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TourFish

Responsible Tourism, Food and Fisheries: New Opportunities for Sustainable Development

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5 PREFACE

6 INTRODUCTION

9 CHAPTER 1:
The benefits of cross-border collaboration

10 Geography of Inshore Fishing & Sustainability (GIFS)
11 Fish and Chips
12 Cross-border collaboration

17 CHAPTER 2:
Responsible tourism and sustainable development

18 What is sustainable development?
20 What is responsible tourism?

21 CHAPTER 3:
Towards community-led regeneration

22 Hastings
24 Sidmouth
26 Lessons learnt for policy makers

28 CHAPTER 4:
Identity, image, branding and a unique sense of place

28 What is place branding?
28 Why identities matter?
29 Place branding and responsible tourism
29 The process of place/regional branding
30 The taste of place: a curious journey to the province of Zeeland in the Netherlands
32 Urban farming in Middelburg
33 Mid-West-Flanders: Europe's vegetable garden
34 The interaction between the fishing and tourism sectors in Cornouaille (Brittany)

35 CHAPTER 5:
Education and responsible consumer behaviours

36 Developing 'The Hastings Model'
39 Local Catch
40 Mr Goodfish

41 CHAPTER 6:
Conclusion

44 References

photo: Vince Bevan

Professor Harold Goodwin
Centre for Responsible Tourism, Manchester Metropolitan University & International Centre for Responsible Tourism

Visitors, whether day-trippers or staying tourists are best understood as an additional market, they arrive with money in their pockets and often with the intent to spend on a good day out. Responsible Tourism is about using tourism to make better places to live in, because good places to live in are generally good places to visit. In an age when people living in urban areas are more and more distanced from the land and the sea, when fewer of us know much about fishing or farming and have little or no first-hand experience of it, agriculture and fishing becomes exotic, a romantic "other."

The growth of the experience economy, of themed restaurants and activity holidays, reflects consumer demand for 'authentic' and different experiences. This broad consumer trend shapes tourism too, as visitors seek authentic local experiences, 'sense of place' moves centre stage. Consider how in Hastings the beach-launched fishing boats are complemented by fish bars, cafes and restaurants and a High Street full of nostalgia. The Old Town has an increasingly coherent "sense of place" – one that attracts visitors and drives up property values as new residents drive out old, new money is invested and the character of the place evolves.

Responsible Tourism is about making tourism better for local communities and their visitors, it is about working through partnerships to manage tourism to maximise the positive impacts and minimise negative ones. It is about achieving sustainable development through tourism and using tourism, rather than being used by tourism. In rural areas, and by the seaside, the risk is that incomers displace traditional working communities. Balanced sustainable development requires that all the stakeholders work together – local communities, businesses, developers and local government to fashion an inclusive future, one from which everyone benefits and where conflicts are managed and minimised, thoughtful and skilful governance is essential if tourism is to be used to benefit diverse interests in an inclusive way.

Across Europe we have seen farmers and fishermen developing their business models to capture more of the value from their harvest, whether they grow or catch it. The gross value added (GVA) that is captured locally, by the producers, is greater if the farmer or fisherman can capture the retail value by selling to the end consumer whether a local or a visitor. Fishermen selling on the quayside and farm gate sales capture greater value for the producer – more still is captured if value is added in the kitchen or the restaurant. Tourists and day visitors provide a significant additional market, hungry to experience something fresh and different from what they are offered in the High Street. Visitors and tourists, hungry for new tastes and a "sense of place" create opportunities for farmers and fishermen to capture more value from their produce and to bring sustainable local economic development.

Professor Harold Goodwin

Introduction

What is the challenge?

Following a worldwide economic recession European countries are looking for ways to stimulate the economy and move towards a sustainable future. **European priorities include delivering high levels of employment, productivity and social cohesion.** To do this the EU is consulting on its Europe 2020 growth strategy and each member state is adopting its own national targets. In the Channel area and Southern North Sea there is a great deal of talk about the potential of blue growth and the importance of the maritime economy. Many coastal towns and rural areas are in need of new opportunities to help deliver sustainable community development that encourages economic growth while also caring for the environment. However, this path to prosperous communities and a healthy environment is set in the context of increasing globalisation. An interconnected world brings with it many challenges but also many opportunities. As the older industrial economies are realigned new possibilities arise with the development of a post-industrial economy and society. Tourism and leisure are important elements in this emerging social space.

However, there is a danger that as old industrial practices are no longer economically viable they are replaced by a leisure and tourism economy that is inauthentic and not sensitive to the needs and aspirations of local communities. A challenge is, therefore, to think **how tourism and leisure might work alongside traditional industries to provide new economic opportunities yet preserving the rich rural and coastal heritage that help shape our towns and countryside.** Bringing together inshore fisheries, agriculture and responsible tourism we can begin to imagine new ways of ensuring a sustainable future for traditional industries that help to define places as well as offering new tourism and leisure experiences.

What is TourFish?

To begin to realise the scope of opportunities that bringing together fisheries, food and responsible tourism might bring the TourFish (Tourism for Inshore Fishing, Food and Sustainability) cluster was created. TourFish brings together the expertise and experiences from two INTERREG IVa 2 Seas funded projects, GIFS (Geography of Inshore Fishing and Sustainability) and Fish and Chips, alongside other partners including Sidmouth Trawlers, Nausicaa and Festival L'Homme et la Mer in Guilvinec.

photo: Vince Bevan

A key aim was to demonstrate how the work and experience from all partners could be brought together under the umbrella of responsible tourism to reveal new opportunities in food and fisheries for the sustainable development of communities. A common theme running throughout all the work of TourFish is thinking about how the production, preparation and consumption of food can contribute to new opportunities for sustainable development.

TourFish is adding value to the work already carried out as part of GIFS and Fish and Chips by addressing three key questions:

1. How can a coming together of food, fisheries and responsible tourism make better places for people to live in and visit?
2. How is responsible tourism different from normal tourism in the case of food and fisheries?
3. What practical opportunities fit in with the idea of responsible tourism?

Through a conference event held in Hastings, England, the TourFish partners explored how their experiences and expertise could be bought together to start the process of answering these questions. In particular the partnership explored the following ideas:

- Understanding how regional branding can stimulate regional development, entrepreneurship and innovation
- Development of innovative culinary / education packages for fisheries/ agro-food
- Sense of place and new economic opportunities for fisheries and agro-food
- Understanding economic opportunities for food and fisheries through leisure and tourism
- Understanding the importance of heritage and regeneration for sustainable community development as applied to fisheries and food
- Understanding about life as a fisher and relating that to sustainable development and responsible tourism

photo: Vince Bevan

photo: ZLTO

This publication brings together the lessons learnt, the shared experiences and the emerging responsible tourism initiatives that are being developed as a result of the TourFish cluster. It takes you on a journey from the historic fishing town of Arnemuiden in Zeeland in the Netherlands, across the vegetable gardens of Europe in mid-west Flanders, to the national ocean centre of Nausicaa in Boulogne, France and across the water in England where the fishing communities of Hastings and Sidmouth are sharing knowledge and experiences as they put their fishing fleets at the heart of the local regeneration agenda.

CHAPTER 1

The benefits of cross-border collaboration

photo: Sin Bozkurt

Led by the University of Greenwich, TourFish (Tourism for Inshore Fishing, Food and Sustainability) brings together two existing INTERREG IVa 2 Seas projects (GIFS and Fish & Chips) to promote sustainable agro-food, fisheries and responsible tourism across the regions bordering the English Channel and Southern North Sea. Alongside partners from GIFS and Fish & Chips, TourFish welcomes two additional partners, Nausicaa (the National Sea Centre in Boulogne-sur-mer) and Sidmouth Trawlers (Devon, UK) and an associate partner, the Festival L'Homme et la Mer in Guilvinec.

Geography of Inshore Fishing and Sustainability (GIFS)

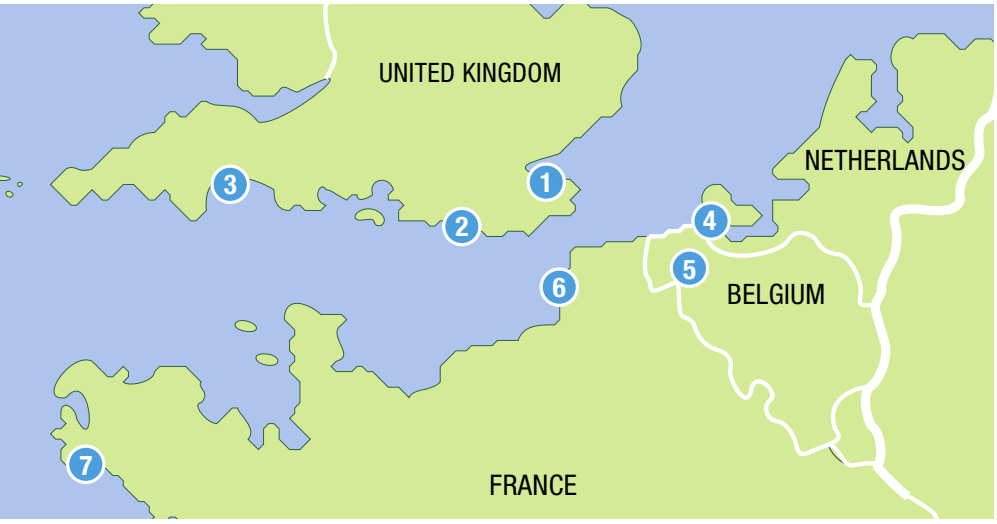
GIFS aims to understand the socio-economic and cultural importance of inshore fishing to better inform fisheries policy, coastal regeneration strategies and sustainable community development by:

- Identifying best practice in coastal zone governance and marine fishing
- Exploring the social and cultural values of places and communities
- Valuing the economic benefits of inshore fishing
- Understanding grassroots perspectives on inshore fishing through the 'voice' of communities
- Creating a 'snapshot' of fishing life at the start of the 21st century.

www.gifsproject.eu

TourFish partners from the GIFS project:

the University of Greenwich, UK, The University of Brighton, UK and the Municipality of Middelburg, Netherlands.



1. University of Greenwich
2. University of Brighton
3. Sidmouth Trawlers
4. Municipality of Middelburg
5. Miummm House of Food
6. Nausicaa
7. Festival 'L'Homme et la Mer'

Figure 1: The TourFish partner institutions

Fish cooking demonstration at the TourFish event in Hastings, June 2014. **photo: Sin Bozkurt**

Fish & Chips

'Fish and Chips' is a sustainable network of six food regions bordering the North Sea and the English Channel: Mid-West Flanders, the province of Antwerp, Meetjesland (an area in the north of East-Flanders) in Belgium, Zeeland/Brabantse Wal in The Netherlands, Southeast England and the county of Somerset in the UK. These food regions cooperate on economic development, beefing up their competitiveness and raising the degree of innovation of agro-food companies in the project regions by:

- Fostering innovation in products and product-market-combinations (PMCs)
- Strengthening entrepreneurs and networks
- Opening up new markets

www.projectfishandchips.eu

TourFish partners from the Fish & Chips project:

Flanders House of Food, Belgium

South East Food Group Partnership, UK

fish and chips
Network of European Food Regions

photo: Sin Bozkurt

Cross-border collaboration

Cross-border and interdisciplinary working is challenging but offers a valuable opportunity for partners to share experiences, knowledge and a cross-fertilisation of ideas. As a result of funding received from the INTERREG IVa 2 Seas programme partners from England, France, the Netherlands and Belgium came together under the banner of TourFish to explore how agro-food, fisheries and responsible tourism can work together to deliver new opportunities for sustainable development in our coastal towns and countryside.

