

Past, Present and Future Benefits of Shark-Diving Tourism in Semporna, Malaysia

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Alternative Usages of Sharks and Rays

Shark and Ray Fisheries



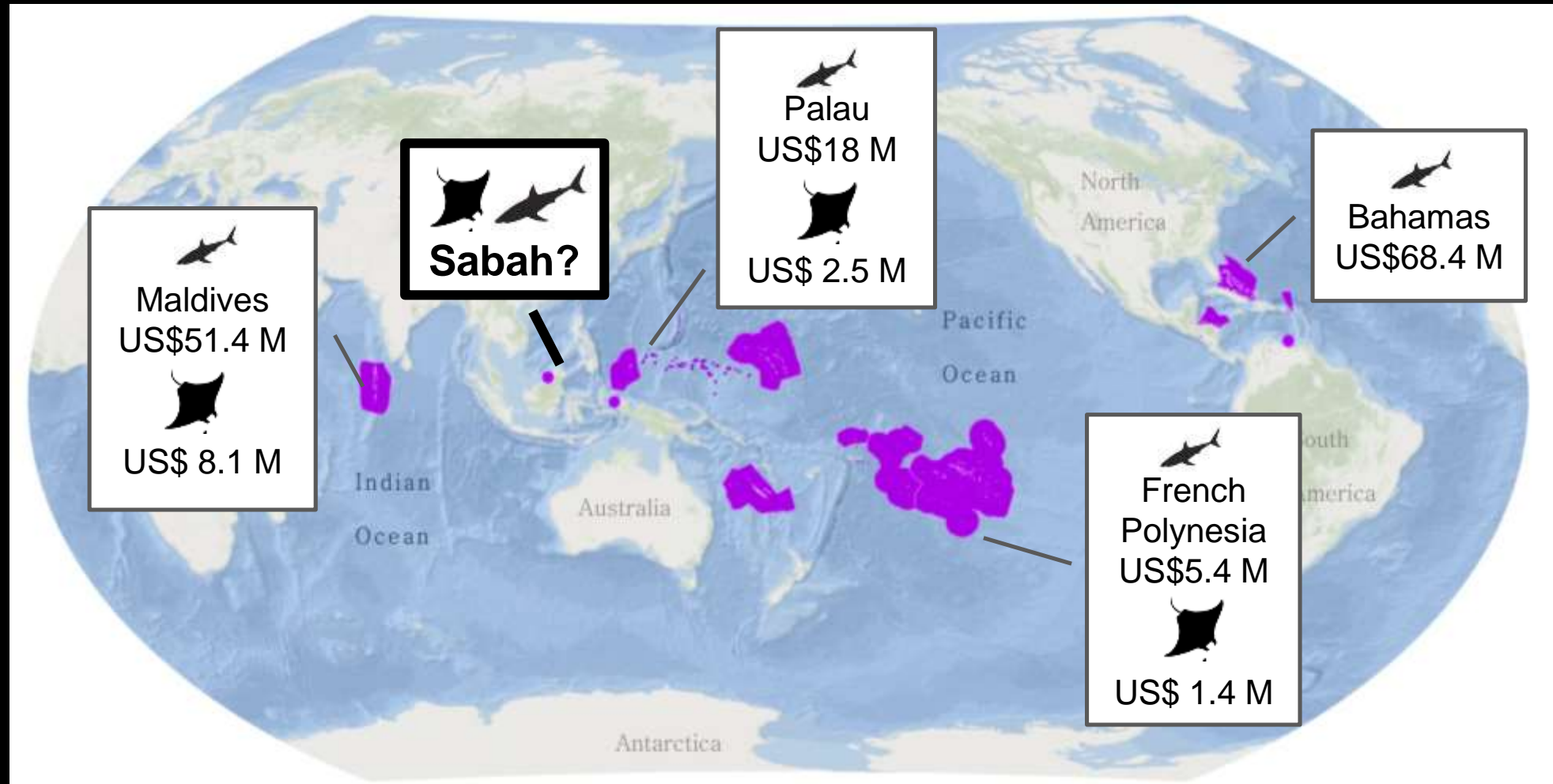
- ❖ Overexploitation
- ❖ Ecological impacts
- ❖ Socio-economic impacts
 - Fisheries
 - Tourism

Shark and Ray Dive Tourism



- ❖ Socio-economic benefits
 - Renewable value
 - Business and tax revenues
 - Jobs
- ❖ Argument for shark and ray conservation

The Value of Sharks and Rays



Shark sanctuaries

Research Questions

- ❖ What is the current socio-economic value of shark and ray diving in Semporna?
- ❖ How does the implementation of a shark sanctuary influence the dive trip demand of tourists in Semporna?
- ❖ What are the economic consequences of changing dive trip demand to the economy in Semporna?
- ❖ Is a tourist user fee a viable finance scheme for a shark sanctuary?

