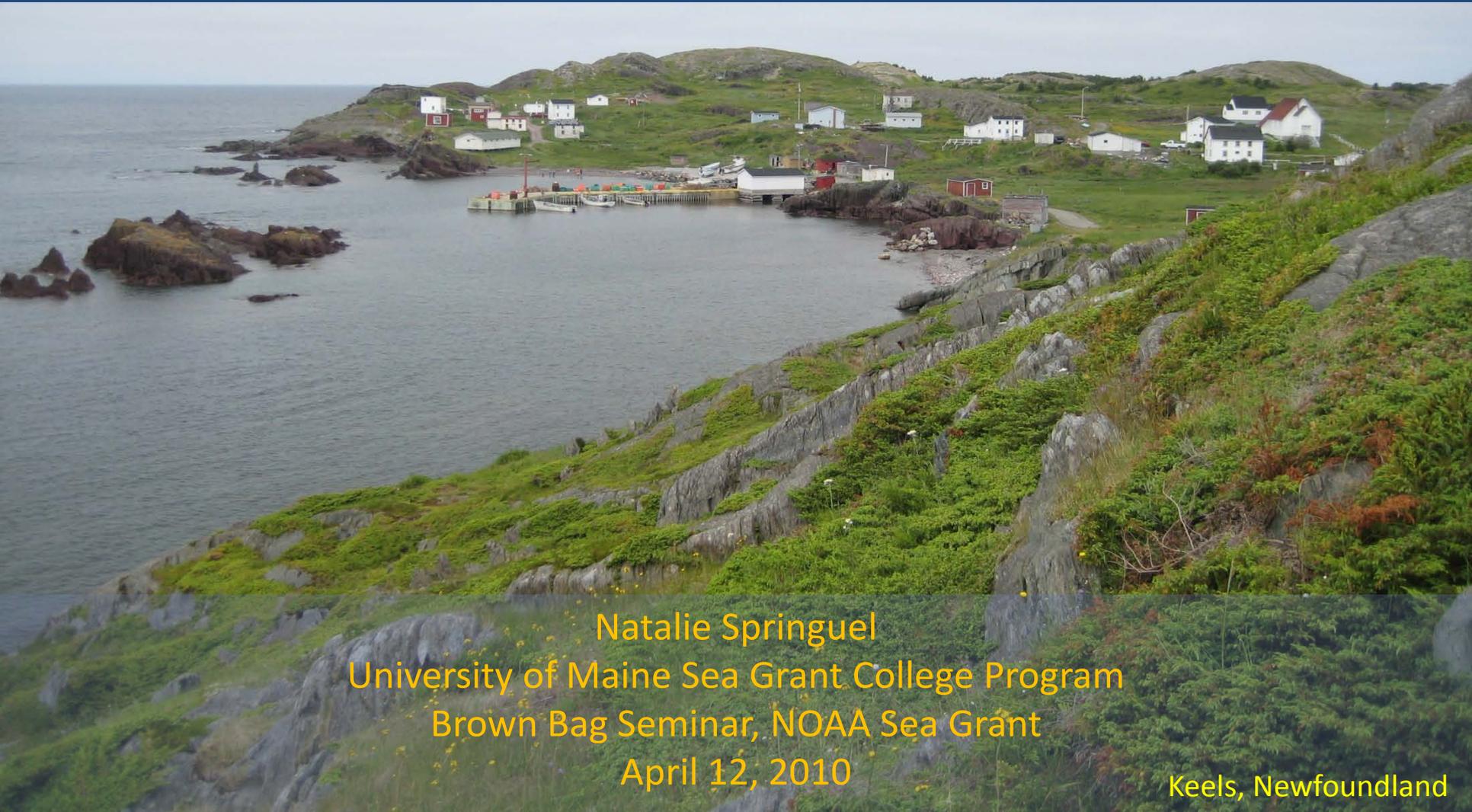


# The Role of Tourism in Fisheries Crises: The Case of Newfoundland and Applications to Maine



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Brown Bag Seminar, NOAA Sea Grant  
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Keels, Newfoundland



