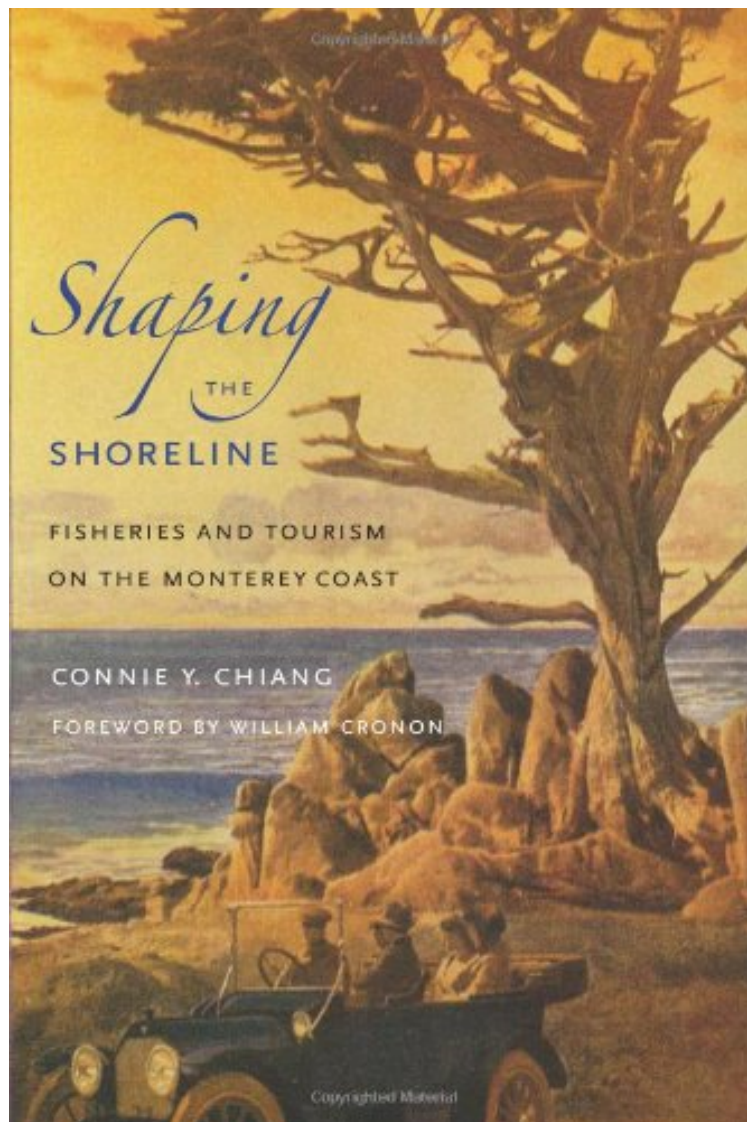


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## Shaping the Shoreline: Fisheries and Tourism on the Monterey Coast (Weyerhaeuser Environmental Books)

*Connie Y. Chiang*

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#1699281 in Books University of Washington Press 2011-11-14Original language:EnglishPDF # 1 9.02 x .73 x 5.98l, 1.01 #File Name: 0295991399320 pages | File size: 42.Mb

**Connie Y. Chiang : Shaping the Shoreline: Fisheries and Tourism on the Monterey Coast (Weyerhaeuser Environmental Books)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Shaping the Shoreline: Fisheries and Tourism on the Monterey Coast (Weyerhaeuser Environmental Books):

1 of 1 people found the following review helpful. The tension between fishing and tourismBy Carmel Finley

