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| **Course(s):** Environmental Science 3205, Newfoundland and Labrador History |
| **Curriculum Expectations:*** 2.01 define wilderness (<http://www.ed.gov.nl.ca/edu/k12/curriculum/cot_environmental_science_3205.pdf>)
* 2.02 identify the values/benefits associated wilderness and wilderness experiences (stress reduction, jobs that benefit the economy, stimulate interest in the environment, culture, spiritual enhancement) (<http://www.ed.gov.nl.ca/edu/k12/curriculum/guides/science/envsci3205/EnvSci3205_Unit_2.pdf>)
* 4.4.8 describe the economic potential of the tourism industry (<http://www.ed.gov.nl.ca/edu/k12/curriculum/guides/socialstudies/gr8/unit4_73-92.pdf>)
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| **Overview:** This lesson will encourage students to discover the interconnectedness of tourism and the fisheries industry in rural west coast Newfoundland. |
| **Materials:***Teacher Students*Fisheries and Tourism SMARTBoard file • Tourism summary sheets based on CURRA documents |
| **CURRA Reference:** Working Better Together: Fisheries and Tourism in Newfoundland and Labrador Report (<http://www.curra.ca/documents/report_Working_Better_Together_workshop_report_August_2012_Final.pdf>) & Navigating the Legislative Requirements for Fisheries-Tourism in Newfoundland and Labrador – Ian Murphy and Dr. Barbara Neis (<http://www.curra.ca/documents/TCR_Fisheries_Tourism_Regulations_Report.pdf>). For more research on this topic see “Marine wildlife of the Gros Morne national park region” – Joeseph S. Wroblewski or visit [www.curra.ca](http://www.curra.ca).  |
| **Lesson Details:** *(Allow two, one hour periods)**Lesson One** Open Fisheries and Tourism SMARTBoard, where students will create their definition of “wilderness”
* Students will brainstorm values and benefits associated with wilderness (stress reduction, jobs that benefit the economy, stimulate interest in the environment, culture, spiritual enhancement)
* Explain focus of today’s lesson will be on the benefits associated with the economy. Try to lead students towards Fisheries and Tourism with guiding questions (ie. “Can you think of two local industries that heavily rely on wilderness and the environment?”)
* Brainstorm how fisheries and tourism are connected
* Students will then be split into small groups (4-5) and read the summaries of three types of fishery related tourism (education/knowledge based, culinary, and experiential)
* For each type of tourism, students are expected to provide a description, potential benefits for both the tourism and fishery industries, any barriers preventing the two from having a synergistic relationship, and finally any strategies to overcome these barriers
* As a class, discuss these points for each of the three types of fishery tourism

*Lesson Two** Have students create an experience (assessment)
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| **Assessment:*** Have students create their ideal fisheries tourism experience based on the criteria discovered in the case studies. This experience should highlight a potential opportunity in the students’ local area.
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**Experiential Tourism**

\*\*From Working Better Together: Fisheries and Tourism in Newfoundland and Labrador Report (<http://www.curra.ca/documents/report_Working_Better_Together_workshop_report_August_2012_Final.pdf>)

Experiential activities related to the fishery, such as boat tours led by fish harvesters that take visitors on the water to demonstrate how they fish and catch some seafood, offer another option for fish harvesters to diversify their fishing enterprises while providing memorable experiences for visitors. Experiential tourism activities need to be developed for the best fit between the tourism and fishing seasons. These are a potential option for improving the viability of local fishing enterprises and for promoting local tourism but none currently exist in the region (Lowitt 2012, p. 4

<http://www.curra.ca/documents/CURRA_Fisheries-Tourism_Summary_report_Final.pdf>)

Turning to other (missed) opportunities, Barb Neis noted that in 1923, a former Newfoundlander operating a salmon cannery in British Columbia had entertained “350 tourists in his Sunnyside Cannery” (Dec. 7, 1923, Bay Roberts Guardian Newspaper Announcements). She asked, “Where in NL is it possible to visit a seafood processing plant? What types of seafood processing plants would be interesting to visit? What could add to the value of this kind of tourism if it existed in the province?”