Knowledge exchange and a sharing of ideas and experiences was facilitated through two partner meetings and a cross-border conference, held in Hastings on 23-24 June 2014. Cooperation amongst the partnership has led to a number of outcomes, which are outlined in this chapter. Benefits beyond the partnership have also been achieved, with new networks and opportunities arising as a result of the TourFish event, some of which can be seen in the testimonials of participants.

Other TourFish partners and associate partners:

Sidmouth Trawlers, UK, Nausicaa France and Festival "L'Homme et la Mer", Le Guilvinec, France.

For further details about the partners please see Annex 1.

"A very interesting, lively, and well organised meeting which enabled FARNET to strengthen valuable links with the Tourfish/ GIFS stakeholders and the local Hastings fisheries community. We are also very grateful for the visibility given to FARNET publications and to the Hastings FLAG in showcasing their projects, work and experience at various stages of the event... @ Serge_at_FARNET"

Serge Gomes da Silva, FARNET Support Unit

Ladies from the Arnemuiden Women's Think Tank in traditional dress at the TourFish event in Hastings, June 2014.

photo: Sin Bozkurt

Perhaps one of the greatest challenges for the partnership was the coming together of institutions working in the different sectors of agro-food and fisheries. One of the first questions we asked ourselves was: are there opportunities for knowledge sharing and learning lessons between the sectors? The agro-food industry and fisheries, while both producers of food, are underpinned by very different policy agendas and geographical settings.

photo: Sin Bozkurt

"I was positively surprised about the opportunities that were created during the TourFish conference and about the quality of the speakers. Especially the fisherman's wife who moved me with her life story. They really have to fight to get a good price for their super product. Coastal fishing is indeed the most logical and ecological form of fishing and eating. We have unfortunately become accustomed to the fact that everything is always right there. It is our responsibility (together with all stakeholders) to actively convince retailers to sell ecological fish from our own coasts. Not only the bosses, but also their employees need to be convinced. One of the problems is that young people don't want to work in the fisheries sector."

Luc Vis, fishmonger, Oostende, Belgium

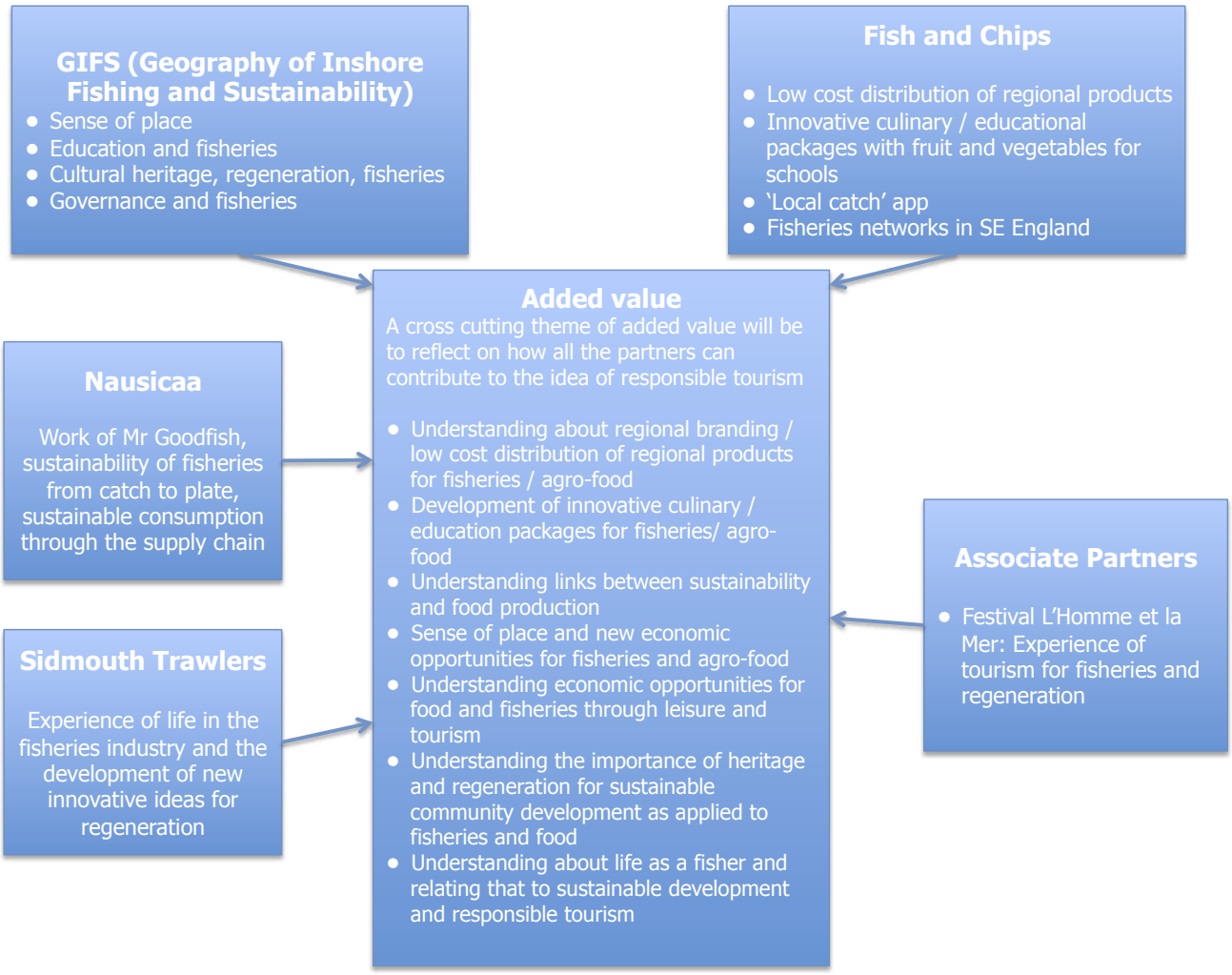


Figure 2: The added value of the TourFish partnership

Key issues included:

- Can the well-established experiences of regional branding and product development in the agro-food industry inform the fisheries sector?
- Can some of the localised but very focused and successful efforts within small-scale fishing communities in terms of approaches to provenance (e.g. tagging, labelling etc.) and diversification of activities benefit the agro-food sector and other fishing communities?
- Are there opportunities for developing responsible tourism products and activities that support and benefit the local farming and fisheries communities?

To begin to address some of these issues, an overarching question of the TourFish partnership was: can new responsible tourism products/experiences be designed that are mindful (and supportive) of the local/regional agro-food and fisheries industries and the communities in which they are situated? To achieve this it was important to share the experiences, both the opportunities and constraints, of agro-food and fisheries from different regions across the TourFish geographical area.

Led by the University of Greenwich, the first step was to explore what each of the partners brought to the table in terms of expertise and experience, and identify the synergy that could be achieved through the TourFish partnership. Figure 2 outlines how the knowledge of partners came together and contributed to the overall theme of responsible tourism. In addition, the University of Greenwich worked closely with the University of Brighton, as hosts of the TourFish event in Hastings, to ensure that the event best reflected partners' experiences and knowledge. This engagement with the other partners was an important part of the collaboration and central to the success of the message conveyed and showcased through the event itself. Locating the TourFish event in the Hasting Fishing Quarter provided an opportunity to showcase how this distinctive and sustainable fishery is working as part of a wider sustainable coastal community.

A positive partnership that has developed through TourFish has been between Sidmouth Trawlers, Hastings Fishermen's Protection Society (HFPS) and the University of Brighton. This has been achieved through detailed scoping visits to Sidmouth and Hastings and meetings with community stakeholders and councillors. Using the framework for responsible tourism provided by the University of Greenwich, this collaboration has explored the inter-linkages between an emerging market for responsible tourism and fishing community led regeneration (see Chapter 3 for details). A sharing of experiences around the challenges and opportunities involved with demanding cultural regeneration projects grounded in the local community, local food and the local environment has enabled a greater understanding of the potential for a responsible tourism offer in each location. Taking forward the lessons learnt through TourFish, the Uni-

photo: Sin Bozkurt

"Through the TourFish partnership we have enjoyed a really positive knowledge exchange with Sidmouth Trawlers that has helped us take stock and reflect upon the progress we have made so far as a town and as a fleet in promoting sustainable fish and our sustainable fisheries identity. Through the event itself we have made new contacts with many old and new local Hastings and Sussex suppliers who believe in local sustainable produce and who have generously come together to support us as we develop the fishing and cultural quarter in terms of the unique education, food and festival tourism offer centred on our sustainable fishing fleet."

Yasmin Ornsby, Hastings Fishermen's Protection Society, Hastings, England

versity of Brighton is working with the HFPS to develop a practical responsible tourism product in the form of a Hastings responsible holiday package and locally and sustainably sourced producer network. Further, the concepts and responsible tourism principles underpinning Tourfish have been developed into a briefing document and have been shared with senior management at Hastings Borough Council and will inform their consultation regarding the next stage of cultural regeneration of the fishing quarter.

In Sidmouth, the collaboration with TourFish, and in particular through an informal audit of community led regeneration assets undertaken by the University of Brighton and HFPS, has underpinned community driven plans for regeneration of the Sidmouth Drill Hall. By producing a more cohesive and collective narrative around the existing assets and activity they now have a document that can be used to further build their case with policy-makers, funders and local government for more community led regeneration around the Drill Hall in future.

One of the key themes explored by the partnership and through the TourFish event, was how the development and delivery of sustainable foods based alternative education (AEP) can greatly enhance the responsible tourism offer in a locality (see Chapter 5 for details). By drawing on ideas and experiences of fisher/farmer/agro-food industry led alternative education (in Hastings, France and Flanders) we were able to strengthen understanding of how these innovative forms of education have an integral and potentially transformative role in responsible tourism.

photo: Sin Bozkurt

"I was deeply delighted to participate in the TourFish event as a chef. My first impression was created in the morning, with the culinary demonstration of my British colleague that, although very different, perfectly complemented my own demonstration. The atmosphere was very warm and friendly. I have very good memories of this experience."

Bruno Matignon, Chef and culinary advisor, Brittany, France (member of the Finistère Delegation set up by the University of Brest/ AMURE on behalf of Tourfish)

The AEP model developed between the TourFish partners has already been shared with community stakeholders responsible for delivery and the evolution of the AEP education offer in Hastings to help it fully contribute to Hastings as an emerging responsible tourism destination. While the alternative education approach and community led regeneration principles were initially identified in the Hastings GIFS case study, it was only through the deliberative process of partner knowledge exchange enabled by TourFish that we were all able to develop transferable practitioner models by refining the existing principles and understanding how they map onto and contribute to responsible tourism.

photo: Sin Bozkurt

"We really enjoyed the TourFish Conference in Hastings. First of all we were surprised the Hastings fishers and us (Arnemuiden fishers) have so much in common. Secondly we learned a lot about how to turn our past into new market chances. And let me congratulate you with the outstanding project team which organised everything so perfectly."

