

The Mission of Aquariums in Japan

~How We Show the Mission and Share with Citizen~

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ABSTRACT: Aquarium has to be a conservation stronghold however people inclines to regard aquarium is a recreational facility, not a conserving facility for nature. Because conservation activity undoubtedly needs to progress with citizen, mission describing about conservation should be share with stakeholder especially citizen. In this paper, what Japanese aquarium's mission says was investigated from their websites. A few Japanese aquariums affiliated JAZA (Japanese Association of Zoos and Aquariums) set the mission on their websites, and moreover the missions insisting about conservation were scanty. 31 out of 89 zoos affiliated JAZA appear their missions (35%) more than aquariums (15 out of 60 / 25%), and besides aquariums describing about conservation in their missions are only 2 (13%). Japanese aquariums seemingly incline not to aim conservation importantly and to share with stakeholder. Because aquarium collects many creatures from wild for maintaining the displays, the habitat for collected species has to be conserved by aquariums. This is why aquarium has to set mission for conservation and share with citizen to progress in-situ and ex-situ conservation activity.

INTRODUCTION

Nowadays that environment has destructed and degraded rapidly in the world, conservation efforts that aquariums and zoos endeavor have become critical. Because aquariums, especially, collect many creatures from wild for maintaining the displays, the habitat for collected species has to be conserved by the aquariums. Understanding and cooperation with citizen is essential for in-situ conservation activity, therefore the function of environmental education is significantly valuable. For ex-situ conservation, enlightenment about the circumstances of wildlife is important, as well as in-situ conservation. In this paper, missions appeared websites of all 60 aquariums affiliated JAZA (Japanese Association of Zoos and Aquariums), and of associations of other regions in the world, have been investigated to reveal whether the mission states about conservation education or not. What each aquarium send the mission widely to citizen by website has to make society to perceive "Aquarium as a Stronghold for Conservation".

WHAT MISSION IS

Sufi and Lyons (2003) say that mission statement may convey a company's reason for being, outlining where it is headed and planning, how it will get there. Contents of mission statement are quite various and different by companies and organizations. Although many studies have insisted whether mission is exist or not is not associated with company performance, Dermol (2012) found out that value added per employee (VAE), which is one of the most important performance measures, has been associated with mission existence.

Many aquariums, same as zoos, museums and botanical gardens, emphasize their missions for conservation because these institutions exhibit wildlife and have a special connection with nature (Miller *et al.* 2003).

METHODS

Missions for associations of zoos and aquariums in the world (JAZA, AZA, BIAZA, EAZA, PAAZA, SEAZA and ZAA) were investigated in order to compare what their missions mention.

Missions for all 60 Japanese aquariums and 89 zoos affiliated JAZA were also investigated from their websites between March and May 2017. We classified these missions into 4 categories which are "Conservation", "Education", "Research" and "Recreation" and extracted which categories the missions mention. Mission on website was investigated because publication on the websites represents what the aquarium inclines to send to stakeholder, especially to citizen.

RESULTS

Mission of zoos and aquariums associations

Missions of 7 associations of zoos and aquariums are below.

JAZA (Japan)

Contribute to improvement in culture, promotion of scientific technology and conservation for nature, and then contribute to fruition for symbiotic world between human and nature.

AZA (North America)

The Association of Zoos and Aquariums helps its members and the animals in their care thrive by providing services advancing animal welfare, public engagement and the conservation of wildlife.

BIAZA (UK and Ireland)

We lead and support our members to inspire people to help conserve the natural world, to participate in effective cooperative conservation programmes, to deliver the highest quality environmental education, training and research, to achieve the highest standards of animal care and welfare in zoos, aquariums and in the wild.

EAZA (Europe)

To facilitate co-operation within the European zoo and aquarium community with the aim of furthering its professional quality in keeping animals and presenting them for the education of the public, and of contributing to scientific research and to the conservation of global biodiversity.

PAAZA (Africa)

To guide and accredit all African Zoos and Aquaria to become effective and credible centers of animal welfare, conservation, education and research.

SEAZA (Southeast Asia)

To enhance the capabilities of Southeast Asian zoos to conserve wildlife. To provide education and recreation for the public. To improve the standards, status, and public images of zoos in South East Asia.

ZAA (Australasia)

To lead Australasian zoos and aquariums to work together to save wildlife.