Barb Neis also talked about (missed) opportunities associated with the extensive marine science and fisheries research being conducted from the Bonne Bay Marine Station (BBMS) and other parts of Memorial University and the broad range of harvester-engaged fisheries stewardship initiatives that had been established since the groundfish moratoria. These kinds of initiatives could provide the basis for stand-alone fisheries-tourism initiatives as well as elements in larger initiatives (boosting, for example, already substantial visitorship to the BBMS). As an example, she noted that the snow crab harvesters in Bonne Bay had voted to temporarily close the crab fishery within the Bay in recent years. From a science perspective, this crab stock provides a somewhat unique opportunity to study (relatively easily) snow crab in their natural environment and to monitor fisheries. Scientific research on the Bonne Bay snow crab conducted through the Bonne Bay Marine Station has suggested the stock will take some time to recover and it is likely this will always be a small fishery.

The combination of scientific research capacity, evidence of local stewardship and other features of this fishery in a heavily touristed region suggests there could be a real opportunity to develop a fisheries-tourism initiative taking advantage of the experiential and educational/knowledge-based tourism opportunities associated with this fishery. For instance, a pilot project involving local scientists, harvesters and the resources and skills at the BBMS and in the regional tourism industry, that created an opportunity for tourists to learn about snow crab and snow crab stewardship and to also consume locally caught, traceable snow crab could substantially increase the wealth to harvesters and to the regional economy generated from this somewhat vulnerable snow crab stock (greater wealth per crab harvested than is available through simply retailing crab locally or exporting it into international markets); enhance research opportunities and the effectiveness of conservation; *and* provide an opportunity to experiment with different approaches to fishing, niche markets, etc.

**Educational/Knowledge Based Tourism**

\*\*\*From Working Better Together: Fisheries and Tourism in Newfoundland and Labrador Report(http://www.curra.ca/documents/report\_Working\_Better\_Together\_workshop\_report\_August\_2012\_Final.pdf

Steve Knudsen, owner of the Dark Tickle Company participated in the panel via Skype. Steve’s family had a history of involvement in the fishery but decided around the time of the cod moratorium to focus instead on the production of berry products. The Dark Tickle Company produces a broad range of berry and other products that are marketed locally and via the internet. The company also operates the *Dark Tickle Co. Wild Berry Ėconomusée* in St. Lunaire. The *Ėconomusée* network, of which they are a part, Steve indicated, was started by Cyril Simard at the University of Laval. There are currently 35 économusées in Quebec, 18 or 19 in the Maritimes and some in Norway. Dark Tickle was, until this year, the only one in Newfoundland and Labrador (it was recently joined by *Stages and Stores* on Change Islands). In order to be accepted into the organization, firms must be in the private sector. Their facilities need to include a ‘living museum’ opportunity that allows visitors to “discover the history of a craft or trade, meet the artisans, and find out first-hand how they are adapting traditional know-how to modern needs.” They generally include, “a visitor reception area, a bustling workshop, collections of traditional artefacts and contemporary creations, a documentation area where you can sit and read about the craft, and a boutique where you can purchase a piece of living history to take home.” Members of the network are required to meet stringent criteria (http://www.artisansatwork.ca/what-is-an-economusee/).

The Dark Tickle e*conomusée* offers guided tours for visitors with “museum-like interpretation” of the history and production of wild berry jams and jellies. Visitors can watch people making berry products using an artisanal approach through windows in the wall of processing facility. They have a network of interpretive boardwalk trails where visitors can learn about the berry plants and see them growing in their native habitat. These tours also include opportunities to sample the foods, visit a boutique and a museum exhibit about an 18th century explorer and to spend time in their tea room.

In his presentation, Steve emphasized the potential fisheries-tourism opportunities associated with a focus on educational and knowledge-based tourism of the kind they have emphasized at Dark Tickle. This kind of tourism takes advantage of the unique historical, geological, botanical, biological and cultural assets of a location like Newfoundland and Labrador. The province has, in his opinion, many such unique assets including in the fishery. Educational and knowledge-based tourism sells information as much or more than it sells products (such as berries or fish). Its target tourism population tends to be an aging demographic with a fair amount of disposable income. He thinks this is a very large marketplace and one that we are currently under-utilizing.