# The Northwest Atlantic





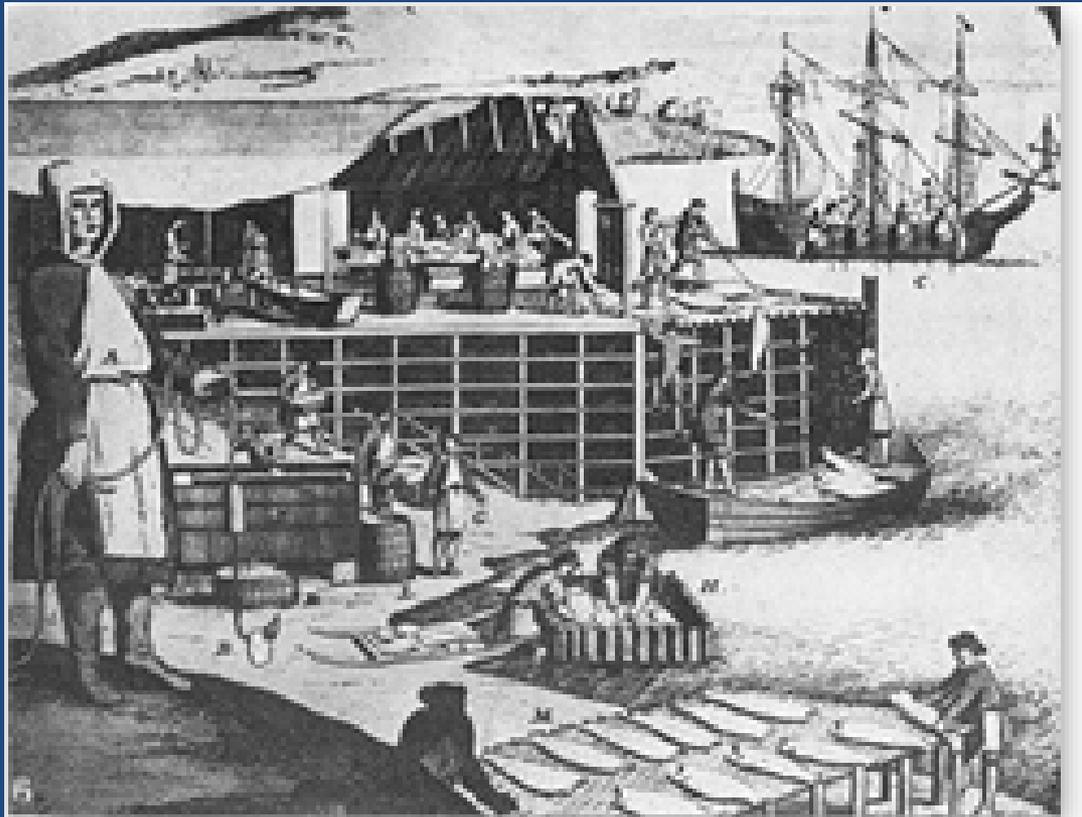
# Newfoundland



# A History of Fish

*But the chiefe commodity of New-found-land... is the Cod-fishing upon that Coast, by which our Nation and many other Countries are enricht.*

- 1620, Sir Richard Whitbourne, Newfoundland settler and explorer  
(From: 1579?-1628, *A Discourse and Discovery of New-found-land*)



<http://www.canadiangeographic.ca/specialfeatures/AtlanticCod/codquote.asp>



<http://www.canadiangeographic.ca/specialfeatures/atlanticcod/codmaps.asp>

# A History of Fish

*It was fish that brought Europeans to Newfoundland, it was fish that dictated the pattern of their settlement, and it was the catching, salting, drying and marketing of fish that laid down the forms and structures of the society they built.*

Newfoundland and Labrador Heritage Website



[http://www.heritage.nf.ca/society/19th\\_cod.html](http://www.heritage.nf.ca/society/19th_cod.html) pre-1898