Lieven Kusse, retired fisher and net maker from Arnemuiden, Netherlands

The TourFish event provided an opportunity for community stakeholders, local authority representatives and TourFish partners to come together and meet others from different countries and regions to share experiences and ideas, as well as building networks and partnerships for the future. It brought together stakeholders that would not otherwise work together. For example, as a result of the TourFish event, the Arnemuiden sweater will now be made available for sale at the Hastings festival in November 2014, opening up a new market for this entrepreneurial fishing heritage inspired product. In addition, the fish filleting and cookery demonstrations in the Hastings Classroom on the Coast have informed and inspired both the House of Food and Sidmouth Trawlers as they develop their own educational centres.

Both the GIFS and Fish & Chips projects have benefited from sharing best practice and expertise across the partnership. The focus of this has been around exploring the idea of responsible tourism in the context of agro-food and fisheries. For most partners, responsible tourism was a new concept but through a sharing of ideas and experience drawing on the principles of responsible tourism, new approaches around community led development were explored. The TourFish event and the collaboration between partners and community stakeholders is only the starting point of a journey. But the conversation has begun, ideas are being shared, and future partnerships are being formed to work towards a vision where, by 2020, our coastal and rural communities will be more vibrant, more inter-connected, more prosperous and more sustainable – they will be better places for people to live and better places for people to visit.

photo: Sin Bozkurt

"We were very surprised at the wonderful reaction to our personal story and our presentation. We all realise that we can and do make a difference to the place we live in. We would like to extend our thanks to Greenwich and Brighton Universities for giving us such a wonderful opportunity and experience through TourFish that we now look to build on. We also want to say how very grateful we are to Yasmin, Phil and the Hastings Fishermen's Protection Society for making us so welcome. We have so much in common and we had so much to talk about. We very much hope to build now from this point. The fishing community is a different way of life and it doesn't matter where you go in the world it is the same. There is a connectivity and a solidarity in the fisher community. There is a shared knowledge that can only be learned from living that life. It is important that TourFish promotes the importance of educating people to see this."

Mary, **Kay and Mark Bagwell**, Sidmouth Trawlers, Devon

CHAPTER 2

Responsible tourism and sustainable development

photo: Vince Bevan

TourFish is about considering the implication of food for the sustainable development of responsible tourism initiatives.

To think about these implications we can break down the idea of food into four components: production, processing, cooking, consumption. Each of these stages has implications for responsible tourism and sustainable development (Figure 3).

Bringing GIFS together with Fish and Chips and the other project partners allowed the joint expertise of the projects to come together to explore what responsible tourism might mean when applied to food and fisheries. The TourFish conference and this publication is a result of that synergy. A sharing of expertise has allowed us to add detail and context to the categories sketched out in Figure 3.

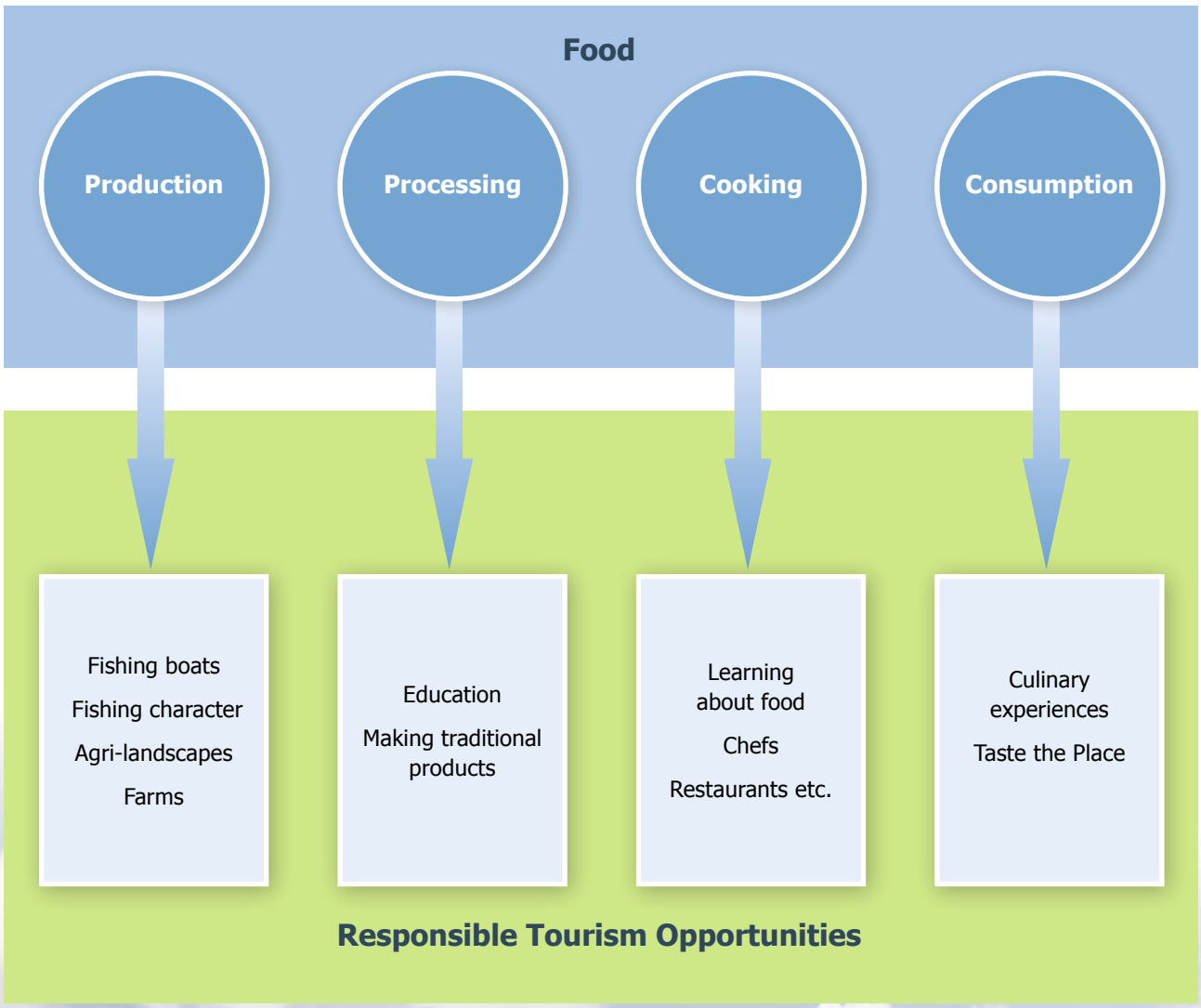


Figure 3: The link between food and responsible tourism.

What is sustainable development?

The idea of sustainable development has its modern roots in the rise of interest in environmental issues in the 1960s. Publications like Rachel Carsen's *Silent Spring* caused people to reflect on the impact people were having on the environment. Gradually as awareness increased people realised that the environment could not be considered separately from the economy or society. This was a theme explored in the Earth Summit in Rio de Janeiro in 1992 and subsequently phrases like 'the triple bottom line' or 'People, Planet, Profit' emerged as a way of thinking about the inter-connected nature of environment, society and the economy. These ideas are often expressed in the context of over-lapping circles (Figure 4).

photo: Vincent Kint

Figure 4: The dimensions of sustainable development.

The term sustainable development gained momentum on the global policy agenda as a result of the 1987 Brundtland Commission report, *Our Common Future*, in which the often quoted definition of sustainable development was set out as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" [1].

The sustainable development agenda has been influential in guiding agricultural and fisheries policy with concerns over the sustainability of production/catch activities, processing and distribution of food. Within agriculture, numerous sustainability standards and certification systems (e.g. organic, fair trade etc.) have been established to achieve sustainability goals and endeavour to provide consumers with transparent provenance information so that they can make informed choices.

In fisheries, with 85% of global commercial fish stocks reported as either fully exploited, overexploited, depleted or recovering [2], the ecological pillar of sustainability has been the focus of attention. However, there is increasing recognition of the need to include explicit social objectives, alongside environmental and economic ones, in order to achieve sustainable fisheries management for the future [3].

Thus, in thinking about the relationships between food, fisheries and responsible tourism for sustainable development it was important to remember the interconnections between these different dimensions and keep them in mind as we explored the potential for new opportunities.

photo: Vince Bevan

What is responsible tourism?

Tourism is the worlds largest service sector industry. In 2013, 1,087 million international tourists travelled the world [4]. This number of visitors makes tourism a powerful force in terms of its contribution to eradicating poverty, promoting gender equality, environmental sustainability, trade and economic growth. However, despite these laudable goals tourism does not always have positive impacts on society and the environment. There are many documented cases where tourism development occurs at the expense of local environments and local cultures. A key challenge is to understand how to develop tourism sustainably and responsibly and what this actually means in practice. The number of people travelling increased by 5% in 2013 after reaching 1 billion people in 2012. This suggests that tourism, if harnessed in the right way, can be an immense opportunity for positive development in the world.

How can food and fisheries come together under responsible tourism to make better places for people to live in, work and visit?

However, since the 1990s there has been increasing recognition of the problems associated with tourism and there have been various initiatives proposed that seek to address this. Terms like Sustainable Tourism and Responsible Tourism have challenged the tourism industry to look at their operations and develop in a more sustainable manner. TourFish adopted the idea of Responsible Tourism as a way to think about the potential synergies between fisheries, food and sustainable development. The 2002 Cape Town Declaration [5] on Responsible Tourism was used as a starting point:

Responsible Tourism:

- minimises negative environmental, social and cultural impacts
- generates greater economic benefits for local people and enhances the well being of host communities, by improving working conditions and access to the industry
- involves local people in decisions that affect their lives and life chances
- makes positive contributions to the conservation of natural and cultural heritage and to the maintenance of the world's diversity
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural and environmental issues
- provides access for people with disabilities and the disadvantaged
- is culturally sensitive and engenders respect between tourists and hosts.

