Fisheries Heritages & Sustainable Blue-Tourism

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Coastal Fisheries

12% of the world’s population depends on fisheries.

>90% are small-scale fishers (about half are women).

40% coastal fisheries are responsible for nearly 40% of the world’s wild-caught seafood.

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

Created with data source from MAFF, 2016
Fisheries related heritage systems

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

**JAPAN GIAHS**
- Noto’s Satoyama & Satoumi (Ishikawa)
- Ayu of Nagara River (Gifu)

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

**CHINA GIAHS**
- Gaoyou Lake Wetland Agriculture (Jiangsu)
- Women skin divers (Jeju)
- Bamboo Weirs (Namhae)
- Women skin divers & pearl aquaculture (Ise-Toba, Mie)

**CHINA NIAHS**
- Dong’s Rice Fish Duck (Guizhou)
- Shrimp aquaculture (Wando)
- Xiuning Mountain Spring Water Fish Culture (Anhui)
- Mud bout (Bosung)

**KOREA KIFHS**
- Tidal flat salt-making (Sinan)
- Bamboo Weirs (Namhae)
- Nishikori carp & rice cultivation (Nagaoka, Niigata)

Korea: All coastal systems. No GIAHS as yet.

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

China: All aquaculture and inland fisheries
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

Mullet-fishing watch tower

Shigaura & Ninzaki Satoumi Seascape

Grey mullet

Grey mullet sashimi

Grey mullet ochatsuke (tea over rice)
OUIK Satoumi Lecture Series, Seminar & Symposium (2015-7)
4th Lecture: “Satoumi Blue Tourism of Hakui City”

Chirihama Beach: The only drive-through beach in Japan

Sakura shellfish on Chirihama Beach

Jet skiing competition

Shirogai (shellfish)

Sand castle festival in summer

Natural Rock Oysters

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

- **Mapping Ocean Wealth**
  - **Tourism**
  - Ocean habitats provide scuba diving, fishing, and other recreational opportunities that attract tourists from around the world.
  - Coastal communities, planners, and the tourism industry should protect and restore the habitats that drive local economies.
  - Mapping Ocean Wealth demonstrates what the ocean does for us today so that we maximize what the ocean can do for us tomorrow.

- **Sport Fishing**
  - Can be the main source of income for coastal communities.
  - **$141.5 Million**
    - Bahamas in 2008
  - **$56.5 Million**
    - Belize in 2007

- **Tourism**
  - Directly employs 2,000,000 people in the Caribbean Islands – 1 in 10 residents

- **Healthy Ocean Habitats**
  - Attract the divers, snorkelers, and other tourists who drive coastal economies.

- **Coral Reefs**
  - Drive up to **$36 Billion**
    - Per year globally in tourism revenue

- **Mangroves**
  - Recreational fishing around mangroves contributes **$1 Billion** per year toward Florida's economy.

- **A Single Shark**
  - Has a lifetime value of **$1.9 Million** and a fished value of $108 at prime scuba diving spots in Palau.

**oceanwealth.org** | **@ocean_wealth**

**The Nature Conservancy**

**Protecting nature. Preserving life.**
Identifying Tourism Resources in Fisheries Heritages

Fisheries-related assets

Nature-related assets
- the sea, rivers & lakes
- coastlines, beaches & waterfront settings
- marine & fresh water fish, mammals & birds
- marine & freshwater plant life
- a variety of landscapes & seascapes from rocky cliffs to salt marches to wooded lakes

Fisheries heritage & culture
- fishing harbours
- fishing boats & their activities
- fishermen themselves & their personal stories
- fish farms & hatcheries
- shipyards & boat building
- fish festivals & traditions
- net mending activities
- angling spots

Fish-related assets
- fresh fish & seafood
- traditional canned or processed delicacies
- traditional local recipes
- fish markets & fish auctions
- smoke houses
- fish restaurants
- take away fish bars & shops
- fish processing plants

The local tourism context
- tourism operators & organisations
- accessibility & infrastructure
- services

Source: European Union, 2014, Fisheries and Tourism: Creating benefits for the community, Farnet Guide 9
Catering to customer needs

• 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

Graphic Source: Farnet Guide 9 (EU, 2014)
Fishing Village Tourism

- **Key components**
  - Activities
  - Gastronomy
  - Accommodation

- **Success factors**
  - Product quality
  - Seasonality
  - Timing

- **Sustainability**
  - Environmental
  - Economic
  - Social

Source: Farnet Guide 9 (EU, 2014)
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