<http://www.heritage.nf.ca/society/bankcrash.html#codfish>

# A History of Fish

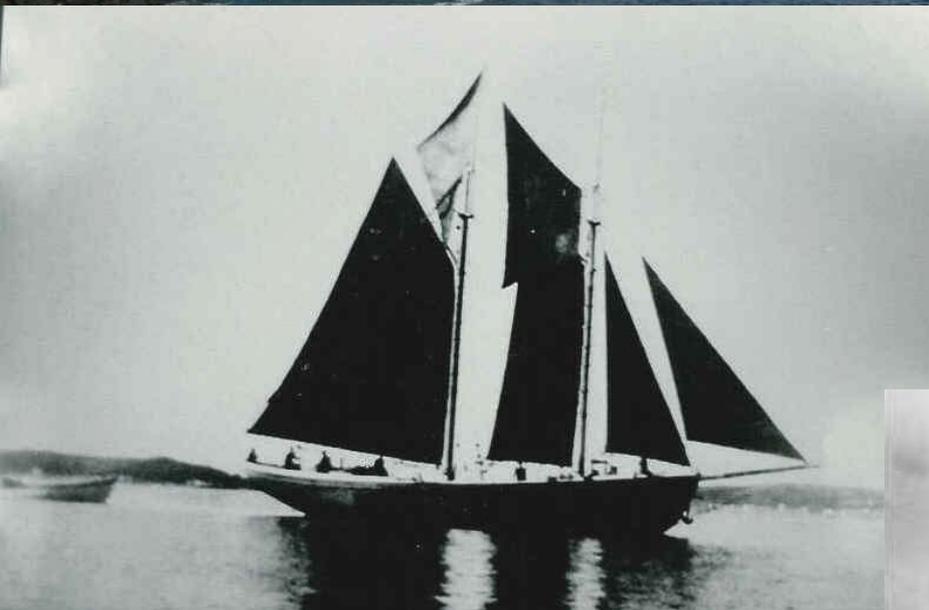


Fig. 4. Inshore fishing boats, powered by sails and oars, handlining for cod, 1907. (Courtesy of the National Archives of Canada; Neg. No: C37556).

# Tradition and Modernization



Burgeo



[http://www.heritage.nf.ca/society/soviet\\_trawler.html](http://www.heritage.nf.ca/society/soviet_trawler.html)