Tourist Surveys

Revealed preferences

Observed tourist behavior

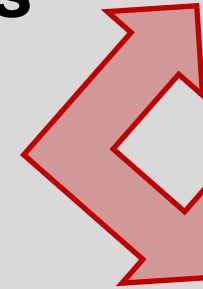


- ❖ Number of dive trips in the last 5 years → Dive trip demand
- ❖ Travel expenses → Business revenues
- ❖ Tourist's characteristics (e.g. age, satisfaction with trip, origin)

Stated preferences

Future tourist behavior

- ❖ Number of dive trips in the next 5 years
- ❖ Change in dive trip demand
- ❖ Change in business revenues
- ❖ Willingness to pay for a user fee



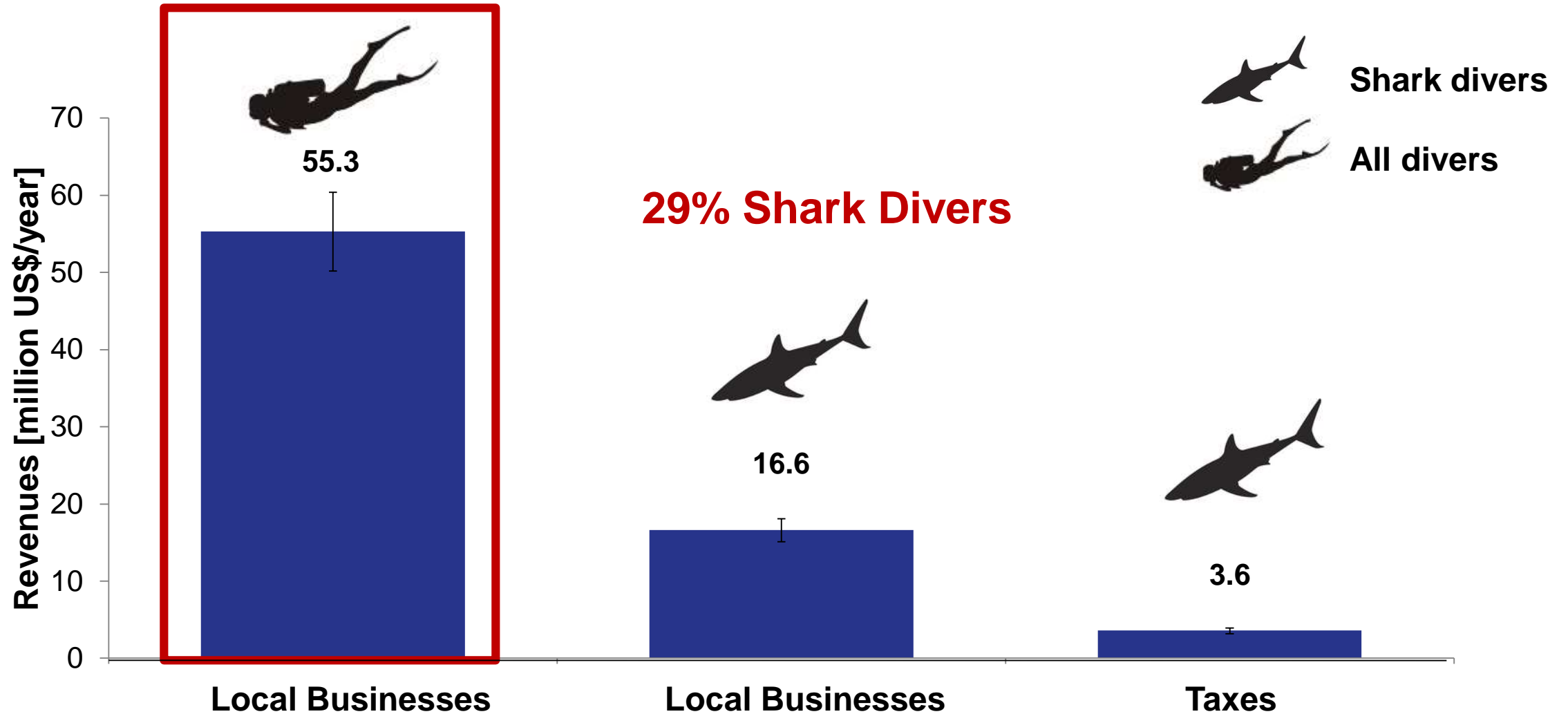
Status Quo



Shark Sanctuary



Revenues from Shark-Diving



Shark Sanctuary Scenario

How many times are you planning to visit Semporna for diving in the next 5 years?

Scenario	Total Days [#/ 5 years]	Business Revenue [US\$ M/a (95% CI)]
 Observed	10	US\$ 55.3 M (50.24 – 60.36)
 Status Quo	=	
 Scenario: Shark Sanctuary		

Jobs and Salaries

- ❖ 796 employees
- ❖ Aggregated salary of US\$ 2.8 million/year
- ❖ 91% of employees Malaysian locals
- ❖ Inequality between ethnic groups



Willingness to Pay

- ❖ Tourist fee for the support of local communities and enforcement of regulations

- ❖ Average willingness to pay for a tourist fee:

US\$ 9.5 / tourist and day

- ❖ Potential annual revenues:

US\$ 2.7 million/year



Conclusions

- ❖ Shark diving industry generates substantial socio-economic benefits to local communities
- ❖ The implementation of a shark sanctuary can increase local business revenues by 20%
- ❖ User fees can be a viable finance scheme for a potential shark sanctuary in Sabah

Thank you for your attention!

