Traditional whaling
Community Based Tourism
- Traditional practice affected by global regulation & public opinion
Pamilacan- Taiji

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Post Disruption

Tourism

The whaling town of Taiji, Wakayama Japan

Keep Pamilacan in mind

Japan Disruption = Earthquake Tsunami and Nuclear meltdown

Taiji disruption is different. Can tourism be the fixer?
The Thin Blue Line

------------- interface of land and sea, imagination for CBT -------------

East Japan Earthquake and Tsunami

Strengths of the rural population
Diversity of skills, local knowledge
Australia, an island like Japan

"Japan has its head for the hills..."

The Thin Blue Line - Interface of land and sea

Resilience of the people it links

Imagination and CBT - 36,000kms of possibilities.

Sea people in Japan are like sea people here and sea people everywhere, their network is close knit but reaches far beyond conventional borders.
CBT in Japan

Green Tourism  Blue Tourism  Healing Tourism

Community-based Tourism
- for an urbanized population
- ageing population / population decline.
- social, cultural and economic decline.

Vulnerable Intangible cultural heritage.

Urban-Rural gap.

U, J, I - turns   Sea change   Tree change
Taiji, Pamilacan - suffering

- Industrial fishing onslaught
- Sensational pictures and language.
- Irrational and emotional human responses.
- Killing whales and dolphins is different
- Japan – different point of view.
- Influence of Animism
Taiji

- Social dislocation and negative image.
- Protest
- Media message

- Residents must recognize their own history and identity.
- Lack of imagination - need for leadership
- Values imposed by the West.

- History - the key. Catalyst for development
  Creativity  =  Community identity

Cultural Heritage.
Identity & Heritage

- Stories. Sustainable practice
- Edo Japan - common sense.
- Ways of telling
- Objects which speak to us. Scroll Boats Place

Relevance to new methods
Assets

Identify core attractions. (Place Boats Scrolls)

What is the potential?

Connected community.

Find ways to demonstrate sustainable practice.
Conservation of place, buildings, objects.

Interpretation, events, experience

- sight
- sound
- touch
- taste

Solid memories

Recommendation Return visits.
Planning & Strategy

Industrial heritage – first complex system of manufacture.

Efficiency of message

UNESCO Industrial Heritage for Taiji

Criticism neutralized with respect for tradition.
Benefits

Tourism supporting community development

Creating events, identifying heritage and recreating and preserving buildings and places of significance

Community development projects and tourism. Events, Tourism services at all levels.

Community empowerment through history and heritage story reinforcement.
Implications for other places

- How does this relate to Pamilacan?
- Sincere and practiced gratitude Respect for the animal was similar.
- Pamilacan - The whale came from the gods.
- Taiji - God was in the whale.

- The reasons whaling stopped are the same.
- The natural advantage of the physical location is the same.
- Impacts - absence of viable options is the same.
  - shift to other species.
  - visitation leading to degradation are similar.

- There is already whaling based CBT in Pamilacan. Better explained sustainable practices could lead to continuity of tradition.
- Generational change new ideas and training opportunities.
Recommendations

Need for respect - core values of UNESCO
Free Prior informed consent
The Land/Sea is the source of the Law.

“I want you to remember only one thing,” said the Badger.
“The stories people tell have a way of taking care of them.
If stories come to you, care for them. And learn to give them
anywhere they are needed...
Sometimes a person needs a story more than food to stay alive.”

(Black C.F. The Land is the Source of the Law, p. 3)
Thank You

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