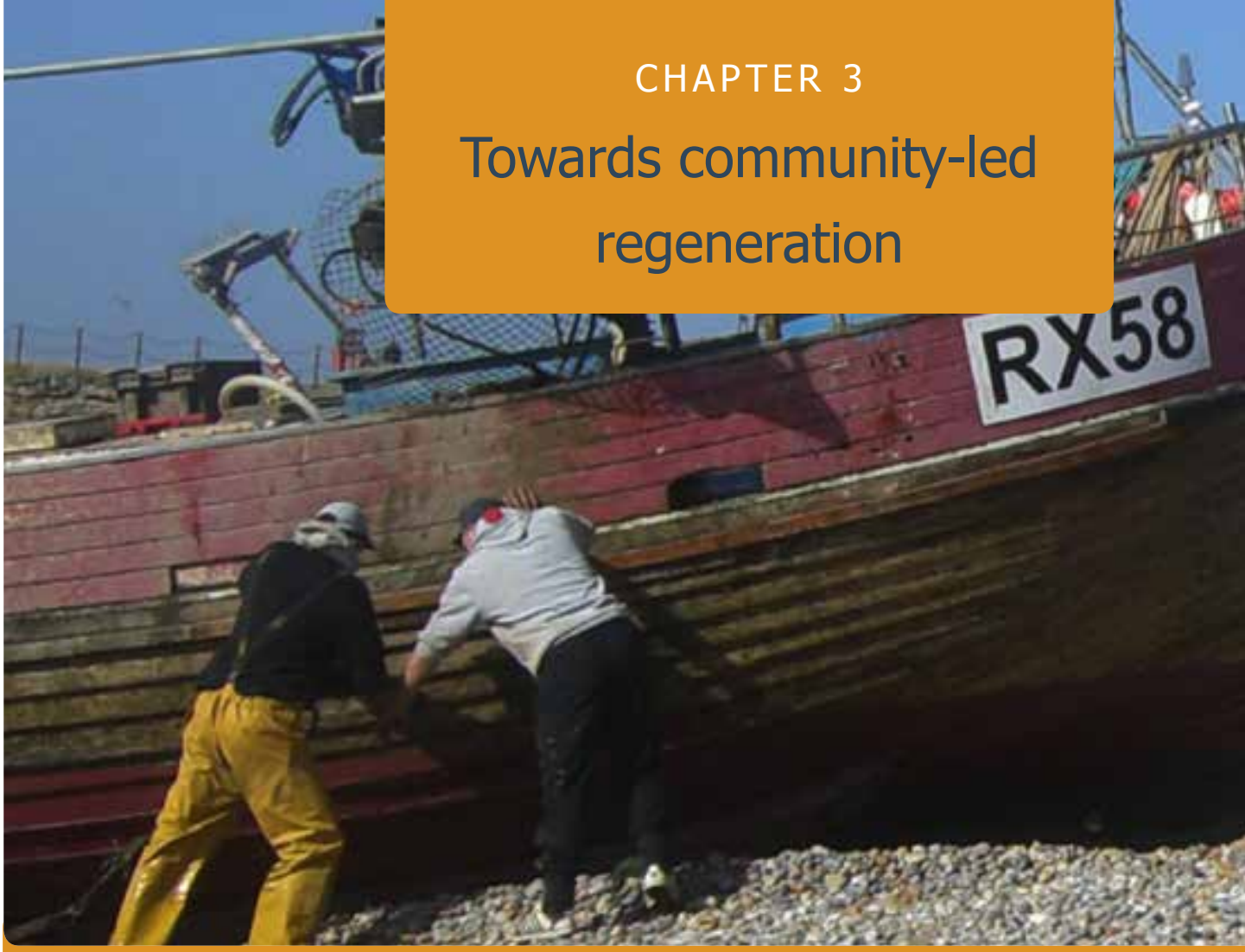
A key idea in responsible tourism is that tourism can only be sustainably managed at the local level. Responsible tourism relies on all stakeholders taking responsibility for their actions and contributing towards a more sustainable future. Responsible tourism builds on the vibrancy of natural and cultural heritage while celebrating the distinctiveness of different places and cultures. In the English Channel area and the Southern North Sea there is a rich and strong legacy of fisheries and agricultural practices that extend to the present day. However, traditional food-based industries are under threat from the apple orchards in Kent to the small artisanal fishing communities located along our coasts. TourFish is about thinking how these issues can be addressed through understanding the importance of farming and fishing for sustainable communities and how these places may be enhanced through the development of responsible tourism activities.

With these ideas in mind TourFish examined the issues that emerged when thinking about the practical implications of responsible tourism to make better places for people to live in, work and visit. That is the key message explored as part of the TourFish conference.

photo: ZLTO

CHAPTER 3

Towards community-led regeneration



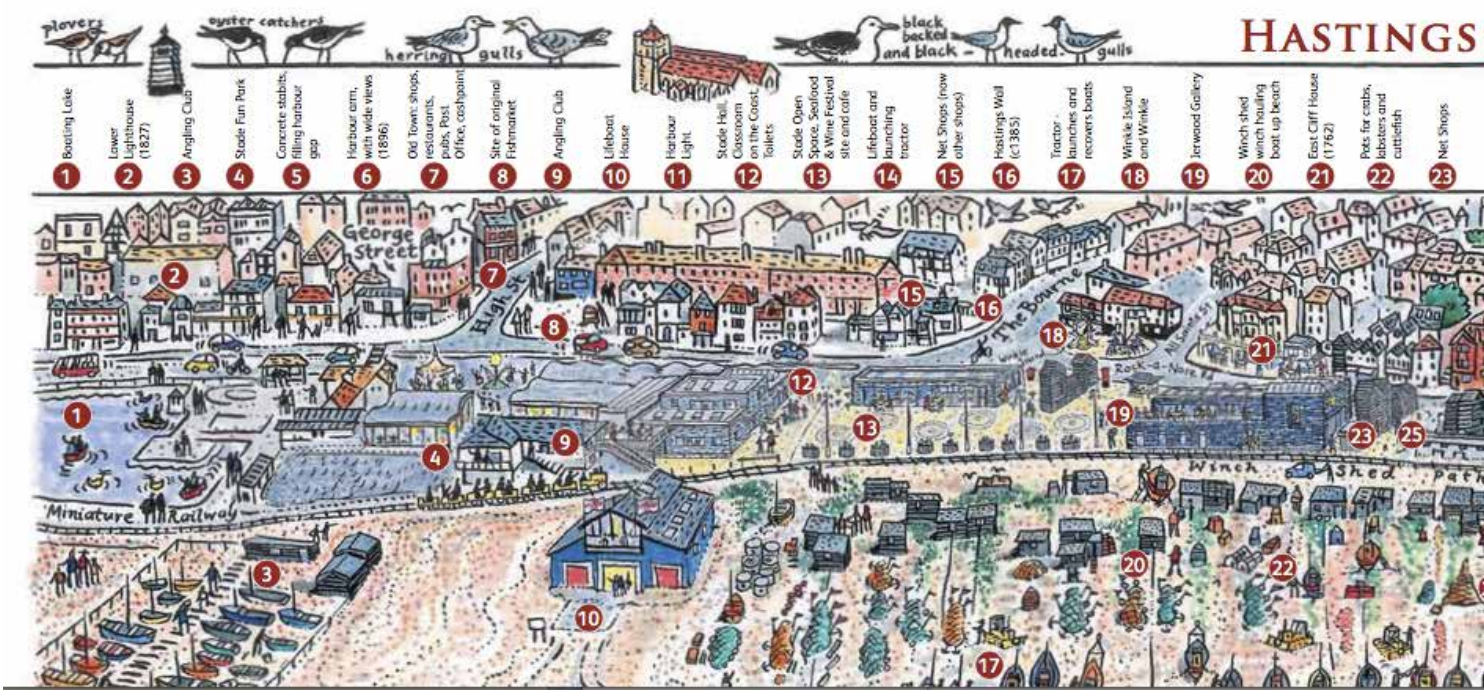
The beach launched fleet at Hastings photo: Hastings Fishermen's Protection Society

This section outlines the hard won successes of two very different **fishing communities**, Hastings and Sidmouth, brought together as part of **TourFish**, using their heritage and contemporary fishing fleet identity to act as a catalyst for **community led regeneration**.

Common to both of these remarkable stories is the way cultural traditions, landscapes, fisher livelihoods and communities have been brought together to create a unique responsible tourism offer around fish, food and festivals. Learn about their different approaches to industry empowerment and activism and the creative ways in which their stories, knowledge and skills are being re-connected and re-valued by a new generation of visitors and residents. In this chapter we demonstrate how, through adopting approaches grounded in proud fishing communities, the link between an emerging responsible tourism market and community-led regeneration can work to protect the livelihoods, unique place based identities, social cohesion, a sense of purpose and traditions of our coastal communities.

Through a knowledge exchange with TourFish partners, visits to both communities (Hastings and Sidmouth), and the co-production of a TourFish conference session, we explored the linkages between an emerging market for responsible tourism and fisher/coastal community led regeneration.

This new collaboration between the Hastings Fishermen's Protection Society, Sidmouth Trawlers and University of Brighton, enabled by Tourfish, allowed us to explore the opportunities and challenges of cultural regeneration projects based around the local fishing industry, local food, and the coastal environment. This process was a journey for all concerned, it allowed us to identify key lessons and understand how responsible tourism could be applied in each location to develop new economic and cultural regeneration opportunities. We hope these lessons will in turn enable policymakers and other community stakeholders to forge stronger links between this form of regeneration and responsible tourism in a way that supports more resilient and sustainable coastal communities.

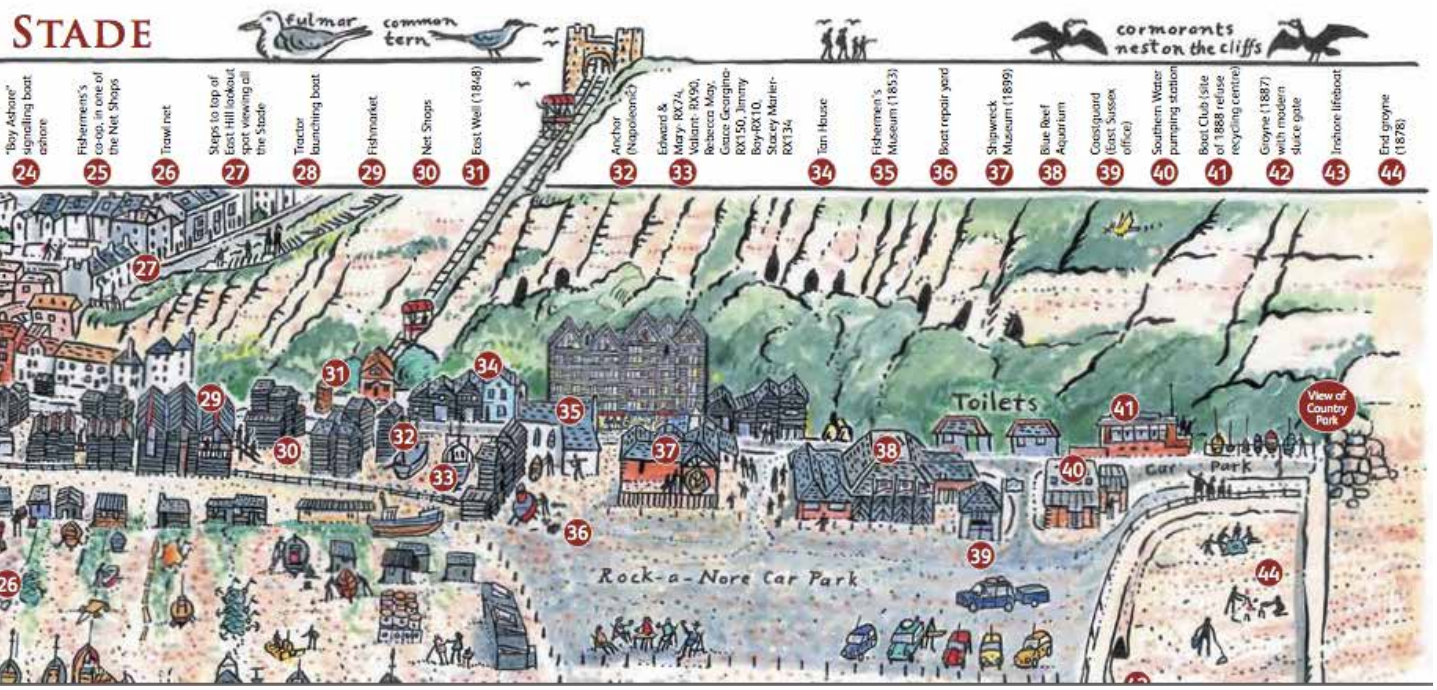


Hastings

Hastings is one of Britain's oldest fishing ports with boats launched from the beach from an area known as the Stade for over 1,000 years (Figure 5). Once a medieval Cinque port, today it is home to one of the largest beach launched fishing fleets in Europe (approximately 23 boats in 2014). All the boats are under ten metre inshore vessels and the fleet has MSC (Marine Stewardship Council) certification for its Dover Sole, Mackerel and Herring fisheries. Hastings is a coastal town situated on the southeast coast of England with a population of approximately 90,000 [6]. It has a rich historical and cultural history, including its association with nearby Battle and the 11th century Norman Conquest. This was followed by many centuries as a successful fishing town and the 19th century emergence as a popular and affluent Victorian spa resort. Sadly this was followed by a well-documented economic decline from the mid 20th century onwards [7] and Hastings is now ranked in the 2010 Indices of Multiple Deprivation (IMD) as the 19th most deprived district in England [8].