Acknowledgements

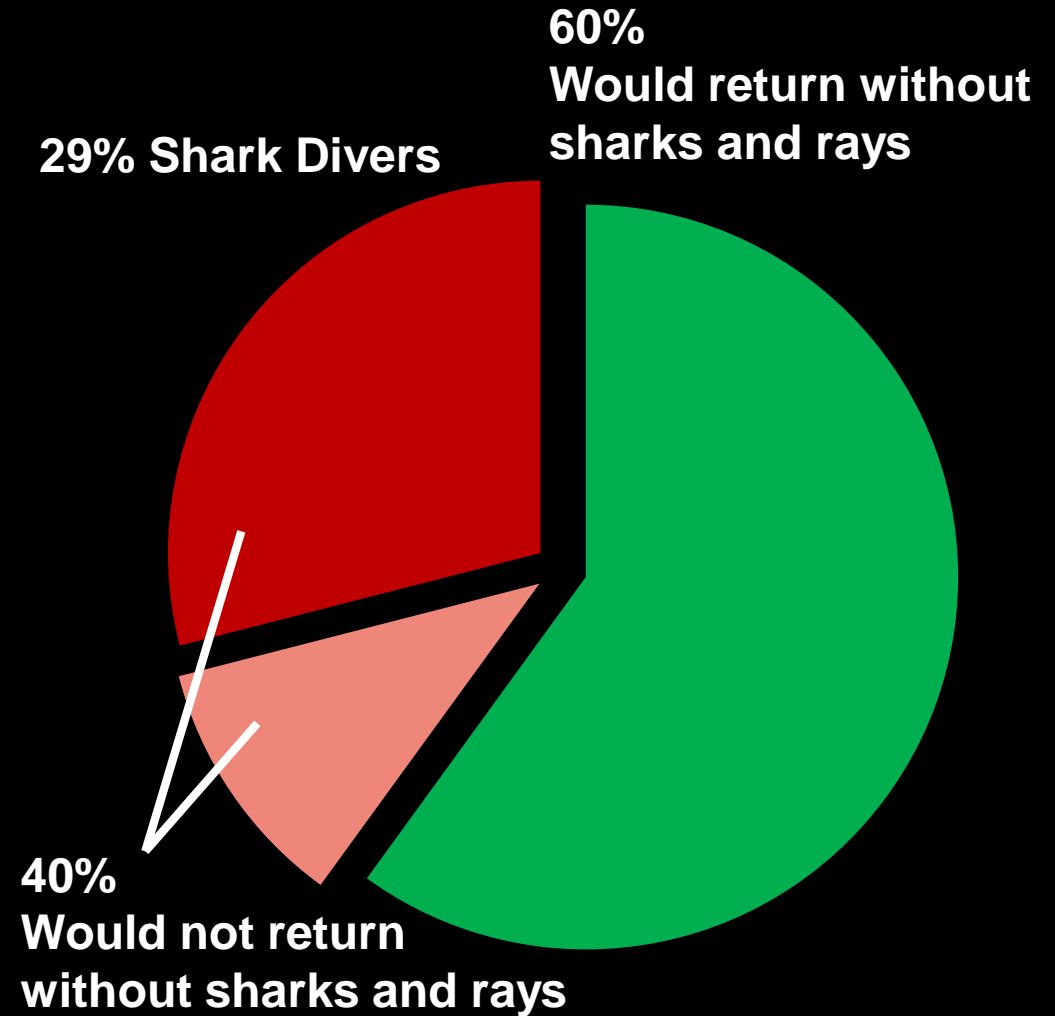