Catalina



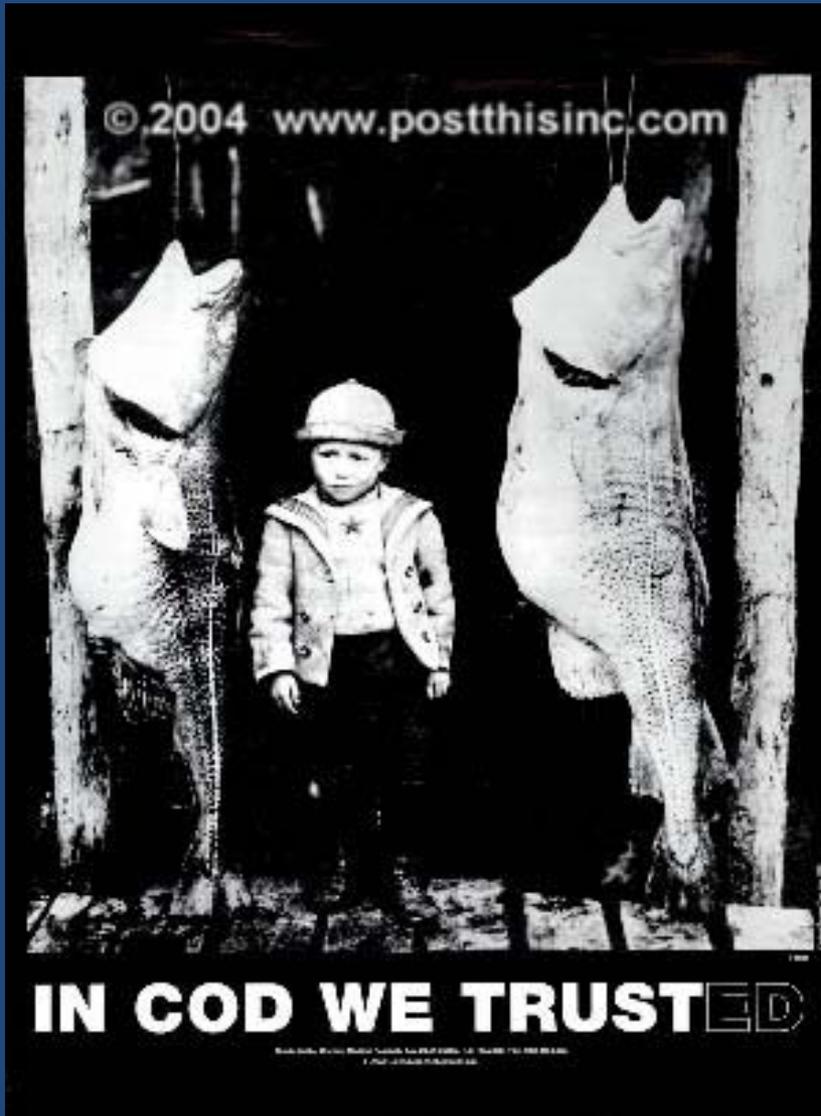
St. Anthony



# The Moratorium

*The moratorium sparked the single largest mass layoff in Canadian history and put about 30,000 people from Newfoundland and Labrador out of work, representing about 12 per cent of the province's labour force.*

Newfoundland and Labrador Heritage Website



Fogo Island



# The Moratorium



Burgeo

# The Moratorium

*This is going to affect everybody, from truck drivers to grocery stores to everyone. There's a lot of people homes are gonna be gone, cars gone. This is going back to soup kitchen days.*

Glenn Kritch, fishermen from Bay Bulls, Newfoundland, quoted on CBC TV, July 2, 1992.



Keels



Come by Chance



# The Government Strategy

*...It is through the creation of new wealth in new industries that the Province's problems of over-dependency and under-employment will ultimately be addressed... In its strategic economic plan, the Province has identified three main areas of growth. These are:*

- *manufacturing and technical industries*
- **tourism and culture**
- *energy.*

*...These three established industry groups offer significant potential for new wealth generation and increased employment during the next decade, and **government's economic development thrust will be targeted on these industries.***

Change and Challenge: A Strategic Economic Plan for  
Newfoundland and Labrador  
**1992**, Government of Newfoundland and Labrador

Rose Blanche



From fishing for cod to fishing for tourists...



Musgrave Harbor

## Sabbatical Questions

- How has cod collapse affected outports?
- What is the role of tourism in outport revitalization?
- What can Maine learn from NL's maritime heritage approach?



Conche



Trinity

## Research Approach

- Semi-formal interviews
- Impromptu conversations
- First impressions and participant observations
- Attend conference



Francois



South Coast



Ferryland



Tilting



# Results

1. Tourism will never replace cod fishery

## Results

1. **Tourism will never replace cod fishery, but...**
2. Community viability, aspirations, and values come before tourism
3. Community dev't can benefit from tourism dev't
4. Fisheries Heritage preservation can net positive social AND economic impacts

Fleur-de-Lys



Twillingate

- Central theme of community aspirations and values:
  - Community viability
  - Preserving sense of community, culture and economy
  - Preserving heritage and the outport



Burin



Drying salt cod

# Local Example: Elliston Tourism Committee Projects



- Central themes of community development:
  - Tourism development for COMMUNITY benefit
  - Inventory assets that locals value, then build on them for locals AND visitors
  - Festivals, events, “Come Home Years” for locals but visitors benefit