Figure 5: Location of Sidmouth and Hastings in southern England.

Responsible tourism can contribute to community-led regeneration by protecting livelihoods, enhancing sense of place and supporting the traditions of coastal communities.



Hastings has sought to address pockets of social and economic deprivation through intensive government and community led regeneration interventions over the last twenty years. Efforts to reverse this decline with regard to the fleet and fishing community (which faces challenges of rising fuel and licence costs, reduced quotas, an ageing demographic, risk of reduced fishing grounds and limited numbers of new industry entrants) has manifest itself in an ongoing fishing quarter cultural regeneration programme including:

- the award winning Jerwood Gallery on the Stade (housing a world class exhibition of 20th and 21st century British art)
- the Stade Open Space (used for public events such as festivals and active cultural arts programme)
- the café and Stade Hall community facilities (which regularly houses exhibitions by local artists and students)
- the Classroom on the Coast (where local chefs, fishers and fishmongers teach)

Against this backdrop of physical regeneration the town secured European FLAG (Fisheries Local Action Group) funding in 2011 and part of the focus of the Hastings FLAG has been to develop the concept of 'Boat to Plate' through:

- raising awareness of the sustainability and seasonal diversity of the local catch through alternative education provision in the hope they will convert visitors into informed consumers (in the tradition of responsible tourism)
- improving the value of the market for local fish (in part through the marketing and branding of Hastings fish and its MSC certified fishery)
- developing a maritime/fisheries themed cultural programme on the Stade Open Space
- prioritising the marketing of the eco and food tourist value of the Stade
- enabling greater fisher involvement in the fish festivals and fairs

These are all important initiatives when considering opportunities for community-led regeneration involving place branding of local fish products and the potential development of a new fisher-led responsible tourism offer.

photo: Hastings Fishermen's Protection Society

Sidmouth

Building on Sidmouth's strengths, such as its location, heritage and local fish, community stakeholders are working together to embed responsible tourism within the long term vision for the town in order to make Sidmouth a better place to both live and visit.

In 1900 around 23 drifters (a type of fishing boat that uses drift nets) still worked from the beach at Sidmouth from the West end beyond Bedford Square along to Port Royal at the East end of the beach. By 1907 only seven boats remained in service. Stan Bagwell, the last fisherman to fish commercially at Sidmouth, retired in 2004. Much of the town's architecture is of the Regency style and its identity today remains as a 'Regency town by the sea'. Sidmouth increasingly became a popular holiday destination for middle class Victorians and over time the fishermen left the beach, with those that continued to fish commercially confined to the East end of the esplanade known as 'Port Royal'. Some fishermen even began to give boat trips to holidaymakers.

Port Royal, along with the fishing fleet, was also home to a building called the Drill Hall. Built in 1895, the Drill Hall served as a centre for young men to gather, train and exercise and it was regularly used throughout both World Wars and for a range

Figure 6: Architect's vision for a redeveloped Sidmouth Drill Hall. **photo: Alex Vick**

of leisure pursuits in the 1900s. The building was closed in 1994 and in November 2011 East Devon District Council approved a motion to demolish it. However, the local community, including the fishing stakeholders, set up a campaign group in response to save and redevelop the Drill Hall. The campaign gained strong local and national backing and in March 2012, using the recently passed Localism Act and the consent of the local Member of Parliament (MP), the group was successful in stopping demolition of the building.

The campaign group has now become Sidmouth Drill Hall Hub CIC (community interest company). Central to the group's vision is that regeneration of the Port Royal area should begin with the key existing assets including regeneration of the Drill Hall itself as a centre to celebrate fishing and coastal heritage and to promote education of inshore fishing, local food produce, local culture, the environment, sustainability, responsibility, health and skills. The Bagwell fishing family are founder members of the Drill Hall Hub CIC, ensuring a connection both to present day fishing and fisher networks and knowledge in and around Sidmouth, and the rich fishing heritage of the area.

Through the collaboration with TourFish, The Drill Hall Hub CIC recognised the need to positively engage policymakers and the people of Sidmouth in the principles of responsible tourism as part of the regeneration process. In association with local traders, artists and a local chef, Sidmouth Trawlers and the Drill Hall Hub CIC hosted the first Sidmouth Sea Fest on Easter Monday 21st April 2014 on the Ham at Port Royal. Over 1,000 people attended and enjoyed eating fresh local fish filleted and cooked in the Fish Kitchen, participating in crafts in Creativity on the Coast and visiting an exhibition created for the day on the fishing and coastal heritage of Sidmouth. Plans for Sidmouth Sea Fest 2015 are already underway and will showcase outcomes and the processes for positive change learned from TourFish, including the creation of a new Sidmouth Farmers Market.

Figure 7: Young helpers at the first Sidmouth Sea Fest, April 2014

photo: Matt Booth

Lessons learnt for policy makers

Lessons drawn from the successes and challenges of developing community led cultural regeneration around the local catch and sustainable fisheries (in the case of Hastings) and local foods, fishing heritage and the wider marine/coastal environment (in the case of Sidmouth).

Lesson 1: Heritage – regeneration anchored in valuing and bringing to life fisheries (or other local industry) related traditions, customs and histories (past and present).

The cultural offer provided directly by the local fishers, hawkers, chefs, community activists and artists, creates an enriching and authentic education experience for visitors that is about creating awareness of cultural heritage (past and present) and the link to fresh local produce caught, prepared, bought and consumed within a distinctive natural landscape. Understanding and witnessing the community/industry traditions, skills and cultural norms that are associated with this local produce encourages cultural sensitivity and makes clear the link between the livelihoods of the people, the integrity of the environment and the quality and sustainability of foods we consume.

Lesson 2: Identity – valuing the social and cultural contribution made by the community to sense of place.

Both case studies have employed creative ways to enable their community stories, local knowledge and skills to be witnessed, enjoyed and re-valued by a new generation of visitors and residents. This approach to cultural regeneration strengthens the sense of place in an area and as such creates the context to secure added value for local produce. By taking ownership of how their identity is represented in all elements of the responsible tourism experience this helps the community avoid misrepresentation and protects their cultural heritage.

photo: Julie Urquhart

Lesson 3: Fisher/community knowledge – mainstream the equity and centrality of local knowledge in regeneration planning and delivery.

The value of local community knowledge and practices must be at the centre of this process of regeneration through ensuring a community led or co-produced approach. For example, all elements of fisheries related regeneration in Hastings have been underpinned by trying to make sure the voice of the fishers and their vision, practices and knowledge has equal importance alongside other 'expert' knowledge. The cultural offer in both Hastings and Sidmouth is centred on communicating the industry knowledge, skills, heritage and traditions of local people that engenders respect between the host and tourist while also encouraging sensitivity to the social and cultural impact of their visit. A responsible tourism offer can be built around improving visitor understanding of the health, social and environmental value of shorter 'boat/farm to plate' journeys for local seasonal catch and foodstuffs. Initiatives such as this can also help to increase appreciation of coastal environment ecosystem services and the role of environmental conservation.

Lesson 4: Community ownership/participation – the importance of community participation in decision-making.

Both case studies have adopted approaches to regeneration grounded in proud fishing and coastal communities. This has contributed to developing a sense of empowerment in the communities and an understanding of the worth of their local environments, industries and cultural traditions. Involving the local community in decision-making that affects their future and livelihoods is key to empowering the host community in shaping the responsible tourism offer that delivers the greatest social, economic and environmental benefits to the locality.

Lesson 5: Connectivity – securing community resilience through increased connections between different sectors in policy, planning and economic networks.

To be most effective connectivity should operate at multiple-scales (local-international) and through multiple-sectors (e.g. tourism board, chamber of commerce, local community forums, education partnerships, environmental bodies and NGOS etc). The key to connectivity is embedding the fisheries/coastal community identity (including all their activities, products, norms, cultures and knowledge) into multiple aspects of civic life. Through improved sector connectivity in their regeneration both Hastings and Sidmouth are enhancing industry skills, consumer awareness of local produce, developing an 'added value' market and enabling regional branding of their local food-stuffs. This connectivity has positive local economy implications across the whole responsible tourism offer within the destination (e.g. restaurants, hotels and retailers that source locally, employ local people and spend their income within the town). Increased connectivity in regeneration planning is helping to secure a sustainable coastal economy that employs local people, develops and maintains local skills and realises the true value of making the connection for visitors between local people, local produce and the local landscape.

Chapter 4:

Identity, image, branding and a unique sense of place

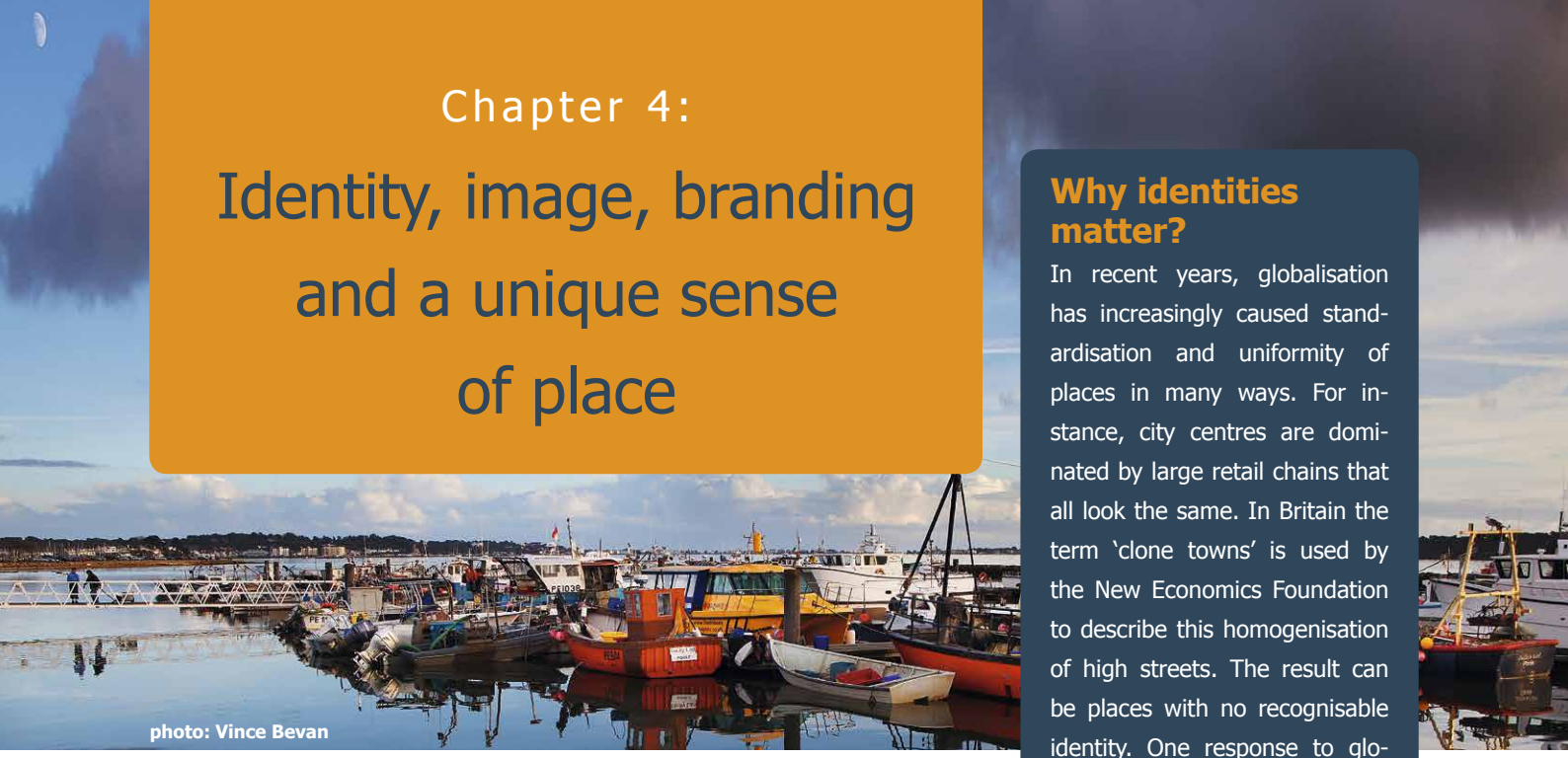


photo: Vince Bevan

This chapter explores what is meant by place and regional branding and then presents examples to illustrate practical applications.