Mission of Japanese zoos and aquariums

Number of aquariums appearing mission on their websites is 15 out of 60 facilities (25%) although zoos appear 31 out of 89 facilities (35%) (Fig. 1).

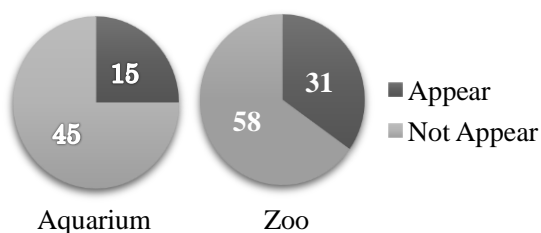


Fig. 1. Number of JAZA affiliated aquariums and zoos appearing mission on website.

In the result of that missions of all aquariums

and zoos affiliated JAZA in March to May 2017, which have been investigated from their websites, have been classified 4 JAZA's objectives ("Conservation", "Education", "Research" and "Recreation"), zoos mention much more about "Conservation", "Education", "Research" and "Recreation" than aquariums. Only 2 out of 15 aquariums (13%) mentions about "Conservation", 5 (33%) mentions about "Education", 1 (7%) mention about "Research" and 2 (13%) mentions about "Recreation" on their websites, although 7 (23%), 18 (58%), 3 (10%) and 9 out of 31 zoos (29%) mention respectively (Fig. 2).

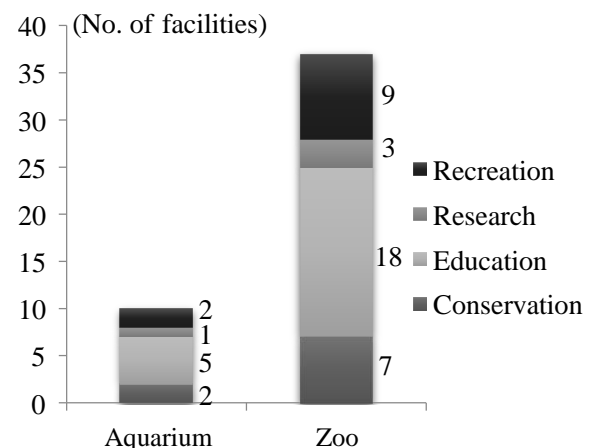


Fig. 2. Number of that JAZA affiliated aquariums and zoos appearing mission on website described about conservation, education, research and recreation in the mission.

DISCUSSIONS

Different missions between regions

Table 1. Category of contents in mission of associations of zoos and aquariums in the world.

	conservation	education	research	recreation
JAZA	✓		✓	
AZA	✓			
BIAZA	✓	✓	✓	
EAZA	✓	✓	✓	
PAAZA	✓	✓	✓	
SEAZA	✓	✓		✓
ZAA	✓			

All associations investigated in this paper insist on "Conservation" by their missions (Table 1). It is meant zoos and aquariums exist for conservation. JAZA aims "Conservation" as a method in order to attain the symbiosis between human and nature, and AZA set "Conservation" for thriving the members and animals although other associations insist "Conservation" as one of their aims for existence. Japanese may have different thought or sense toward conservation from other

countries. If so, aquariums and zoos in Japan should originally consider how to establish mission and to share with stakeholder such as citizen.

Function of mission for aquariums in Japan

Aquariums showing mission on their websites are scanty. These websites often describe news, administrative information and access, and mission statement is hardly appeared on first page of website. Moreover some aquariums describe mission as just atmosphere which seemingly intends people to come to the aquarium. Mission should be philosophy which is reason for being as aquarium.

Missions of aquariums and zoos mentioning about “Education” are relatively plenty. It represents aquariums and zoos consider they should be educational facility, and education about animal welfare or the status quo of wildlife is definitely profitable for conservation. However how does citizen recognize the function for aquarium? It probably is for recreational and enjoyable facility which is one of the aims. Aquariums, however, collect many creatures from wild for maintaining the displays, the habitat for collected species has to be conserved by aquariums. This is why aquarium has to set mission for conservation and share with citizen to progress in-situ and ex-situ conservation activity.

CONCLUSION

Japanese aquariums are still not enough setting mission toward conservation. They also need to drive on society forward conservation activity (or at least consent to the thought for conservation activity) because aquarium should be conservation base. In order to progress conservation efforts, support from citizen is undoubtedly significant. Aquariums desperately need to forward to attain the goal with society and must exist as a conservation stronghold.

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