Flower Cover



Twllingate



## Local example: The Fogo Island Punt Race

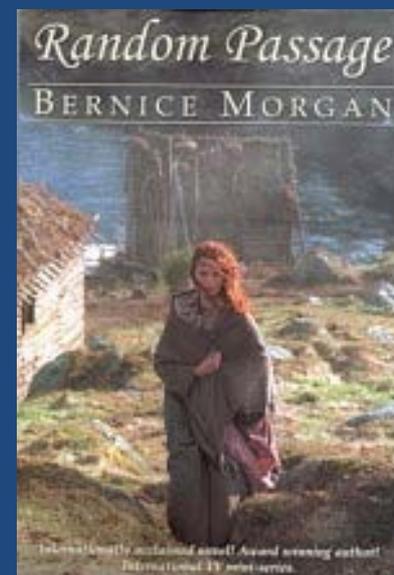
*The race “will create a greater awareness of this wooden boat heritage, help preserve the traditional skills and methods, and promote the pride, appreciation and enjoyment of the great wooden boats of Fogo Island and Change Islands. These boats embody the very nature of our people; ingenious, creative, adaptable, resourceful and hard working.”*

[http://www.fogoislandregatta.com/c\\_heritage.aspx](http://www.fogoislandregatta.com/c_heritage.aspx)



Seldom Come By

- Fisheries Heritage Preservation
  - Tangible and intangible cultural preservation for social AND economic impact
  - Fisheries Heritage Informs: art, theatre, literature, natural history interpretation, social commentary, celebration and events, historic sites etc...
  - All the things that both locals AND visitors value



## Local Example: Tilting

*“We are proud. We are proud of our heritage and our history. This place is really beautiful and it feels good when people tell us they love it... It makes us proud of what we have, who we are... What is going to happen in ten years? I will be a senior then. We need people to come in. We need tourism. We need people to buy houses and live here year round. We are proud when people want to come here...” Tilting resident.*





## Why Heritage Preservation?

*“The [fisheries] landscape is a cultural manifestation of place, and protecting and restoring it is protecting and restoring Newfoundlanders themselves.”*

Community volunteer



## Why Heritage Preservation?

**Table 3.—Social and cultural values associated with cultural heritage (Alcamo and Bennett 2003; Throsby 2002).**

VALUE	DESCRIPTION
Recreation and Tourism	Relaxation, leisure activities.
Sense of Place, Identity, Community Pride	Sense of belonging and community or cultural affiliation. Comfort, safety, and familiarity afforded by association with community as well as recognizable structures and landscapes in human and natural environments.
Spiritualism, Religion	Enlightenment, self-reflection, continuity and understanding of place in the universe.
Social and Civic Relations	Meetings, interactions, communication, and celebration with others at communal structures, places, and sites.
Aesthetics, Authenticity	Beauty, harmony, natural setting, historical and cultural integrity. Genuine experiences and connections with culture and environment.
Symbolism, Artistic Inspiration	Places, sites, monuments and objects that convey meaning and inspiration. Influences folklore and art, and formation of national or cultural symbols.
Research, Science, Education, Knowledge	Cognitive development, understanding of past events, conditions, and cultures.



## What do the locals think?

- In surveys of NH seacoast residents

(2005 Claesson, Robertson, Hall-Arber )

- 75% agreed FH should be preserved
- More than 2/3rds ranked fishing history museums and cultural events/festivals as their favorite marine-related activities (after watching whales)
- NH Seacoast fisherman ranked historical/cultural preservation as more important than restoring fish stocks.



## What about the visitors?

- In a 2009 study by Dept of Commerce, Nat'l Trust for Historic Preservation and others:
  - 78% of all US leisure travelers participate in culture and/or heritage activities while they travel.
  - Spend nearly \$1,000 per trip,
  - Up to \$200 more per trip than other travelers
  - Spend \$62 a day more than other travelers.
  - Take longer trips.
  - Include multiple destinations and stay 1/2 day longer at each place.



## How do you attract these travelers?

- The most successful strategies to attract cultural tourists are:
  - regional and thematic
  - concentrating on a few key stories and interpreting them thoroughly
  - using a variety of mediums: interpretive [signs], auto tours, the arts, museums and interpretive centers, special guided tours, and outdoor experiences.



