





Exploring opportunities for fisheries-tourism development in the Bonne Bay Region of Newfoundland

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Project background

Takes place in the Bonne Bay region on the west coast of Newfoundland.


Project background

Builds on a fisheries-tourism forum in June 2010 brought together 28 participants from different sectors.

It was recognized that there has been little in the way of formal coordination between the fisheries and tourism sectors.




Project Background

Fisheries

- ❖ 195 people worked in fish harvesting, 70 in processing (Community Accounts, 2005)
- ❖ 3 fish processing plants and one seafood retail outlet in the area
- ❖ Poor prices, low catch rates are some of the main challenges for harvesters

Tourism

- ❖ 183 000 visitors to the Park each year
- ❖ High seasonal employment related to tourism
- ❖ Seafood products move into the tourism sector
- ❖ Interest among tourists in the fishing culture and heritage of the region



Project Background

- ❖ Main objective is to identify and raise awareness of opportunities for, and barriers to, fisheries-tourism business development and enhanced local seafood markets in the Bonne Bay area.
- ❖ Funded by MITACS and the Rural Secretariat.
- ❖ Overseen by a community steering committee.



Project Background

- ❖ Consisted of an internship (participant observation) with eight project partners, including four fish harvesters and four tourism operators
- ❖ Seafood survey distributed to households throughout the region to look at local seafood consumption patterns






Culinary tourism

- ❖ Food is an important part of the tourist experience and has assumed a prominent role in tourism products and place promotion strategies (Henderson, 2009).
- ❖ Culinary tourism involves individuals exploring foods new to them, and using food to explore new cultures (Long, 2004).
- ❖ It is based around locally produced foods and food products that are prepared in both traditional and new ways (Everett, 20009).



Culinary tourism in Newfoundland and Labrador

- ❖ In Newfoundland and Labrador one of the best-known culinary attractions is seafood.
- ❖ *"In a land that lives by the sea, taste the freshest food the ocean provides"* (Newfoundland and Labrador Tourism, 2011)
- ❖ *"That's [seafood] what people expect, they're coming to Newfoundland"*
- ❖ *"Cod is king," "they can't see past the fish"*





Experiential tourism

- ❖ Over the last several decades, a focus on tourism experiences has been a prominent theme in the tourism literature (Tung & Ritchie, 2011).
- ❖ *Uncommon Potential- A Vision for Newfoundland and Labrador Tourism* (2009) notes the "growing demand for unique, high-quality experiences, even at a premium price..." and that tourists "expect vacation experiences that tell the true story of the destination"





Examples of experiential tourism involving fisheries

- ❖ Commercial fishing for tourism purposes, Gaspé Region, Quebec
- ❖ Fresh seafood markets
- ❖ Seafood festivals- PEI International Shellfish Festival
- ❖ Woody Point boat tour pilot project



Some opportunities for fisheries-tourism development in the Bonne Bay area

- ❖ An interest among tourism operators in direct sourcing from harvesters because they believe it will be fresher, possibly a better price, available in better supply, and more traceable.
- ❖ Local food movement.
- ❖ High demand for local seafood among tourists.
- ❖ Many restaurants can charge a premium price for seafood.



Some opportunities for fisheries-tourism development in the Bonne Bay area

- ❖ Interest among tourism operators in developing experiences to accompany the seafood they serve.
- ❖ *"Each product you put on your menu has a story to tell behind it."*
- ❖ Fishing and fishing heritage is vital to what attracts people to visit the region.






SOME CHALLENGES TO FISHERIES-TOURISM DEVELOPMENT IN THE BONNE BAY AREA

Seafood products

- ❖ No dedicated food marketing body in the province
- ❖ Regulations (e.g. Fish Inspection Act)
- ❖ Supply and demand

