

Summary for Overseas Travel WENDI 2018-2019

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Grade	4th
Supervisor's name	Dr. Yosuke Yamashiki
Travel period	January 5 th , 2019 – March 23 rd , 2019
UN agencies / International organization visited	Surfrider Foundation (International Organization) Affiliation: Visiting Scholar at Hopkins Marine Station of Stanford University
Theme of overseas travel	A Study on the Effects of Environmental Education and Community Involvement in Environmental Conservation Activities for a Sustainable Tourism in Coastal Zone

Outline of the activities (4 pages including photos, figures, etc.)

(1) Global leadership

I was fortunately enough to be welcomed as a visiting scholar at one of the best institutions for marine life studies, oceanography and ocean conservation, Hopkins Marine Station of Stanford University. While spending 3 months here as a visiting scholar, I've visited several international organizations, including internationally recognized environmental organization for ocean conservation, Surfrider Foundation (Surfrider). Though my research topic is not exactly what people at Hopkins are doing, I did a presentation in front of the world's top scientists and excellent graduate students and got a broad approval. It was my very first time to make a presentation about my research in English, everybody liked the topic. It was also very difficult to talk about my research in an international setting. However, sharing knowledge and opinions with researchers with different background really helped me to broaden my perspective. Although I was already familiar with interviewing as a method, I've learned a lot how to explain my research to people with various backgrounds. I personally think that the global leadership is not only to have the ability to lead people, but also to have a good skill in facilitating and organizing within the group of different types of people who want different types of things. Surfrider as an international organization clearly taught me the importance of taking bottom-up initiatives in ocean conservation and their facilitation stills to achieve ultimate goals. One example is that when they had to make a tough decision over banning jet skis within Monterey Bay National Marine Sanctuary. It was difficult enough for Surfrider to finally decide to ban it for protecting environment while their supporters, many of them are surfers, wanted to use jet skis for riding big waves. This case shows that although Surfrider actively engages with local community, they are looking at broader issues by thinking globally and therefore we can say that they have the power to change the world towards more sustainable future.

(2) Scientific significance

Even though the term "sustainable tourism" is not something completely new, researches on sustainable tourism have been gradually increasing in the past 10 years. According to Qian, Shen, and Law (2018)¹ that reviewed articles on the Journal of Sustainable Tourism (JST), six major themes on sustainable tourism studies were: climate change, behavioral studies, poverty reduction, volunteer tourism, policy instrument and indigenous tourism. Sustainable tourism is often studied with more broad topics associated with tourism. Sustainable tourism is definitely a global matter now. With more and

more people traveling outside of their countries, tourist destinations will have to expect its impact on their tourism resources. In order to maintain its sustainability, the concept of “sustainable tourism” looks at following three dimensions at the same time.

1) **Economic dimension**, that is to ensure that revenue out of tourism will benefit local economy and be fairly distributed among local stakeholders.

2) **Environmental dimension**, that tries to preserve and maintain the biodiversity and natural environment itself.

3) **Socio-cultural dimension**, that respects socio-cultural authenticity and traditions of host communities.

In theory, a tourist destination can be seen sustainable when these three dimensions above find the suitable balance. Although many of the empirical research on sustainable tourism took place at emerging tourist destinations, it is also important to learn from successful cases in developed countries, such as Monterey Bay in California, United States. The objective of this overseas travel was to find out key factors for successful sustainable tourism from practices in Monterey Bay to implement sustainable tourism to Iriomote Island in Japan, where I have been researching for the past 4 years. Monterey Bay is located along the central coast of state of California, and its environment is largely protected by both federal and state level regulations. Monterey Bay National Marine Sanctuary (MBNMS) is managed by the federal government, while there are also multiple Marine Protected Areas (MPAs) within MBNMS that are managed by state of California. Monterey Bay is known for year-round whale watching (Photo—1), Monterey Bay Aquarium (MBA, Photo—2) that is one of the best aquariums in the world, and its beautiful natural coastline and crystal clear water (Photo—1).



