

Fisheries Heritages & Sustainable Blue-Tourism

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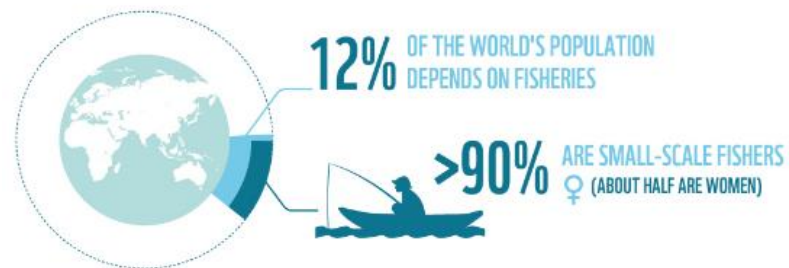
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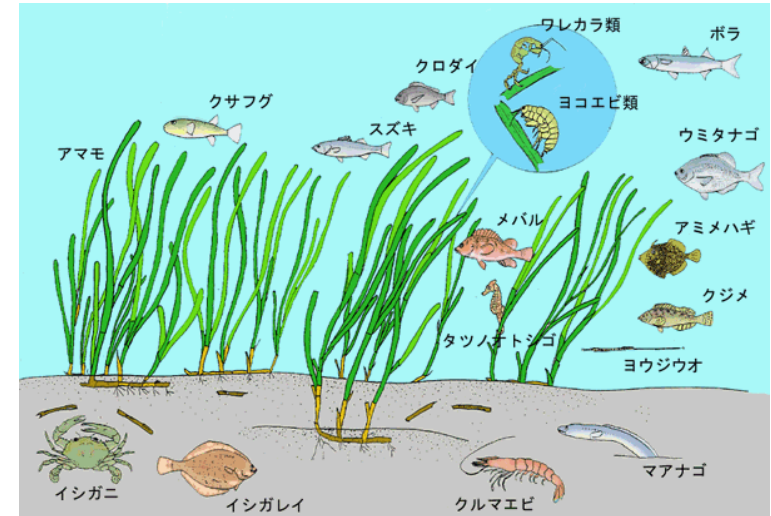
Coastal Fisheries



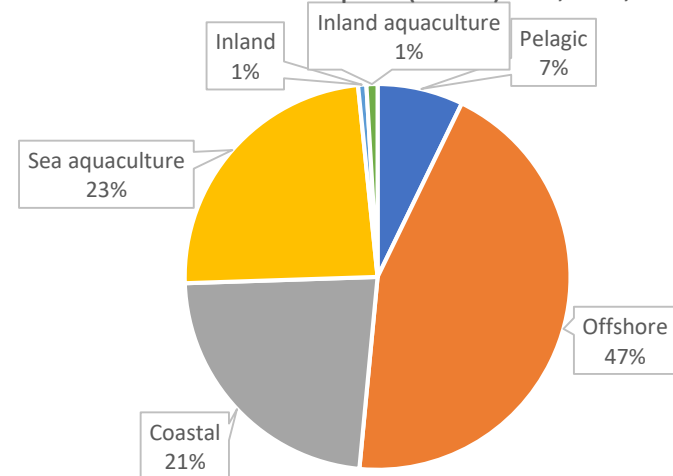
Source: WWF

Why coastal seas and coastal fisheries?

- Coastal seas are vital fish habitats where fish spawn, breed, feed, or grow to maturity
– “**cradles of marine life**”
- For eg. in Japan
 - 85% of Japanese fishers operate in coastal fisheries
 - Coastal fisheries 21% of total fishery yield
 - 44% fishery yield from coastal seas if combined with sea aquaculture
- Most coastal fisheries are **traditional fisheries** that practice **sustainable fishing methods** and **resource management**



Fisheries Yield in Japan (2017) – 4,300,000 tons



Fisheries related heritage systems



Fisheries related Heritage Systems in Japan, China & Korea (as at Aug 2018)



Mud boat (Bosung)



Women skin divers (Jeju)