(finleyc@peak.org) There is always tension between the fishing and tourism industries. The tourists like to have a bit of the industry atmosphere (scenic boats at anchor) but not too much atmosphere (no smells). The industry generally curses the tourists, but recognizes that visitors play an important role in sustaining the local economy, which often means not being able to find a parking spot near the dock. When the two industries collide, as they have done in spectacular fashion in Monterey, California, over the last century, it can make for not only interesting history, but insightful marine policy. Connie Chiang takes a look at the two industries, from the days of 1879 when Robert Louis Stevenson extolled the "spectacle of Ocean's greatness," to the present, where the Monterey Aquarium draws millions of visitors a year to its site on an old sardine cannery. It's easy for the industries to be critical of each other, but as Chiang points out, the development of both industries show how deeply entangled social and environmental histories can be. Each industry jostled for control over the coastline, seeing it as a commodity that could be controlled and marketed to consumers. The two industries are far more entangled than they might seem, and they have more in common than initially meets the eye. The first immigrant fishermen at Monterey were the Chinese, who arrived in 1853 to harvest abalone. They soon expanded to harvesting kelp, rockfish, cod, halibut, squid, and shark. Some of the fish were dried, and the smells brought complaints from the Pacific Improvement Company, set up in the mid 1890s to market the bay to private landowners and tourists. The company built the swank Hotel Del Monte, the "Queen of American Watering Places." Fishing and tourism were both firmly rooted in the community. The fishing side got a boost from the state in 1868, when it conferred leased title to the shorefront, and a second boost in 1900s when a Norwegian, Knut Hovden, arrived and organized the sardine industry. Educated at the National Fisheries College in Bergen, Hovden worked in Liverpool and other cities as a fisheries engineer and technician. He started a salmon smokehouse at Kalama, Wa., then traveled to Monterey and went to work modernizing the industry. The canneries could process more fish, placing demands on fishermen to bring in more sardines. The Italians, primarily from Sicily, dominated the sardine fishery, but there were also Chinese, Japanese, and Portuguese working on the waterfront. With the need for protein during World War I, the sardine fishery was the largest in the U.S. Production boomed--and so did the smells and the conflict with the tourist industry. But the tourists were also dumping untreated waste into the bay's waters, drawing the concern of scientists. As Arthur McEvoy detailed in *The Fisherman's Problem*, state scientists warned the sardines were being overfished; federal scientists supported the industry in arguing the fluctuations in the catch were not a cause for concern. Chiang provides a useful chapter on the role of fisheries during World War II, a subject that is well worth investigating, since federal actions played a large role in the decline of sardine stocks. The government that took over production, setting high quotas for canned sardines. At the same time, it ordered the removal of the Japanese fishermen and cannery workers. The larger fishing boats were requisitioned for military shore patrol. The 1946 season was a disaster. In the middle of the dispute was a local scientist, Edward F. Ricketts, who ran a biological supply house. In 1940, he and his friend, the writer John Steinbeck, chartered a Monterey seiner, the *The Western Flyer*, and mounted an expedition in Mexico's Sea of Cortez. Based on Ricketts's writing and journal, Steinbeck published *Sea of Cortez: A Leisurely Journal of Travel and Research*, in 1941. Steinbeck followed with *Cannery Row*, written in 1945, based on the sardine fishery and the eccentric characters that lived in the community. The literary landscape soon replaced the real one. The tourists thronged to Monterey but Cannery Row was a ghost town; the sardines had gone. Cannery Row Square, a shopping mall created out of the former canneries, opened in 1972, a sign of the transformation of the waterfront from industrial center to tourist destination. As Chiang writes, despite the absence of sardines, city planners "endeavored to make the name and legend of cannery Row an enduring physical reality along the coastline," (153). When the Monterey Bay Aquarium opened in 1984, 30,000 people gathered for the celebration and the aquarium proclaimed, "The Fish are Back." The aquarium revised Cannery Row by re-creating the bay and enclosing it in acrylic panels. It was built on the site of the former Hovden cannery, where "this vestige of industry enclosed a place where mostly white visitors of comfortable means encountered nature and expressed their environmental values," (156). The success of the aquarium brought a new set of conflicts between residents and visitors. "Whereas the cannery processed sardines for a wide range of consumers, the aquarium transformed marine life in order to provide a stimulating educational experience for mostly white, well-heeled tourists intent on combining their leisure activities with their green values. Nature was a vital resource in both the cannery and the aquarium, but the aquarium packaged it in a different form, to different ends, and for different people," (181). In 1999, California Fish and Game biologists reported that the sardines were indeed back. A quota of 204,844 tons was set for 2000, but most of the fish were landed at Moss Landing. As Chiang points out in her conclusions, it is increasingly easy to reinforce the oversimplified dualities in describing the human interactions with the natural environment. As this important and well-written book shows, the interactions are complex and subtle, and an understanding of the history is vital to understanding the present. *Sea of Cortez: A Leisurely Journal of Travel and Research*

The Monterey coast, home to an acclaimed aquarium and the setting for John Steinbeck's classic novel *Cannery Row*, was also the stage for a historical junction of industry and tourism. *Shaping the Shoreline* looks at the ways in which Monterey has formed, and been formed by, the tension between labor and leisure. Connie Y. Chiang examines Monterey's development from a seaside resort into a working-class fishing town and, finally, into a tourist attraction

again. Through the subjects of work, recreation, and environment -- the intersections of which are applicable to communities across the United States and abroad -- she documents the struggles and contests over this magnificent coastal region. By tracing Monterey's shift from what was once the literal Cannery Row to an iconic hub that now houses an aquarium in which nature is replicated to attract tourists, the interactions of people with nature continues to change. Drawing on histories of immigration, unionization, and the impact of national and international events, Chiang explores the reciprocal relationship between social and environmental change. By integrating topics such as race, ethnicity, and class into environmental history, Chiang illustrates the idea that work and play are not mutually exclusive endeavors.