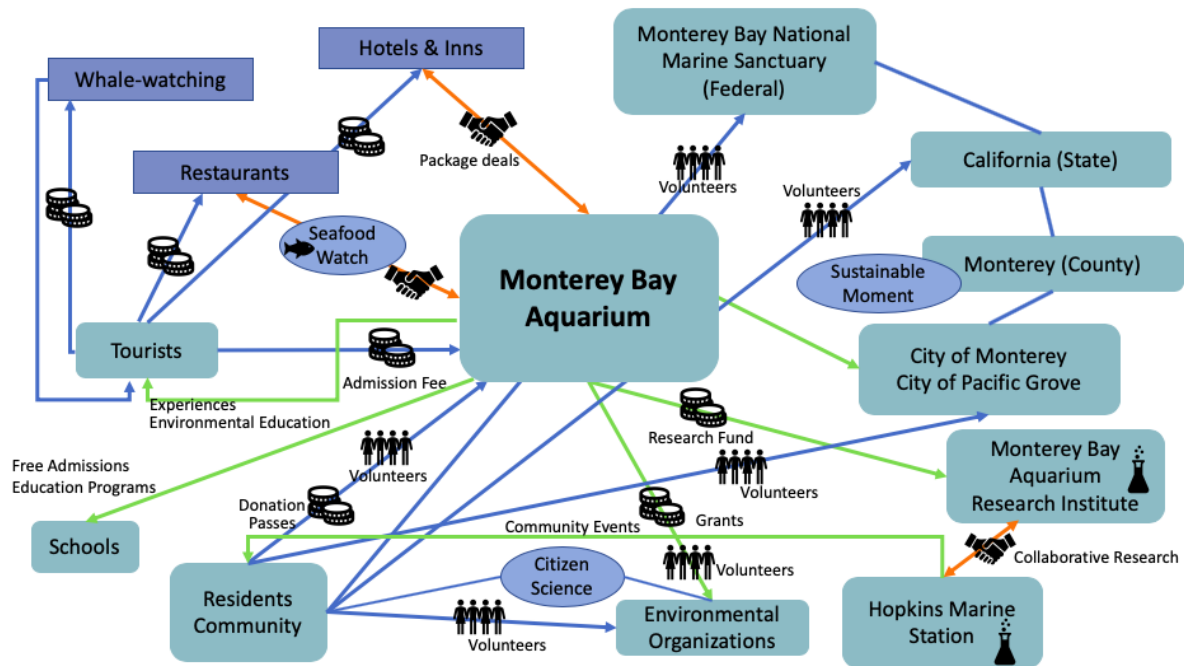
Photo—1. Monterey Bay coastline (top)
and a migrating gray whale (bottom)



Photo—2. Monterey Bay Aquarium (top)
and kelp forest exhibition (bottom-right),
actual kelp forest in Monterey Bay (bottom-left)

Researching sustainable tourism in Monterey Bay is significant because this is the case that local non-profit organization, Monterey Bay Aquarium plays a fundamental role to coordinate multiple stakeholders and bringing them together to achieve more sustainable future for Monterey Bay region. As Figure—1 shows, stakeholders in Monterey Bay are almost all connected to MBA directly and if not, indirectly. This shows not only MBA works as a hub for other stakeholders to connect, but also it is a local leader of pursuing sustainable tourism in the

region.



Figure—1. Stakeholder Structure in Monterey Bay

Reference:

1. Jianwei Qian, Huawen Shen, & Rob Law. (2018). Research in Sustainable Tourism: A Longitudinal Study of Articles between 2008 and 2017. *Sustainability*, 10(3), .