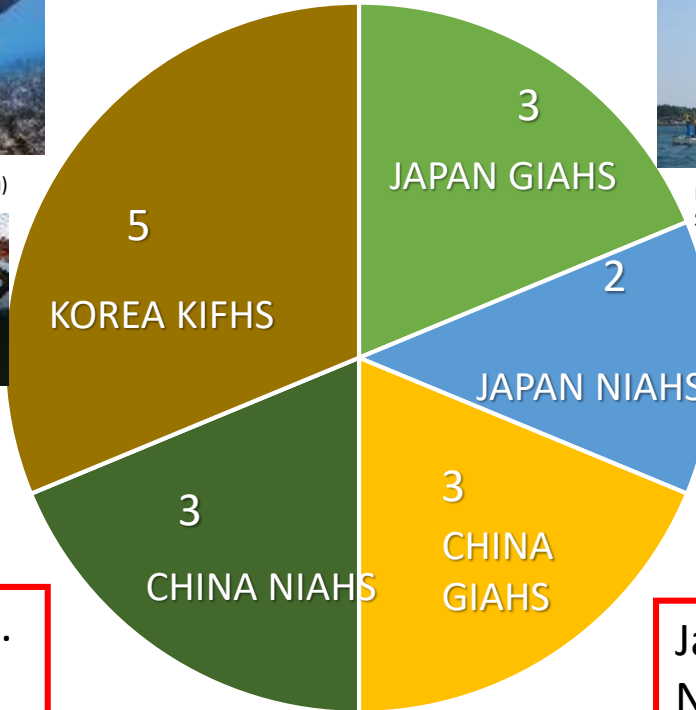
Tidal flat salt-making (Sinan)



Shrimp aquaculture (Wando)



Bamboo Weirs (Namhae)



Noto's Satoyama & Satoumi (Ishikawa)



Ayu of Nagara River (Gifu)



Integrated Forestry, Agriculture & Fisheries (Kunisaki-Usa, Oita)



Nishikori carp & rice cultivation (Nagaoka, Niigata)



Women skin divers & pearl aquaculture (Ise-Toba, Mie)

Korea: All coastal systems.
No GIAHS as yet.

Japan: Mostly coastal systems.
NIAHS are aquaculture-based.



Deqing Freshwater Pearl Aquaculture (Zhejiang)



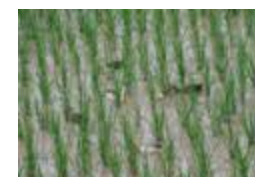
Gaoyou Lake Wetland Agriculture (Jiangsu)



Xiuning Mountain Spring Water Fish Culture (Anhui)



Qingtian Rice Fish Culture (Zhejiang)



Dong's Rice Fish Duck (Guizhou)



Huzhou Mulberry-Fish Dyke (Zhejiang)

China: All aquaculture and inland fisheries

Noto's Satoyama and Satoumi



Traditional fishing, marine resource management, salt making etc are being inherited and conserved through sustainably using these local fishery and tourism resources

Revival of Traditional Fisheries: Anamizu Town (Noto GIAHS)



Fisherman Mr Masaki Iwata & me



ENVIRONMENT / SCENERY



Shigaura & Ninzaki Satoumi Seascape

THE FISHERY HERITAGE



Mullet-fishing watch tower

FISHERY PRODUCT



Grey mullet

FISHERY HERITAGE

FOOD CULTURE



Grey mullet sashimi



Grey mullet *ochatsuke*
(tea over rice)



4th Lecture: “Satoumi Blue Tourism of Hakui City”