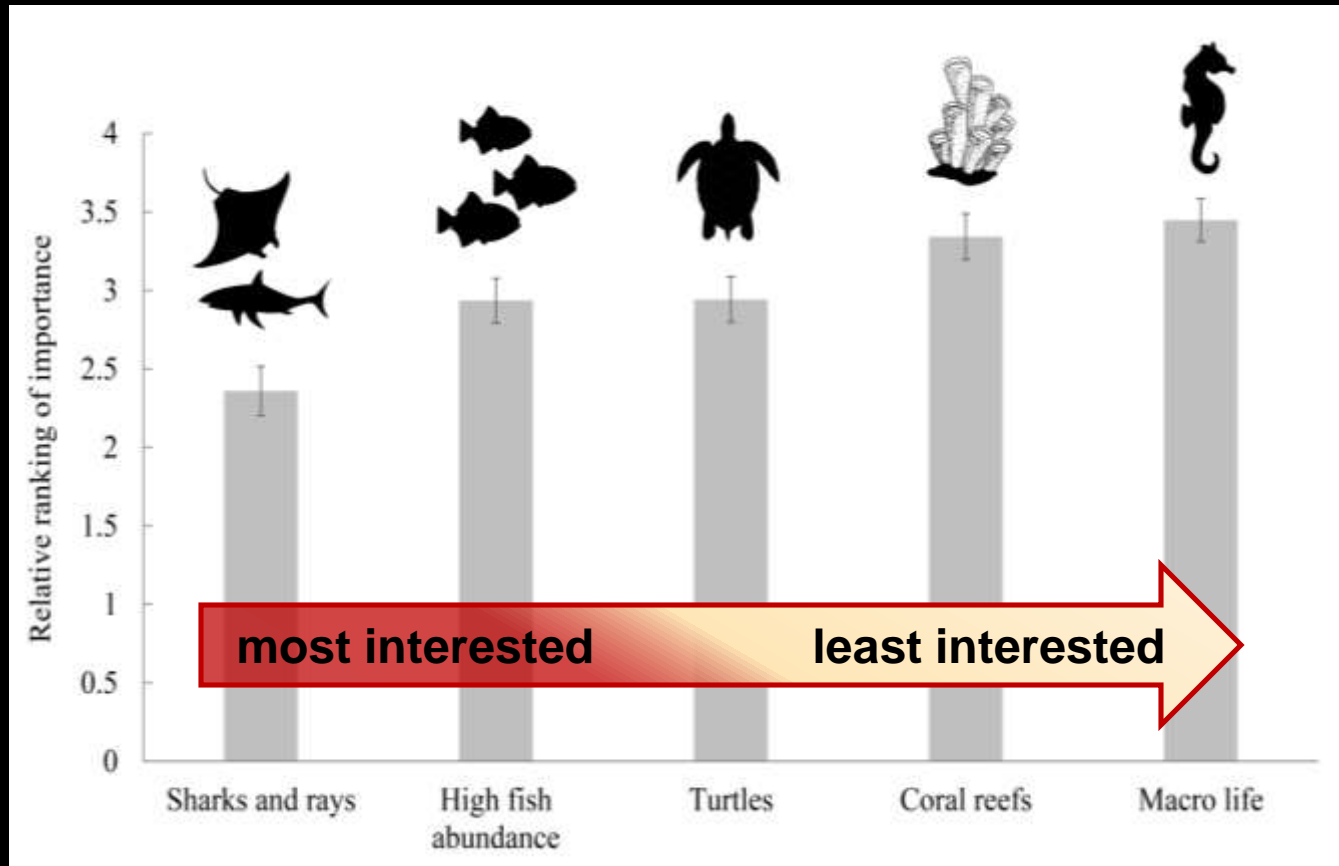


