip food in under the door and if it gets sick I have a doctor come and look at you but you know that's your life and that's not the life you want to lead and that's not the life they want to lead either (22:04)

It's not there, I mean I've done a lot of research on these educational claims. There is no compelling evidence that going to see dolphin and whales in concrete tanks, in shows and otherwise has any educational value at all (Q8, 22:32) Let alone any conservational value. The evidence is just not there, I've looked, I've published on this and the claim is being made but that claim has not been supported by any evidence, so still waiting for the evidence for that. It is just not there (22:53)

I think it's entertaining. I think people like to see being who are different than them. People are very attracted to dolphins and whales, they recognize their intelligence, they seem mysterious to them. They are beautiful, the way they move. I think it's mainly just recreation and entertainment (Q9, 24:06) I really don't think most people go to learn that much about the animals and I don't think that they go in order to find ways to conserve them because if they wanted to conserve them they wouldn't be buying tickets to parks where they are doing flips in concrete pools (24:27) I really I think it's entertainment. It's something you do with your four-year-old on a Saturday afternoon (24:35) It's sort of like you know everybody goes to zoo, everybody goes to a park, everybody goes to a circus and you know those ideas are changing, but they've just been part of the culture for so long (24:51) It's just the thing you do, but it's changing now. A lot of you know the kids know, the kids don't want to be there and you can see it in their faces (25:06)

I think that it depends so here in the West, I mean North America and some parts of Europe, the tendencies is really going down. SeaWorld is having a difficult time. People don't want to go and see these spectacles anymore (Q9B, 25:32) But at the same time in the East, in Asia this, it's going up. And I think because it is a novelty there. Now there is Orcas that are being captured and brought to China and put in concrete tanks and in shows and that's and in some of these other areas in Asia, in the East and because it's a novelty, people are flocking to it. So it really depends on what part of the world you're talking about. In the East it's on the upswing, in the West it is going down (26:12) And the idea is can we educate people in Asia, the way we have here in this part of the world to really understand what is going on when they go see an orca in a show (26:25)

I think that you know there is a variety of types of people right, so there is some people who just don't care. They want to go, they want to see an Orca, they want to ride on a dolphin, they want to be pulled around in a pool by a dolphin. They want the kids to experience that, they want to swim with dolphins. Everything. They don't care, they're just insensitive to the issue. There are also many many people who have stopped going to these places because they do care and they do understand what it's like and they do not want to contribute to the abuse of these animals. They certainly don't want their children to see that. You know, I think a lot of parents go along with whatever their friends do so if it's cool to go to a zoo, or a circus or an aquarium, that's what they do cause all the kids say we want to do that if it's not cool and you know it's something that the kids say then you know I learn that we shouldn't see elephants during tricks or we shouldn't see orcas doing tricks and it's not good for them and this is what happens to them. They're not gonna bring their kids so I think if there is a range of people and a dimension of awareness. The first thing you need to do is educate people, cause a lot of people just don't know (Q9A, 28:10) and or at least years ago they didn't know. I mean years ago who knew. You know it wasn't on your radar. Nowadays most parents and people know what goes on so nowadays it's more of a choice about whether you want to contribute to that or not and unfortunately some people just don't get it. But fortunately many many people do (28:37) And its the kids, the kids are driving this you know, I cannot tell you, you know I have a young niece. They talk about this in their classroom. They know that they don't want to go and see these things. And then the parents listen to that, teachers listen to that and that changes the culture (29:01)

My main argument is simple that these animals suffer a great deal in concrete tanks (Q10, 29:18) They weren't meant to live like that and they are adapted to an open ocean where they can choose their friends and family. Where they can choose what to do on any given day. They can dive deep, go far and really experience challenges in life which is good for them you know (29:44) They die of boredom these places. The boredom actually is so bad that it causes chronic stress which then you know eventually harms enters their immune system and they end up dying of these rametent infections

(30:02) Despite the fact that they are in a closed environment where they have veterinary care. Why is it that these animals are dying in concrete tanks despite "the best" medical care. It's because, it doesn't work (30:19) It just doesn't work for them. So I tell people you know my opinion is completely irrelevant, I go by what the science tells us and the evidence is crystal clear. That these animals live shorter lives in concrete tanks. They lead more stressful lives. They exhibit clear signs of psychological disturbance. Including (hybroorgression) So at the data is pretty clear. That it just doesn't work.