Chirihama Beach:
The only drive-through beach in Japan



Sand castle festival in summer



Natural Rock Oysters



Sakura shellfish on Chirihama Beach



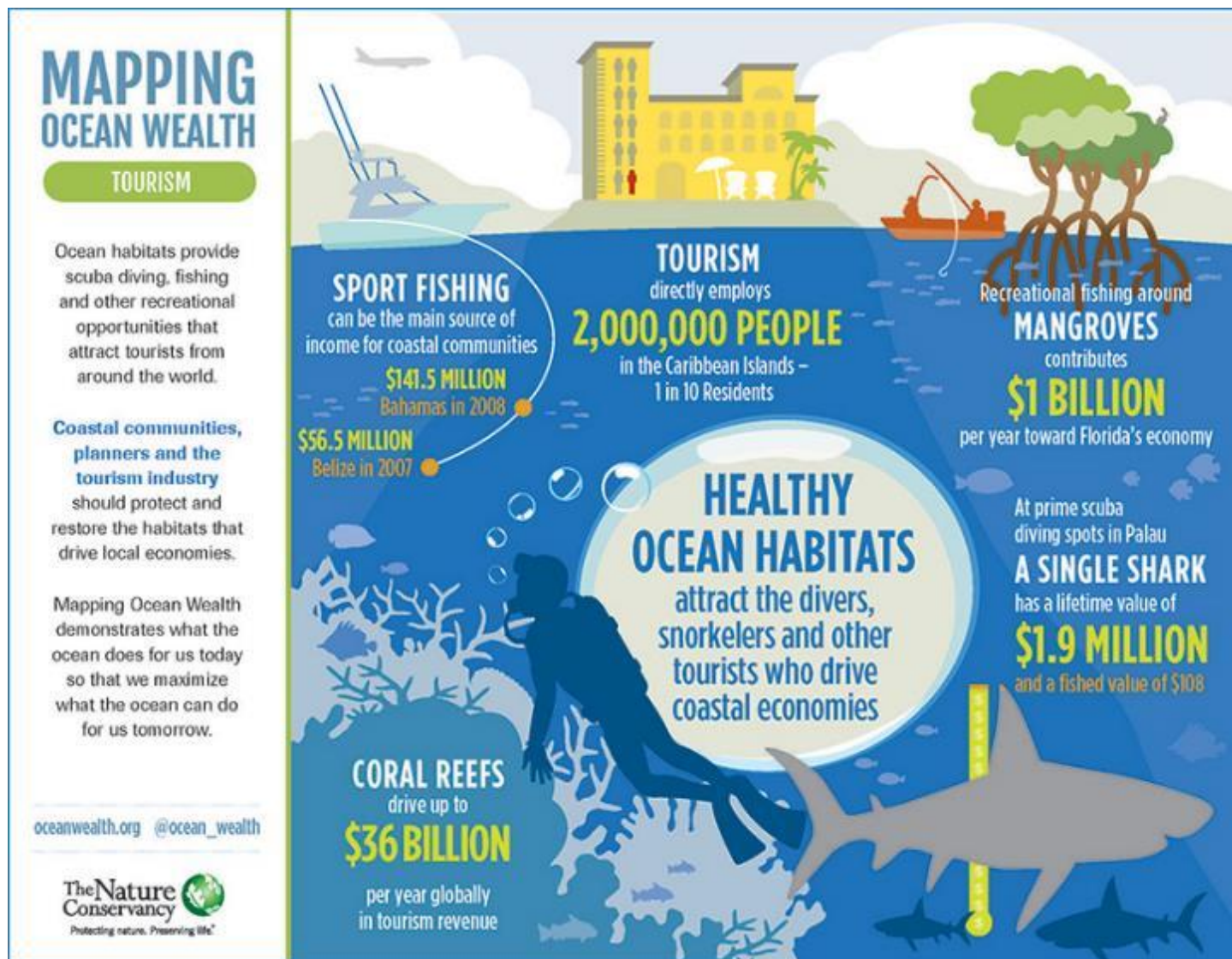
Jet skiing competition



Shirogai (shellfish)

Not only beach recreation activities, but also **ecotourism incorporating environmental education** and development of **blue-tourism to experience the fishing village life** in the area and **enjoy the local seafood**

Blue Tourism in Coastal Seas



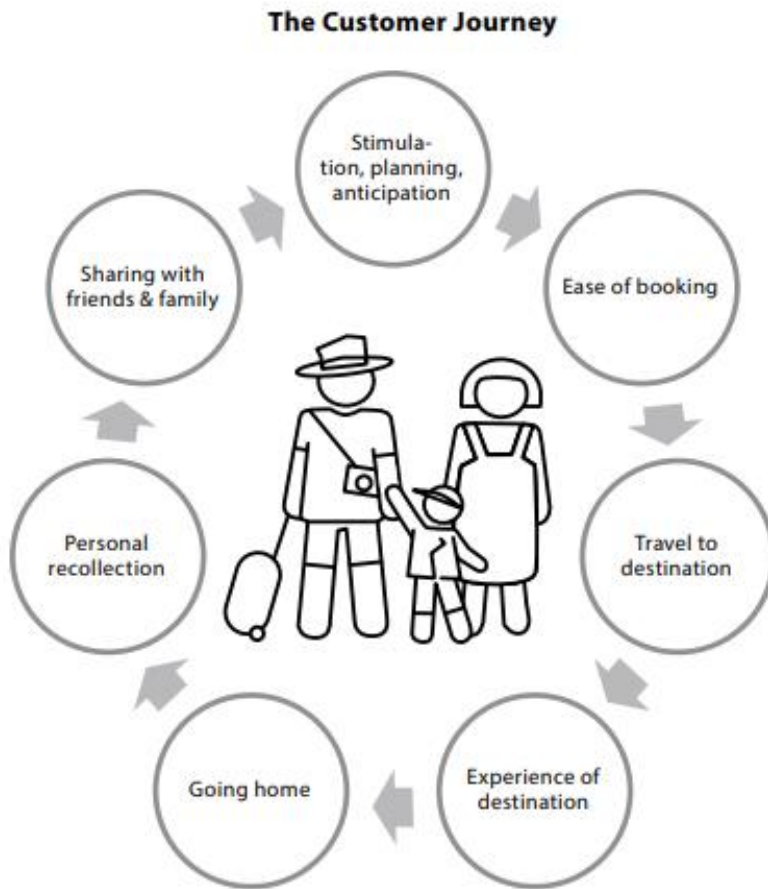
Identifying Tourism Resources in Fisheries Heritages