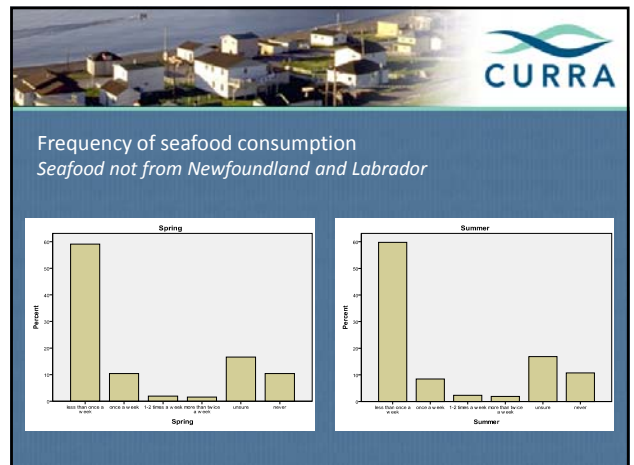
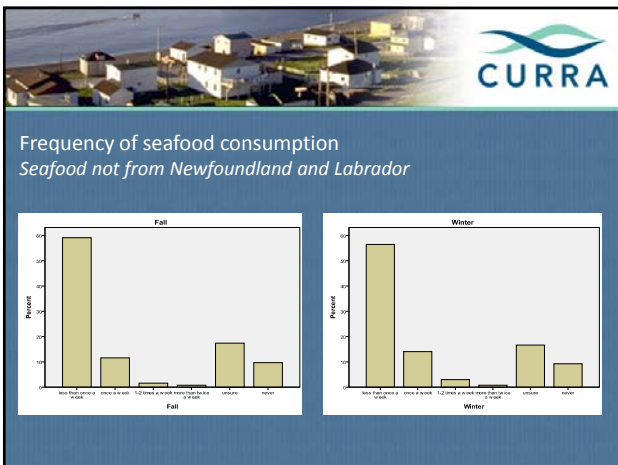
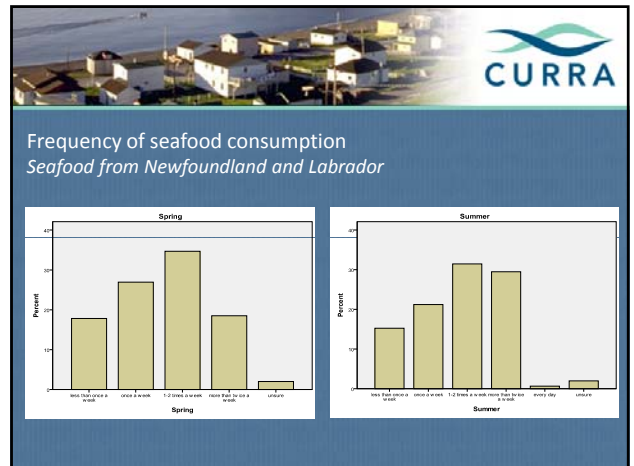
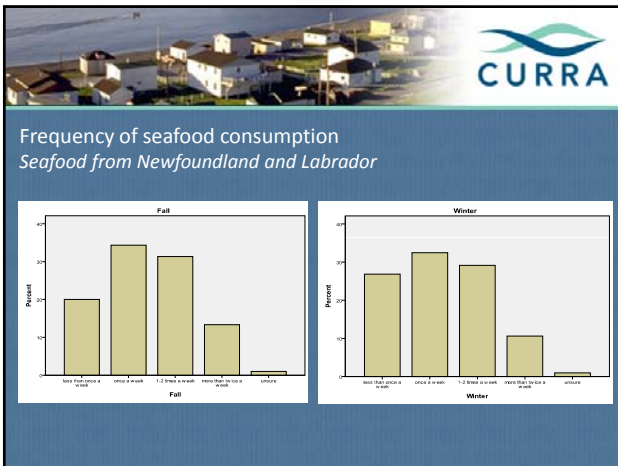
Experiential activities


- ❖ Infrastructure : boat size, insurance, weather
- ❖ Designing activities to fit with the fishing season and the fishing schedule
- ❖ Training and skills development



Local seafood consumption

- ❖ A survey was distributed to households throughout the region to look at patterns in local seafood consumption
- ❖ Response rate of 27% (307 surveys)
- ❖ Over 50% of the respondents were age 55 or above
- ❖ 65% were women
- ❖ 12% worked in fishing; 27% worked in tourism
- ❖ 65% had gross annual incomes of \$49 999 or less






Seafood consumption over time

TYPE OF SEAFOOD	I NOW USE			5 YEARS AGO I USED		
	OFTEN	NOW AND THEN	NEVER	OFTEN	NOW AND THEN	NEVER
CAPLIN	8	72	20	22	65	13
CATFISH	1	11	87	2	14	83
COD	80	20	0	86	14	1
CRAB	16	76	9	24	66	11
HALIBUT	26	63	10	31	61	8
HERRING	9	59	32	14	55	31
LOBSTER	27	70	3	32	63	5
MACKEREL	10	46	42	12	44	44
SALMON	39	58	4	42	56	2
SHRIMP	29	58	13	23	63	14
SCALLOPS	23	57	22	15	64	21
SMELTS	6	37	56	8	36	56
SQUID	4	44	52	8	41	51
TROUT	17	72	11	20	67	13
TURBOT	10	52	38	16	43	41
OTHER	14	63	23	7	63	30


General decline in frequency of seafood consumption between now and five years ago



Favourite types of seafood


Types of seafood	Percentage
Cod	100
Lobster	76
Salmon	76
Halibut	56
Crab	51

Respondents were asked to list their top five favourite types of seafood




Preserving seafood

Ways of preserving seafood	Percentage
Salt	70
Pickle	40
Freeze	95
Other	20





Thank you