(3) Originality/Universality

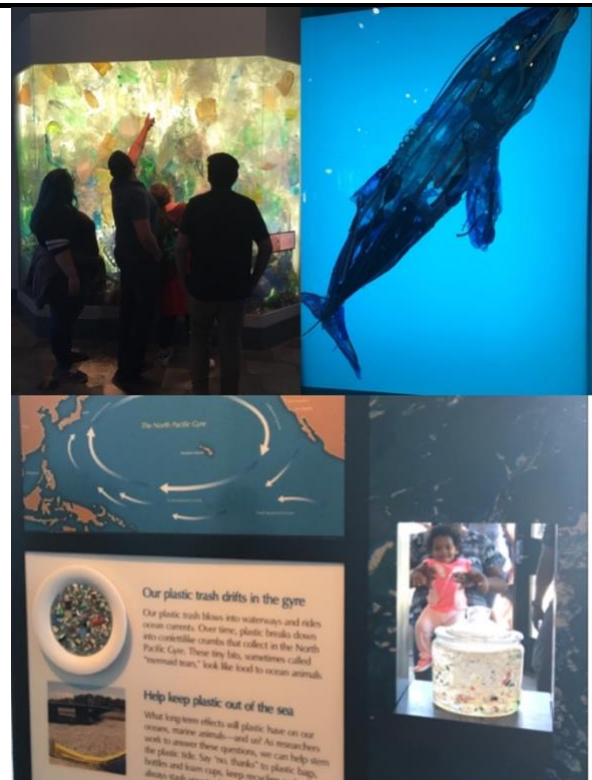
As I mentioned above, researching sustainable tourism practices can be integrated into empirical research in different locations, and I chose Monterey Bay because MBA as a local non-profit organization is leading the ocean conservation initiatives within the region, but it is also recognized internationally for those activities. MBA also has its own non-profit oceanographic research institution called Monterey Bay Aquarium Research Institute (MBARI). As a result, we can see a lot of exhibitions that address ocean issues like plastic pollution (Photo—3). While a lot of aquariums tend to be an entertainment venue with dolphin shows and such, MBA is leading the world by its environmental education. MBA shows the beauty and wonders of the ocean, but at the same time they also bring up issues surrounding ocean environment through their exhibitions. Since aquariums are popular tourist destination in other countries as well, the role that aquarium could play in the context of ocean conservation can be implemented as one of the sustainable tourism practices. In addition to MBA, Surfrider Foundation is also a world-leading ocean conservation organization. I first got to know Surfrider from being a surfer and ocean enthusiast, but also from working at Patagonia, the outdoor clothing brand. Patagonia gives out environmental grants to grassroots environmental organizations each year, and Surfrider is one of the grantees of that program. There are so many environmental organizations around the world, whether it is local or international. Every environmental organizations have specific purposes to exist, but their primary goal is the same- to protect the environment. Researching the structure of these environmental organizations to understand how they interact among each other in order to achieve bigger goal is important because it is the start point to understand the bottom-up process of community-based activities.

(4) Reasons and motivations for visiting UN agencies / International organizations

Surfrider Foundation (Surfrider), an international organization devoted to tackle various ocean-related issues all over the world, is one of the leading organizations in ocean conservation. I've personally known this organization through working at Patagonia (outdoor clothing company) and its environmental grant program and always wanted to visit and see how international environmental organization such as SF work within the context of environmental conservation. Even though SF is internationally recognized, their activities varies from local level to working with government. Within Monterey Bay region, Monterey County Chapter has been working on making difference to conserve the local natural environment. I've interviewed Ms. Ximena Waissbluth, the chapter coordinator of Surfrider Foundation Monterey County Chapter to find out the role that Surfrider plays in the context of sustainable tourism, especially how environmental education helps local people to think about the environment surrounding

them. One of their major victory was in 2009 when they successfully banned the use of Styrofoam to-go containers in Pacific Grove. Surfrider worked closely together with local community including residents, restaurants and the aquarium as well as the city of Pacific Grove to achieve it. Surfrider clearly worked as a coordinator among different stakeholders. In 2014, when California banned plastic bags statewide, was more of a collective achievement of Surfrider chapters within California. More broadly, Surfrider tries to raise awareness on plastic pollution in the ocean worldwide. It is one of the strengths of being an international non-profit organization, that they can address the issue worldwide, yet they are very active locally.

Another reason that I decided to visit Surfrider was because I am willing to work for international environmental organization. Surfrider is always in my mind because I am an ocean enthusiast as well as a surfer. However, as most people already know, working for non-profit organizations are rather tough in terms of the amount of work you have to deal with all by yourself. Surfrider Monterey chapter for instance, there's only one person that works entirely for the chapter. A lot of the executive members has their primary job outside of the organization. Although I knew that from the fact, now I understand that devoting the life for non-profit organization requires some commitment. At the same time, visiting Surfrider also gave me a hope and a lot of insights to my research. There's a thing that I always tell myself: you never know until you actually take actions—this opportunity helped me a lot to deepen my knowledge and passion for my research and the future of environmental conservation.



Photo—3. Plastic exhibitions at MBA

Whale art was made out of plastic debris (top-right)

Exhibition about micro plastics (bottom)

*All the photos in this report were taken by Nanao Fujimura