"Chiang deftly shows how these two competing economies [fishing and tourism] were deeply entangled, how they developed and how they both perpetuated racial and class hierarchies and rested upon an edifice of immigrant labor. In a book that refreshingly blends the history of tourism and industry over the course of a century, Chiang rejects 'oversimplified dualities' and 'simple dichotomies.'" *American Historical* "In *Shaping the Shoreline*, historian Connie Chiang skillfully illuminates the importance of 'place,' and in this instance, 'contested place,' with her exhaustive analysis of California's Monterey Coastline. While her book focuses primarily on the social and environmental implications of both tourism and fishing on the Monterey Coast, readers are subtly reminded throughout of the contested nature of the place both industries wished to control." *Journal of Social History* "The book is well written, well researched, lively, and interesting throughout, with useful maps, extensive notes, a substantial biography, and an index. From the standpoint of a fisheries economist, all the world's current and past battles over fisheries and fisheries policy appear here in microcosm." *Southern California Quarterly* "Chiang's study is worthy of readers' time. It engages the best of contemporary social and environmental scholarship. Its narrow geographic scope is easily offset by its broad conceptual grasp and long chronological sweep. The volume is a fine addition to the strong line of works edited by William Cronon and should find good purpose in the hands of researchers, students, and even the ecotourism-consuming public." *Montana: The Magazine of Western History* "Connie Chiang's *Shaping the Shoreline* is an ambitious attempt to connect the social and environmental histories of the Monterey, California, region. . . . Her focus on a discrete region adds to the book's richness and is a good model for future work that explores places defined by economies that have transformed from natural resource exploitation to recreation." *Western Historical Quarterly* "A superb account of how multiple types of interactions between fisheries and tourism shaped the development of the Monterey region. . . . Scholars of many stripes certainly business, labor, social, and environmental historians will benefit from reading Chiang's account. Well written and logically organized." *Business History* "In *Shaping the Shoreline*, Connie Y. Chiang uses [Monterey's] diverse community and its divergent industries to craft an excellent environmental history. Yet this is not merely a history of Monterey, tourism, or the fishing industry. It is a history of the complex and often-hidden relationship between labor and leisure in America. In Monterey- and many other places- the boundaries drawn between labor and leisure obscure underlying connections that tie human societies to nature and link us to each other. In highlighting those connections, *Shaping the Shoreline* gains significance far beyond Monterey." *Journal of American History* "Not only is *Shaping the Shoreline* very readable, but with luck it will provoke further serious thought and study about the social influences at work in this area." *Salinas Californian* "Represents an important new direction in maritime and marine environmental history. Chiang's study lays out a clear mandate that to understand coastal communities one must explore labour, culture, and environment. . . . for each of these fields played fundamentally transformative roles in how coastal communities developed and changed. In short, *Shaping the Shoreline* is a book that has the potential to shape the field, and anyone interested in maritime topics will enjoy and benefit from its pages. . ." *International Journal of Maritime History* "Today the Monterey Bay Aquarium publicly embraces both fish and tourism within the confines of an old cannery. The two histories have coexisted for years, and they spawned a diverse and divided society. Therein lies Connie Chiang's fascinating and revealing story of the people of Monterey and the sea that gave them life." Richard White, Stanford University "A compelling narrative that is, at once, a social history of Monterey and an environmental history of the region that begins at the turn of the century and ends in the present day." Carol McKibben, Director, Seaside History Project and, author of *Beyond Cannery Row* "Shaping the Shoreline brilliantly explores and explodes the dualities that have long defined not only Monterey but also American thinking about the natural world: work vs. play, white vs. non-white, tourism vs. industry, nature as spectacle vs. nature as worksite." Karl Jacoby, Brown University "For two decades, scholars have been calling for environmental histories that pay as much attention to changes in human social relationships as to changes in the natural world. *Shaping the Shoreline* demonstrates the value of such an approach with great subtlety and insight by exploring how the curiously intermingled worlds of commercial fishing and elite tourism created one of the most celebrated and sought-after communities on the coast of California." William Cronon, University of Wisconsin "From the Publisher" "For two decades, scholars have been calling for environmental histories that pay as much attention to changes in human social relationships as to changes in the natural world. *Shaping the Shoreline* brilliantly demonstrates the value of such an approach by exploring with great subtlety how the curiously intermingled worlds of commercial fishing and elite tourism created in Monterey one of the most celebrated and sought-after communities on

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