In the case of fisheries, an equivalent facility to Dark Tickle would produce historic products, perhaps salted, smoked, pickled, bottled or canned items. The items would be high end and produce using a elements of a traditional, artisanal approach that could be observed by visitors and would be coupled with educational, interpretive opportunities related to the history of fisheries in the province/region and to potentially, local marine ecology, and potentially harvested using traditional fishing gears that would be available for visitors to see, etc.

He said some work would need to be done to evaluate and identify the marketplace – who to sell to and what they would want to buy. The products would include those people are hearing about elsewhere in their travels and experiencing to some degree. They would be high end, specialty gift items and not grocery items. The evaluation might include taking a region of the island and evaluating all of its assets, including fisheries, for educational and knowledge-based tourism. He thinks we would be surprised at how unique those assets are.

**Culinary Tourism**

\*\*\*From Working Better Together: Fisheries and Tourism in Newfoundland and Labrador Report (http://www.curra.ca/documents/report\_Working\_Better\_Together\_workshop\_report\_August\_2012\_Final.pdf

The first presenter, Nancy Brace, Executive Director of the Restaurant Association of Newfoundland and Labrador (RANL), focused her remarks around the substantial opportunities for promoting fisheries-tourism through the restaurant sector that exist in the province and a challenge her association has identified related to the provincial (Department of Fisheries and Aquaculture – DFA’s) regulation that requires fish harvesters to sell their fish only to a licensed fish buyer or processor (see Murphy and Neis 2011).

Nancy argued that, “[t]he restaurant industry can be instrumental in growing the tourist season and stretching it into shoulder seasons simply by providing the highest quality food, prepared well, if they are able to boast this food is local and have access to it from the fishermen all year long. The restaurant industry can also go a long way in helping, at least in a small way, to rebuild the provincial fishery at a time when this is much needed … quality local product made available to the restaurant industry would be a win-win for the restaurant industry, the tourism industry, the fishing industry and in fact to rural development.” She also noted that RANL had recently begun working with the Department of Tourism, Culture and Recreation on a proposal for a roundtable meeting on culinary tourism that would bring together all of the relevant departments and agencies to discuss the development of a plan for Culinary Tourism for the province. She said, “I hope that eventually, with a plan supported by all parties, RANL can umbrella such a project so we can sell Newfoundland’s cuisine and culinary scene in an effort to put us on the map as a culinary destination, to grow our industry, to reinforce the culinary aspect of tourism and help rural areas grow through the promotion of local foods and food activities. To make this truly happen we need access to fresh, sustainable and traceable fish.”

Nancy noted that other provinces have “built a lasting reputation for their fresh local fish, sourced from an individual fisherperson. Traceable food is now a huge consumer interest and marketing tool that we cannot address in this province." She knew about a lobster traceability project organized through the Fish Food and Allied Workers Union (FFAW) (see presentation by Mandy Ryan below) and referenced in CURRA reports but indicated the association members had little knowledge of it. One problem with traceability and with restaurant access to fresh, local seafood is the provincial regulatory framework requiring harvesters to sell their fish to a licensed fish buyer or processor. According to Ms. Brace, “there are currently thousands and thousands of pounds of fish claimed by the fish harvesters each year for personal use [that] they are selling to many restaurants and homes on the side. DFA is aware of this but turns a blind eye unless someone calls and makes a complaint. Both the government and the processors know this high amount of fish claimed for personal use is being sold …. RANL recommends that if the rules are to be kept status quo, they have to be enforced so that it is fair to all restaurants that purchase fresh product and follow the rules. RANL would prefer that fish harvesters be permitted to sell round fish to restaurants that can then process it; if the harvesters are permitted to process it and sell it as fillet they must be regulated in a way that guarantees they are up to standards for health and safety. A capped amount that is sold to restaurants would also be acceptable, as it would enable the industry to avail of at least some fresh product.”