

## Project Update: March 2018

Most of the interviewees were men who dominated the operative part of whale watching, while women were related mainly with hotel manager, interpretation, supported in sale and promotion of the activity (Fig. 1a). The ages ranged from 14 to 75 years old with a greater among of young people in the interpretation. Besides, more than a half were from local communities (57, 9%) and some from nearby places, such as Buenaventura, Cali and others (43, 4%). Regarding the level of education, the majority presented low levels, between primary and high school and in less amount a technical or university level, only 20% specified a profession.

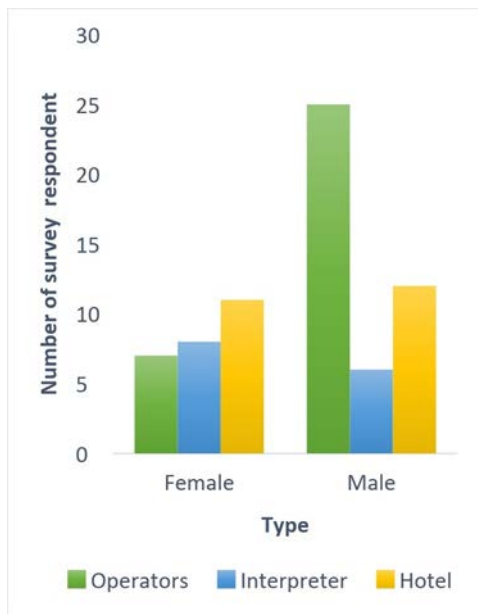


Figure 1a) Number of female and male for key actor

According to the surveys, whale watching began in the 80's-90 as an informal activity, increasing since 2010. The hotel sector is the oldest in the system (since 1967), while the interpretation starts since 2012 (Fig. 1b).

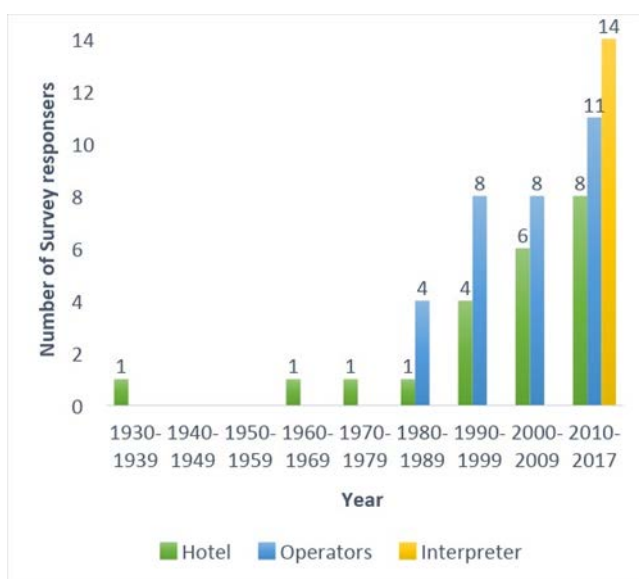


Figure 1b) Year it begins as hotel-operator-interpreter