Fisheries-related assets



Source: European Union, 2014, *Fisheries and Tourism: Creating benefits for the community*, Farnet Guide 9

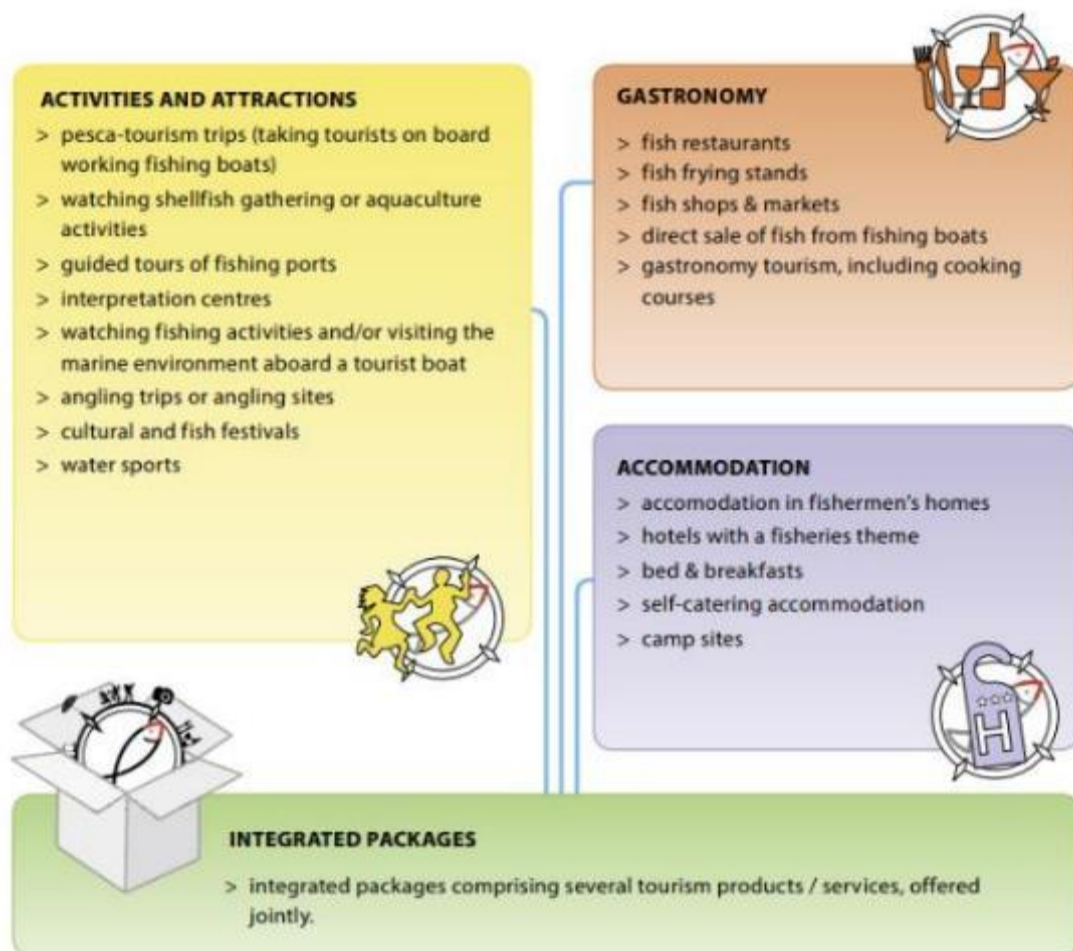
Catering to customer needs



Graphic Source: Farnet Guide 9 (EU, 2014)

- **Anticipate customers' needs**
 - The Customer Journey
- **Enhance accessibility**
 - Information
 - Transportation
 - Reservations
 - Guided experiences
- **Educate**
 - Tourist manner
 - Environment and fisheries
 - Take-away messages
- **Captivate interest**
 - Impress with sincerity
 - Hands on experience
- **Build loyalty and continue support**
 - "Fan-club" of repeaters
 - Direct sale and delivery of products
 - Word-of-mouth

Fishing Village Tourism



Source: Farnet Guide 9 (EU, 2014)

- **Key components**
Activities x Gastronomy x Accommodation
- **Success factors**
 - Product quality
 - Seasonality
 - Timing
- **Sustainability**
 - Environmental
 - Economic
 - Social

Conclusion



- Fisheries Heritage Tourism can
 - **make up for fishers' income** lost during recovery period of marine resources
 - not only boosts local economy, but also **pride and confidence** of local residents
 - **educate** importance to conserve coastal marine ecosystems and fisheries heritage through sustainable use
- but should
 - have **key messages and long term vision**
 - involve multi-stakeholders to plan **governance mechanisms and management strategies**
 - **not be at the expense** of the heritage system itself