Yeah you know the Cove was a brilliant film so is Blackfish (Q11A, 31:14) And I was very honored to be part of that film Blackfish (31:19) Making people aware of what goes on so the Cove made people aware of the connecting between these Taiji drives and Japan and the captivity industry in general (31:38) and I think that was extremely important. I think Blackfish for whatever reason ended up being the short of water shed moment. It just had an incredible impact on people (31:56) Just everything came together in the right way. The cast, the director, the writers, everything. And ever since then. Ever since 2013 it continues to have an impact. It's still here, we're talking about it in 2017. And that was really the moment when people started to realise what actually goes on in these facilities and why they don't want to be part of that (32:23) It was sort of talk about Blackfish as the gift that keeps on giving. It's the truth and the truth when it's told to people in a straightforward way, can be very impactful (32:41)

Oh I think so, I think it's clear. I mean if you ask someone from SeaWorld they'll tell you that, they'll tell you their revenue is down (Q11C, 32:55) ever since then, they know. Everybody knows. And when you make a documentary you don't know what's going to happen. Fortunately, everything came together and this became the documentary for captive dolphins and whales (33:14)

Yeah so a seaside sanctuary is really a completely different way of relating to these animals, because in sanctuaries, if it's an authentic sanctuary in any kind, what you do is trying to create what these animals need to live a decent life (Q12, 33:51) It's not ideal because they should not be in these situations, but they are. So what you try to do is give them back a little bit or as much of what was taken from them in so what you do is to try to give them much more space. For dolphins and whales that means not just a larger expanse but depth to dive cause even in the deepest tanks in SeaWorld Orcas really can't go more than one body length in depth. So they want to give them that because that's part of their pleasure in life. You want to expose them to challenges and to diversity and rhythms of the ocean and you know you just want to give them as much as you can to help them have good well being. A life that is maybe not ideal but is they best you can do for them given that they did come from captivity and a seaside sanctuary isn't like a cage or a tank in any way. It is actually you were going to take nets and pull them across Anker points so that it's an actual area. Enclosed area, but a large enclosed area on the shore. And we are looking at areas there are at least around 65/70 square acres, at least 15 meters deep in parts of it. And the priority will be the residence, their wellbeing, there's no shows, there's no breeding, there's no exploitation of these animals, because they have been exploited their whole lives. So it is complete shift in how we relate to them and we model at what we are doing with the whale sanctuary project on some of the really excellent elephant sanctuaries that exist out there especially the one in California with performing animal welfare society, where they have elephants, big cats, bears and they really do it right (36:15) It's all about the animals and that is what it needs to be in a real sanctuary (36:22)

Appendix 13: Jeffrey transcript

1. Name, Age, Occupation, Country jeffrey ventre, doctor, USA
2. Can you tell me about your organisation? **I am not a member of an organization**
 - a. When did you become part of it?
 - b. Why?
 - c. What have you accomplished so far?
 - d. What about your future?
3. Are you a member of any other animal rights organisations? NA
 - a. If yes, why did you become a member?
 - b. What has this organisation accomplished so far?
 - c. What have you participated in?
4. Have you ever visited a captive dolphin or whale attraction? **Not since working for SeaWorld**
 - a. If yes, how would you describe your experience there?
 - b. Why did you visit this attraction?
 - c. Have you visited any captive dolphin and whale attractions recently?
 - i. Why/why not?
5. What do you think about captivity of animals in general? **I'm against it**
 - a. What do you think about captivity of mammals in particular? **It's cruel and inhumane**
 - i. Are all places the same? **Most are similar, incarcerating mammals for display and profit**
 - b. Is there a difference between keeping whales and dolphins? **Yes.**
 - i. If yes, what? **They are free ranging like many other terrestrial animals such as bears, big cats, etc. Other land animals like snakes and sloths are not free ranging**
6. What do you think about using dolphin and whales in shows? **I'm against it. It's similar to the original Roman Circus, which is where animal display began. At SeaWorld its a Sea Circus**
 - a. Is there a difference between using dolphins and whales?

i. If yes, what?

7. What do you think about the conservation and education efforts in relation to captivity of dolphins and whales? **There is not conservation happening at most Sea circuses. There is no data that shows people come out of a theme park with a conservation message**

8. Why do you think tourists keep visiting these attractions? **The number is diminishing. Those that continue to attend are not concerned with animal welfare and more concerned with entertainment**

a. What do you think about tourists who keep visiting these attractions? **Generally uneducated on the topic**

b. Do you think tourists will keep visiting them in the future? **the industry is dying in the Western countries**

i. Why/why not? **More knowledge**

9. What are your main arguments against captive dolphin and whale attractions?

10. Have you watched Blackfish and the Cove? **Yes I'm in Blackfish**

a. Could you elaborate on what is happening in these documentaries? **They are shedding light on the issue**

b. How have they affected you? **obviously**

c. Do you think they have affected tourists? **obviously**

11. Can you tell me about sea sanctuaries? **Good place to retire animals that have worked for corporations, similar to elephant sanctuaries**