# Gulf of Maine

- The Gulf of Maine has also seen a major decline in fisheries
- Result is dramatic change in character of our communities
- Downeast, Maine loses the nation's last sardine factory, April 2010



Prospect

<http://ellisworthmaine.com/site/index.php/February-2009/Sardines-Anyone.html>



Mussel dragger



Eastport



Prospect

<http://www.acadiamagic.com/schoodic/image-s-prospect-harbor/prospect-harbor-009.jpg>



## Maine and Newfoundland

Could Maine's reliance on lobster =  
Newfoundland's reliance on cod?



Isleford, Maine



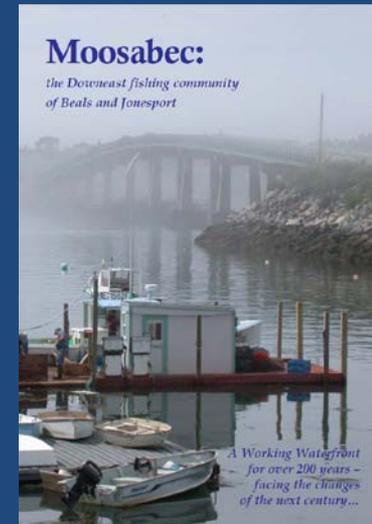
Catalina, Newfoundland





# Downeast Fisheries Trail

- What do residents value?
  - What sites should be on the Downeast Fisheries Trail?
  - What makes these sites interesting or important?
  - What aspects of our fisheries past and present do you think that visitors to Maine should know about?
  - What about your grandkids? What fisheries story do you want them to know?



### THE MACHIAS RIVER

Native Americans called the falls next to this sign Machias, the popular translation of which is "bad little falls." The name Machias now applies to the nearby town and river.

South of the Little Falls, river water mixes with sea water brought in by ebb tides, making an environment called an estuary. Estuaries, where salt and fresh water meet, are rich in nutrients and support a wide variety of life. The Machias estuary is a great example of this. It is home to many species of fish, including Atlantic salmon, Atlantic herring, Atlantic tomcod, and Atlantic silverside. The Machias estuary is also home to many species of birds, including bald eagles, osprey, and double-crested cormorants.

Several species of migratory fish spend part of their lives in the Machias and East Machias Rivers. Atlantic salmon, Atlantic herring, Atlantic tomcod, and Atlantic silverside are all found in the Machias estuary. Atlantic salmon are the most important species in the Machias estuary. They are a highly valued species of fish and are also a popular sport fish. Atlantic herring are also an important species in the Machias estuary. They are a highly valued species of fish and are also a popular sport fish. Atlantic tomcod and Atlantic silverside are also important species in the Machias estuary. They are both small fish that are important to the food web.

Atlantic salmon *Salmo salar*

American eel *Anguilla rostrata*

Atlantic herring *Clupea harengus*

Atlantic tomcod *Microgadomus aeglefinus*

Atlantic silverside *Menidia menidia*

Atlantic herring are a highly valued species of fish and are also a popular sport fish. They are a highly valued species of fish and are also a popular sport fish. Atlantic tomcod and Atlantic silverside are also important species in the Machias estuary. They are both small fish that are important to the food web.

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## Downeast Fisheries Trail Survey

# Tell us what you think!

[www.seagrant.umaine.edu/downeast-fisheries-trail](http://www.seagrant.umaine.edu/downeast-fisheries-trail)

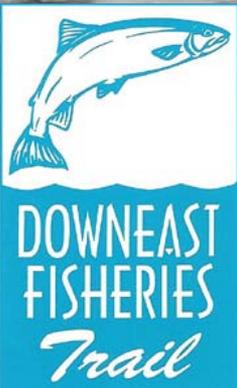


Photo: Maine State Archives

## Tourism Pitfalls and Limitations

- Commodification,
- Gentrification
- Unrealistic expectations, failure



## Tourism potential after natural resource decline

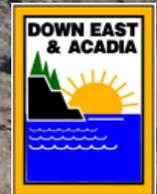
- When done right, tourism and fisheries heritage can provide:
  - Support for fisheries economy and industry
  - Coastal community revitalization, community pride
  - Tourism economic development
  - Educational opportunities for the next generation



Photo: Maine State Archives

**Thank You!**

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Change Island,  
Newfoundland