Firstly, food, from agriculture and fisheries, contributes to the distinctiveness of Zeeland in the Netherlands. Here elements of place branding and place making strategies are elucidated through the example of an entrepreneurial urban farmer and a fishing heritage led regeneration programme in the town of Arnemuiden. Secondly, the example of Mid-West Flanders, Belgium, from the Fish and Chips project is presented, which highlights the opportunities that can be achieved through regional branding. Finally, seafood and fish in Cornouaille is used to create a particular sense of place in Brittany.

What is place branding?

If some people see a photograph of a landscape with rolling hills, rows of cypress trees, olive groves, wine yards, medieval towns, they might immediately think of Tuscany in Italy. Maybe they see themselves sitting on a terrace of a trattoria, looking at the landscape, eating a quattro stagioni pizza or pasta vongole and drinking a chianti wine. Dishes and a wine that belong to Tuscany/Italy. This example illustrates the multiple dimensions of the image of places in which regional food and drink can play an important role, as well as landscape, culture, heritage and nature. But what are the relationships between identity, image, culture and places and what is place branding?

The essence of place branding is to create a specific and distinct identity and a unique sense of place in order to create a good image and build up reputation. The challenge is how the identity, distinctiveness and the feel of place can be kept alive, developed or enhanced. This is called 'place making' and is strongly related to place branding. The place in 'place branding' can refer to places on all levels: districts, cities, regions, nations. These different levels of branding require different approaches and strategies.

Why identities matter?

In recent years, globalisation has increasingly caused standardisation and uniformity of places in many ways. For instance, city centres are dominated by large retail chains that all look the same. In Britain the term 'clone towns' is used by the New Economics Foundation to describe this homogenisation of high streets. The result can be places with no recognisable identity. One response to globalisation and homogenisation is regionalisation or localisation. On the one hand, people and companies are less bound to a particular region, but, on the other hand, people may start to feel insecure as their traditional cultural underpinning weakens. This insecurity leads people to look for recognisable points of reference in their own surroundings. There is an emerging need to identify the region based on a common sense of place. When regions are competing for the same target groups (citizens / visitors / entrepreneurs / investors), it is those regions that can distinguish themselves from others that will succeed.

Place branding and responsible tourism

People, and especially residents, are one of the key elements in both identities and brands. They are responsible for land- and townscapes formed through cultural associations of history and stories, myths, art, literature, poetry, music, traditions, language, traditional dress etc. Residents should play a key role in decision-making and have an important vote in the way places are positioned and profiled. The (re)construction of identities can be used to enhance the uniqueness of places making them better places to live in but also to visit. If the place or regional brand has been built on authentic, community led activities and traditions this opens up opportunities for deep, meaningful encounters between hosts and guests. Visitors can begin to experience those qualities of a place that make it special.

photo: Aart van Belzen

photo: Louis Drent

The process of place/regional branding

When the process of branding occurs at the regional level one can speak of 'regional branding'. There is not a one-size-fits-all approach as every region has its own physical, social, cultural, historical and institutional features, which define the context. Regional branding is based on this specific context and every region has to find a way of capitalising on this while keeping the following key elements in mind:

- Supporting and developing cooperation and networks
- Identifying the unique product or service
- The importance of marketing, communication and publicity

Firstly, in the regional branding process, cooperation and networks are very important. Successful results can only be obtained through cooperation among the different actors and key stakeholders (e.g. entrepreneurs, policy makers, knowledge centres/ research institutes, organisations). A network in the region is necessary to facilitate cooperation and knowledge transfer. This network has to decide on what the future of the region will look like, what it will offer to the different target groups; how that will be experienced and what it is they can do collectively to make that future a reality. Creating acceptance and public support is crucial in this process.

Secondly, in order to attract or respond to the different target groups, it is necessary to offer products or services related to the unique sense of place. After all, the image that is created in the minds of the target groups has to correspond to reality. These products or services can be categorised as either soft (e.g. events) or hard (e.g. infrastructure).

Thirdly, communication as part of a marketing strategy is important for creating the desired image in the minds of the target groups. Alongside external marketing of the region, it is important to market the region internally and take into account the desires and ideas of residents and local organisations. People who feel closely connected to the region often take the lead in the regional development process. These enthusiastic initiators are ambassadors of the region and work together to sell their region and its assets both internally and externally.

The taste of place: a curious journey to the province of Zeeland in the Netherlands

Zeeland, in the south-west Netherlands, is a province where agriculture and fisheries have been two important economic sectors for centuries. However, they are not only economically important, they also have cultural and social meaning for the region's identity. The symbolic value of both agriculture and fisheries is extremely high. The fishing industry dates back to the 17th century. Zeeland is also an agricultural region with potatoes, wheat, onions, sugar beet grown in large quantities all over the province. The regional food products contribute to Zeeland's sense of place.

The role of place branding and place making in Zeeland is explored here through two examples. The first example is the town of Arnemuiden that has used its fishing heritage as a basis for regeneration. Second is an example of urban farming near the city of Middelburg where an innovative entrepreneur started an urban farm.

The construction of identity in Arnemuiden

Arnemuiden used to be a fishing village, with a wharf and a fleet of fishing boats. In 1870 two thirds of the 1,675 inhabitants of Arnemuiden earned their living in the fishing industry. After 1961, when a large dam was built and the last connection with the open sea disappeared, less and less physical evidence of its fishery past could be seen. Although there is no fishing harbour today, many people who live in the village still work in the fishing industry but have to travel to the nearby ports of Veere or Vlissingen. The population of Arnemuiden still identify themselves strongly with being a fishing community.

Figure 8: Women's Think Tank in Arnemuiden

photo: Ruben Oreel

photos: Historich Museum Arnemuiden

Figure 9: 250 years Meerman's shipyard and 't Uusje van Eine, life one hundred years ago

The challenge for Arnemuiden was to find out how economic, cultural and social activities based around fishing heritage could create new possibilities of income and employment. The first step was to begin conversations with residents and entrepreneurs to talk about their activities, and to identify possibilities for their community. One of these working groups became known as the 'Women's Think Tank', which played a crucial role in the community-led regeneration of Arnemuiden (Figure 8).

The essence of what makes Arnemuiden distinct was identified as fish, being a fishing community, strong social cohesion, religiousness, ethics of hard work, a trading mentality, folkloristic costumes and authenticity. Fishing was still important to people, but they were also proud of their fishing heritage. Building on this image plans were developed to reconstruct the harbour and its direct surroundings and bring back a more 'fishy' atmosphere to the whole village through hardware interventions e.g. re-pavement of the streets, small fences and art inspired by the fishing history and folkoristic costumes. These all helped to bring back atmosphere and enhance a sense of place embedded in Arnemuiden's fishing heritage. The improvements also included the restoration of a 250-year-old wharf for ancient vessels and improvements to the museum for visitors wanting to know more about Arnemuiden's history.

In addition to improvements of the streets in Arnemuiden, entrepreneurial women in the village created a new fashion line of knitted sweaters. These were inspired by the patterns of fishermen's sweaters from the past when each village had its own distinctive design. As part of these activities a fashion show was organised and a website launched.

Another initiative was led by the graphic designer and artist Kris van der Werve who was invited to create symbolic artistic impressions of Arnemuiden for display in public locations such as streets and squares. Arnemuiden history and folkloristic costumes were the source of inspiration. The residents, who were dressed in these traditional costumes were the models for her street art.

All these investments in Arnemuiden demonstrate that cooperation between residents, entrepreneurs and the municipality can enhance Arnemuiden's sense of place and create a town with a distinct place identity. This has been a source of local pride and has helped to improve the quality of life in the town. However, by creating this community-led regeneration programme, it has also created a more distinctive place for visitors and tourists. The street improvements and sweater design have started to go a small way towards allowing visitors to have deeper connections with Arnemuiden's important heritage. So, consistent with the idea of responsible tourism, by creating a better place for residents through heritage regeneration, a better place for visitors has also been created which, it is hoped, will be an important source of economic revenue in the future.

photo: Louis Drent

photo: Hof Welgelegen

Urban farming in Middelburg

Middelburg is a relatively small city on a former island, surrounded by rural countryside. Ard van der Kreeke, who had no background in agriculture, is an entrepreneurial farmer who started an organic farm, 't Hof Welgelegen', in 2009. His farm, a country cottage with an open courtyard is on the edge of the city. The farm has an organic farm shop, veggie bags on subscription, farm dinners cooked by his chef, organic catering and taste lessons for schoolchildren. They also deliver organic vegetables to several restaurants and, in the coming years, the family will start to grow more organic vegetables to create an edible garden park for the promotion of organic food.

This example shows an entrepreneur who, by means of product development in organic farming, works on place making on a micro-level. The farm with its distinct sense of place attracts people so that the connection between place, farm, food and people can be strengthened. On a regional level the project contributes in a positive way to the place branding of Zeeland as a place where you can relax, enjoy yourself and as a culinary destination for both residents as visitors.

Figure 10: 't Hof Welgelegen in Middelburg

Mid-West-Flanders: Europe's vegetable garden

The growing agro-food sector is a key asset for the Midwest-Flanders region. With a turnover of 6.5 billion euros in West-Flanders, it is the biggest industry in the region. It also has the greatest added value (1 billion euros) and generates significant employment in this region.

The Midwest-Flanders region provides nearly two-thirds of the Flemish outdoor vegetable crop and represents around 40% of the total European vegetable processing market. So Midwest-Flanders can rightly be called 'Europe's vegetable garden'. With this in mind, businesses, knowledge centres and research institutes, as well as local and regional authorities, agreed upon a regional branding strategy based on agro-food to promote Midwest-Flanders as one of the most powerful and future-proof regions in the field of agro-food.