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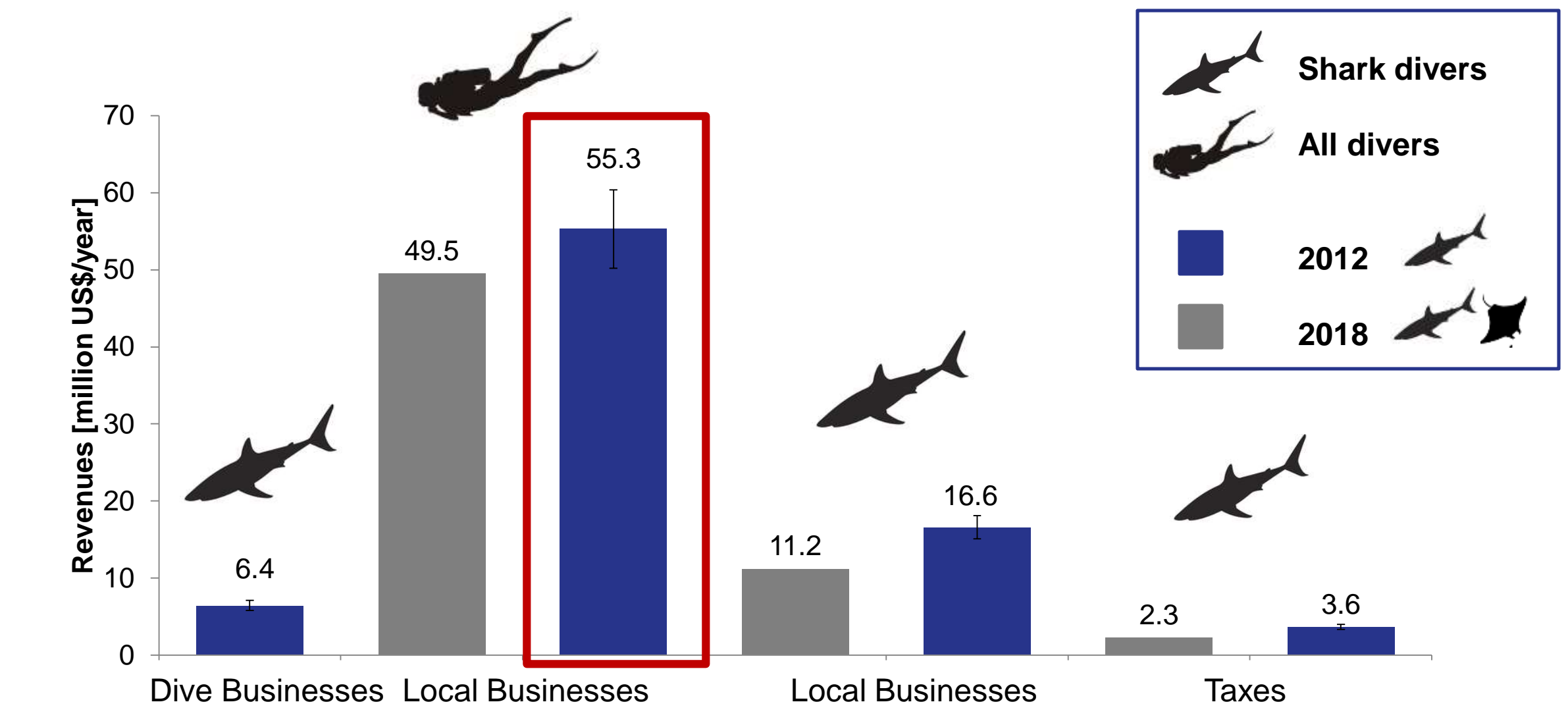


Attachments

Tourist Preferences



Business Revenues



Sharks and Rays in Sabah