The flagship of this regional identity is Miummm, the 'Flanders House of Food', in Roeselare. Miummm is an experience centre that was created to raise the general knowledge of food amongst the public, enhance the image of the sector, and kindle the interest of young people in the agro-food sector. Visitors can follow an interactive path along the different steps of the food chain, from farm to fork. Teenagers and adults can discover the Miummm at their own pace, while toddlers and young children can experiment in the mini-Miummm. The

The strength of the Miummm-Flanders House of Food in Mid-West Flanders lies in the cooperation of industry, policy and university. This so-called triple helix model forms the basis of a strong regional backbone in order to carry out the Flanders House of Food's mission to the stakeholders.

Taste Academy offers a range of various tailor-made thematic workshops in its cooking studio. The aim of the Taste Academy is to raise awareness on provenance and locality of food amongst tourists, citizens, investors, visitors, entrepreneurs and creators.

In addition to the education centre of Miummm, further tourism and educational events are organised such as international Food and Art Festivals, Sunday matinees, thematic exhibitions (e.g. local produce, food and sports, food in World War I), the distribution of local products and bike and hiking routes through the agricultural countryside.

The interaction between the fishing and tourism sectors in Cornouaille, Brittany

photo: Julie Urquhart and Tim Acott

Despite accounting for less than 1% of GDP in France [9], the fishing sector plays an important role in Brittany. Fishing is important for the identity of coastal towns and villages and this is also reflected in the culture, including food. In addition, Brittany is a popular tourist destination[1], and its fishing identity is used as a "regional branding" strategy to attract tourists.

In order to investigate how this fishing identity and image is being utilised in Brittany a survey[2] was undertaken in Cornouaille to explore the interactions between fishing and the tourism sector. The survey showed that stakeholders promote fishing via their activities (e.g. the Summer programme of "Cornouaille Animation"). Some also promote fishing by undertaking new activities: tasting, maritime event, new preservation process, valuation of local seafood products, etc. However, the relationship between tourism, fishing and gastronomy could be further developed. Fishing is involved in only 5% of the "Cornouaille Animation" activities, and appears in only 7% of the information promoted by the Finistere Department of Tourism. It is often thought that: "when a port closes, it is the decline of tourism"[3]. According to the CDPM 29 (Departmental Fishing Committee of Finistère), tourist information offices and private organisations have an important role to counteract this by organising visits of auctions, ports, museums (e.g. Haliotika, Concarneau).

The CCI[4] of Quimper Cornouaille is developing some activities to bridge the gap between fishing and tourism. Today, it is imperative to take up the challenge of a harmonious and sustainable economic development of fishing and tourism sectors. New initiatives are needed that allow the value of different sectors (fisher, tourism, agri-food, etc.) to be realised, and partnerships need developing to improve access to information. Tools need to be established that allow the sharing and dissemination of information between key stakeholders and tourists to allow them to learn about and enjoy the fishing sector.

(Provided by Bertrand LE GALLIC**, Isabelle DURIN*, Guirec VANNIER* (* UMR-AMURE & **Enseignant-Chercheur, UMR-AMURE) as part of the INTERREG 4 project GIFS).

[1] It's classified in the sixth rank of the French regions for the tourist consumption (INSEE, 2005).

[2] Le Gallic, B. *et al.* « Action 3.3 - Les interactions entre la pêche et le tourisme. Cas d'étude : Pays de Cornouaille ». Programme GIFS.

[3] A tourist office (from Douléan) in Cornouaille area.

[4] The Chamber of Commerce and Industry.

Chapter 5:

Education and responsible consumer behaviours

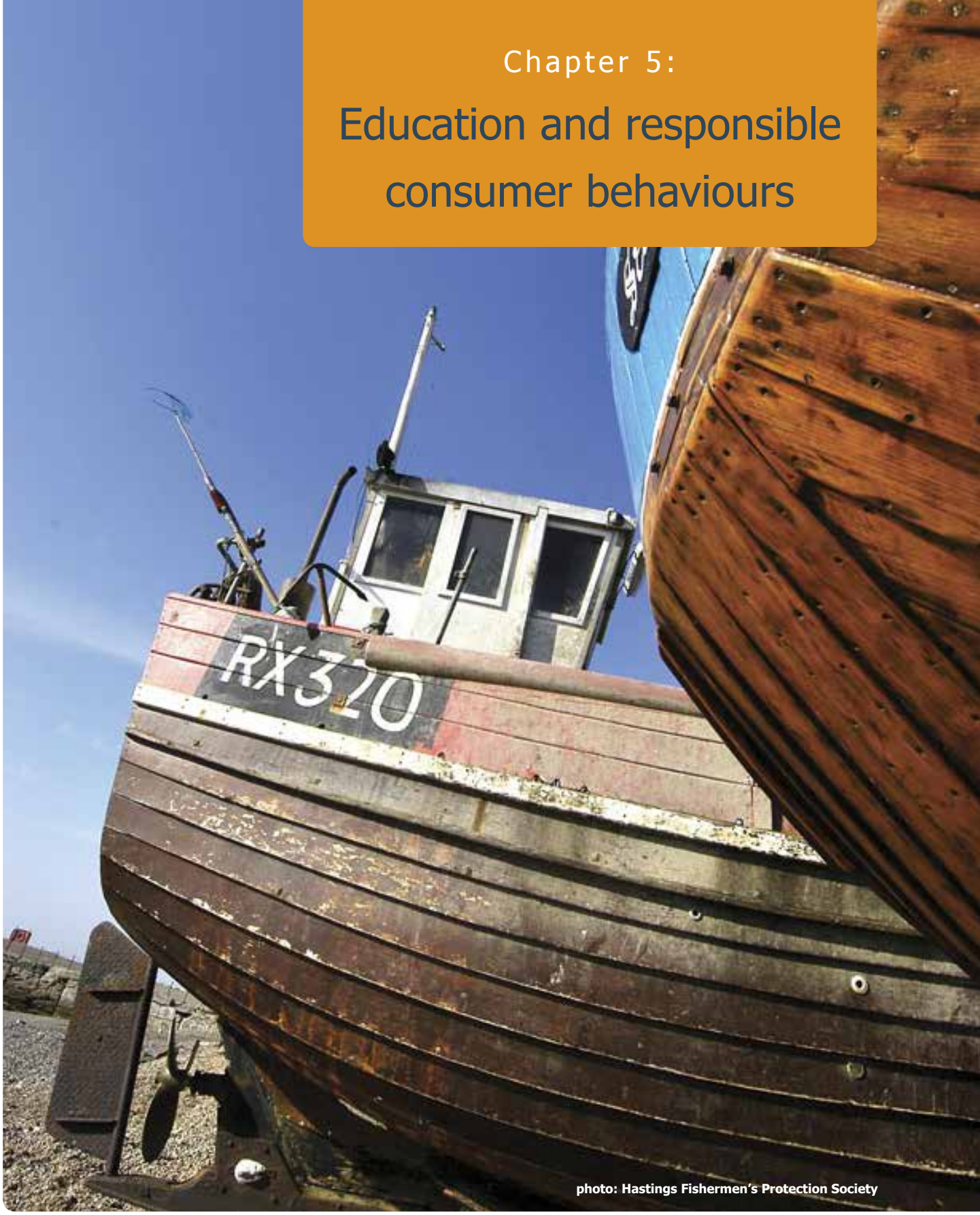


photo: Hastings Fishermen's Protection Society

TourFish cluster partners and community stakeholders have actively engaged in a knowledge exchange around examples of sustainable food based alternative education provision (AEP).

By drawing on ideas and experiences from across the cluster, including work in GIFS, Fish & Chips and Nausicaa, we were able to explore how innovative forms of education have an integral and potentially transformative role in responsible tourism.

Developing 'The Hastings Model': A new framework to enhance the link between sustainable food based alternative education provision and responsible tourism.

Using the Hastings case study to illustrate our thinking (thus 'The Hastings Model') we introduce a new framework to facilitate the development of responsible tourism activities based around the provision of alternative education. We hope this framework will:

- encourage sustainable food producers to participate in alternative education provision to support their future livelihoods;
- develop the idea that responsible tourism engages learners (the tourist is a learner) in a meaningful and unique way around the themes of sustainable foods, cultural heritage and environmental stewardship;
- illustrate to social policy practitioners the enormous potential of integrating sustainable foods based alternative education provision into regional tourism planning as a catalyst for societal change in relation to food security, ecosystem conservation, intra-inter generational cultural exchange, community cohesion and sustainable economic renewal.

The purpose of the framework is to help different stakeholders involved in alternative education (e.g. producers, community activists, educationalists, learners, tourism practitioners, policy makers) fulfill their responsible tourism potential. The framework is made up of:

A. Guiding Principles

– values that help secure the alternative education / responsible tourism offer

B. Scales of application and integration

– the spatial dimension of this alternative education / responsible tourism impact

C. Governance

– strategic planning consideration affecting Guiding Principles and Scales of application and integration.

Guiding Principles

While the principles below evolved initially in the development of the Hastings example it was only through the deliberative process of partner knowledge exchange that we were able to refine the principles and understand how they map onto and contribute to responsible tourism.

1. **Authenticity** – Alternative education offers tangible/experiential interactions between the product, the producer and the visitor. These interactions promote knowledge about the product source, and how and when it is captured/farmed and by whom. In practical terms, in the Hastings example, this involves being taught by fishers or hawkers, learning on the beach or boats, and touching, preparing and eating fresh fish. This process provides tourists with a meaningful connection with local people; helps builds respect between the tourist (learner) and the local community; and enables a greater understanding of local cultural and environmental issues that contribute to community identity, its livelihood and its future. Alternative education can directly and indirectly create additional economic benefits to the host community through the income stream from the alternative education provision itself, growth of the local food market as well as increasing host community well being.

2. **Locality** – Alternative education linked to responsible tourism is based on sharing an understanding of how these producer practices and the industry contribute to the identity, economy, society and environment of where you live or visit. It is concerned with providing learners with a knowledge of where a product is sourced and perhaps more importantly, why and how the industry and community around that industry interact and contribute to that locality. In practical terms in the Hastings model this involves fishers sharing their knowledge and stories about local fishing industry practices, community traditions, and the coastal environment. This approach raises the importance of provenance and reduced boat/farm-to-plate journeys in our food supply chains (see, for example, the case studies of Mr Goodfish and Local Catch).

3. **Sustainability** – Alternative education linked to responsible tourism provides insight into and demonstration of the multiple day-to-day practices of a food industry that contribute to the environmental, economic and social sustainability of their community. It inspires shared responsibility of the commons and promotes environmental conservation that accompanies that responsibility. An important question concerns how the learners share the knowledge they acquire in these lessons and how they might then be part of a more sustainable future by using that knowledge to inform their consumer and business choices around locally sourced seasonal food.

photo: Sin Bozkurt

Scales of application and integration

During development of the alternative education provision it became clear that the guiding principles being written did not provide insight into the scales of application and levels of integration that were illustrated by the different partner examples. It is important that stakeholders consider how the links between alternative education and responsible tourism:

- Operate at different scales (e.g. local-regional);
- Work across different sectors and so different landscapes (e.g. rural, coastal, marine, urban);
- Are applied throughout the supply chain (e.g. in Hastings this involves following the boat to plate journey and involvement of all parts of the supply chain in the alternative education provision).

This has implications not just for the content of what is taught and by whom, but also importantly the extension of the responsible tourism market to more than just the general public. For instance, to an internal market along different parts of the supply chain (e.g. the Nausicaa example also teach chefs and restaurateurs). This can result in the extension of the scope of alternative education offer with learners becoming part of the product. This spatial dimension on the model creates a natural feedback loop into the second guiding principle of 'locality' as the stakeholder decisions on scales of application and integration have implications for what is defined and communicated as the 'locality' within the alternative education / responsible tourism product.

Governance

Enhancing the links between alternative education and responsible tourism can be done through different governance arrangements (e.g. community-led structures, public-private partnerships enabled by bridging organisations, or through top-down QUANGOs). No one structure is better than another, rather they offer different benefits and challenges with regard to satisfying A (principles) and B (scales of application and integration) within the framework. Recognising the form of responsible tourism desired in each locality, which inevitably must be specific to that place, necessitates a consideration of appropriate governance arrangements in the strategic planning process. A caveat to this consideration of governance is that involving local people in the decision-making and development of this offer is key to enhancing the provision, while also ensuring the offer is culturally sensitive and engenders respect between tourists and hosts.

photo: Tim Acott

In addition to the development of the Hastings model of alternative education provision TourFish also worked with partners to explore how existing initiatives might have relevance for the delivery of responsible tourism. The following sections discuss examples from the South East Food Group Partnership and Nausicaa.

Figure 11: Screen shot from Hastings Sustainable Fishing Fleet 'Boat to Plate' animation (2014).

Local Catch: raising the profile of locally caught seafood in coastal communities

Local Catch provides an example of how a public-private partnership is providing an information service that is consistent with the Hastings model of alternative education and responsible tourism.

Local Catch is a website and app that was started by the regional business development group South East Food Group Partnership (SEFGP) in 2010 in conjunction with fishing stakeholders, supported by the University of Portsmouth and subsequently the Fish & Chips project. Having worked with the fisheries sector since 2007 to raise the sector's profile, improve the quality of the catch, encourage the sector to become more sustainable and create and implement trade development opportunities, the organisation's objective was to bring the work together creating an online hub. Local Catch encourages the public and trade to discover locally caught species, find out where they can buy freshly caught seafood and learn how to prepare it.

On the interactive map users can find their nearest fishermen, their local fishmonger and local restaurants serving locally caught seafood. Integrated in the search is a filter so users can limit the area they view, and the seafood or outlet type. The 'SEAfood and Eat It' section features recipes, seafood factsheets and videos on how to prepare seafood like picking a crab or filleting a plaice.

photo: Local Catch

Local Catch is consistent with the guiding principles of promoting authenticity, emphasising locality and is underpinned by the idea of sustainability. Through its broad reach to the general public the app increases knowledge and awareness about seafood for both residents and visitors across the South East of England. It is hoped that funding can be found in the future to develop the app to include more direct reference to a responsible tourism experience.

photo: Local Catch

The communication concept is simple, direct, easy to understand and to memorise, and it is rooted in everyday life: "if you want to continue eating fish, it is important to choose the right fish starting today".

Mr Goodfish

Mr Goodfish is a European initiative launched by the World Ocean Network in 2010 and initially developed by three sea centres: Nausicaa, in Boulogne-Sur-Mer, France, the Acquario di Genoa in Italy and the Aquarium Finistaerre in Spain. With the support of professional organisations, NGOs and foundations, Mr Goodfish aims to change the behaviour of seafood consumers in Europe by educating them and empowering them to make sustainable consumer choices.

The motivation for establishing Mr Goodfish is the concern over the state of commercial fish stocks. It is estimated that 85% of marine commercial fish stocks are already fished to their maximum capacity or even overfished [2]. If one million people, less than 1% of annual visitors to European aquariums, zoos and science museums, changed their choice of fish for just one meal by choosing to eat a fish species that is not over exploited, 300 tons of the most threatened fish would be preserved.

The Mr Goodfish programme provides the tools for consumers to make informed choices when buying seafood products. The programme addresses the entire fishing sector: from local and regional actors such as fishermen, to wholesalers and retailers including restaurant owners and chefs, catering schools and canteens, fishmongers, fish processors and other seafood businesses by establishing partnership schemes with them. They are given information on the need for sustainable fisheries and provided with tools so that they can incorporate sustainable seafood options into their activities.

The Mr Goodfish principles

- the bearer of the message is close to the consumer, known and recognised, and credible, e.g. a fishmonger or a chef;
- the message is neither moralising nor authoritarian, but positive, providing a service in the consumer's everyday life;
- the entire sector is involved - from the fisherman to the consumer, each in their own way, in their own role and interest.

The programme's advice is always constructive. Mr Goodfish publishes a seasonal seafood list. This list is established quarterly by a regional committee composed of several actors from the fishing chain (scientists, fishermen, wholesalers, restaurateurs, consumers etc.) and based on three criteria: state of the stock, size of sexual maturity and season.

A preliminary list is drawn up by the World Ocean Network representatives and scientists from IFREMER and compared to the most recent scientific local information before its validation by the regional committee. The definitive list is then immediately published and communicated to participating members and the publication of Mr Goodfish documents (posters, website, and other materials) is commissioned.

TourFish was a real opportunity for Mr Goodfish to get involved with professionals in the UK, Belgium and Netherlands, and to join forces with other sustainable seafood structures. Working with partners such as Local Catch helps the Mr Goodfish programme to improve synergies between agro-food, fisheries, responsible tourism and sustainable development in France. The activities of Mr Goodfish are consistent with the underlying idea of responsible tourism and the Hastings Model developed as part of TourFish. However, the challenge now is to take the lessons that Mr Goodfish offers and deliver them in a way that directly targets a responsible tourism market. This would inevitably involve developing relationships across a broad range of sectors and stakeholders. There is potential to work with the Local Catch app to develop a product consistent with the idea of responsible tourism that promotes a catch to plate story that helps people in France and England to create better places to live, work and visit.

Chapter 6:

Conclusion

Hastings Herring festival

photo: Hastings Fishermen's Protection Society

The aim of TourFish was to bring together two INTERREG IVa 2 Seas projects (GIFS and Fish and Chips) with new partners (Sidmouth Trawlers and Nausicaa) to demonstrate how responsible tourism can contribute to local economic and community development.

This aim is consistent with the Europe 2020 strategy that sets out the need to support smart, sustainable and inclusive growth. The objective is to help member states deliver high levels of employment, productivity and social cohesion, strengthening the attractiveness of its regions and towns as places to live in, work and visit.

An important aspect of local economic development is to understand that the local economy and the visitor economy are fundamentally related. Improvements in regions and localities make better places for residents but can also be sources of new economic opportunities if more tourists and visitors can be attracted to the area.

Responsible tourism is tourism that creates better places for people to live in, and better places to visit

However, to make a practical difference there needs to be a shared understanding of how better places can be created. This needs a strong vision that can inspire stakeholders from government to business to local communities. Although the concept of sustainable development is one such vision, it is often seen as a catch-all phrase that offers little in the way of strategic direction. TourFish was created to demonstrate how the idea of responsible tourism can offer a new, more focused vision for agro-food and fisheries to deliver new economic opportunities and community regeneration.

photo: Julie Urquhart

In the Introduction to this publication, we set out three key questions that TourFish addresses:

1. How can a coming together of food, fisheries and responsible tourism make better places for people to live in and visit?
2. How is responsible tourism different from normal tourism in the case of food and fisheries?
3. What practical opportunities fit in with the idea of responsible tourism?
4. These questions were addressed through the interactions between the partners and stakeholders as we started to explore the potential of responsible tourism for sustainable development. The findings, lessons learnt and next steps are outlined in these concluding remarks.

New responsible tourism initiatives can enhance the quality of places by protecting and capitalising on an area's strengths, its sense of place, its natural resources and its cultural heritage. Rural and coastal areas with a myriad of small and medium sized towns could offer exceptionally attractive places to live and work and be the destination of choice for visitors across the world. Promoting and developing a region's natural and cultural heritage can help boost local economies and develop businesses with a high growth potential (especially with regards to tourism). TourFish capitalised on the expertise of existing 2 Seas projects and new partners to develop a vision of responsible tourism that can deliver local economic regeneration through a sense of place.

Why responsible tourism?

Responsible tourism is not a niche area of tourism. In the tourism industry there is a significant movement towards vacations that are more experiential [10]. In a fiercely competitive market where operators are all trying to develop unique selling points, a commitment to responsible tourism can provide 'added value' and result in a business advantage with the development of new economic opportunities. A key element of responsible tourism is that visitors will generally experience the difference; visitor experiences built around local communities offer more enriching destination activities. This has the added advantage that responsible tourism development happens alongside community, regeneration and education activity development. However, for this to happen there needs to be a committed buy in from all stake-

holders. From planners through to NGOs and local communities the added benefit of developing attractions that increase visitor spend alongside making places better for people to live and work in needs to be understood. The lack of support from top down organisations can result in missed opportunities and a lack of dynamism in developing new ways of thinking about economic development.

In order to understand the potential of responsible tourism it is useful to review the conclusions of a recent local UK government report that considers the key levers of local economic development [11]. Key points include:

- Sensitivity to place matters
- Local economic development should be focused on growing and nurturing local capital
- Competitiveness should not be the guiding narrative
- Approaches to local economic development need to be holistic
- Strong civic leadership is essential

Responsible tourism is one way of addressing these levers of local economic development. This publication reports on how TourFish addressed the issues of local economic development through the concept of responsible tourism. The collaborations between the TourFish partners and community stakeholders demonstrate the potential benefits that can arise from the development of responsible tourism initiatives.

Part of this partnership learning and sharing was the joint development of the TourFish conference, held in Hastings on 23-24 June 2014. Here the partners came together with other community, industry and policy stakeholders to explore how the concept of responsible tourism can be a useful framework for local economic sustainable regeneration.

Through the conference and partner collaborations, the Cape Town declaration principles on responsible tourism (outlined in Chapter 2) were used as a guide to think about how a coming together of agro-food, fisheries and responsible tourism can help to make better places for people to live in and visit. Through the interactive thematic sessions at the conference and sharing ideas, experiences and knowledge, the TourFish partners are beginning to explore, with community stakeholders, the potential for responsible tourism as a framework for local economic development. With this in mind, the conference led to a set of draft guidelines for responsible tourism in food and fisheries. These draft guidelines are a starting point for exploration of the opportunities for integrating responsible tourism into local economic development in order to secure livelihoods and the way of life for our fishing and farming communities both now and in the future.

The next steps are to operationalise and capitalise on the progress made through TourFish by putting into practice pilot responsible tourism projects in case study areas. This will enable a testing of the responsible tourism model in practical real life settings and formalising the draft guidelines for responsible tourism in food and fisheries.

Our vision for 2020:

Vibrant coastal and rural communities enjoying healthy environments with high levels of employment, productivity and social cohesion, which are attractive places to live in, work and visit.

Draft guidelines for responsible tourism in food and fisheries

Responsible tourism in food and fisheries …

- Must have positive environmental, social and cultural impacts
- Generates economic benefits for local people
- Enhances the well being of local communities
- Is developed in partnership with local stakeholders in the food/fisheries industry
- Provides meaningful connections for tourists with local farmers/fishers/food producers
- Educates people about the environmental and social issues around farming and fishing to enable people to make informed choices as tourists
- Enables access for all
- Promotes respect between tourists and host communities

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