



TOURISMED

Fishing Tourism for a Sustainable Development in the Mediterranean area

Deliverable 3.4.9: Pilot Testing Report

Pilot tests developed in TRABIA (PA)

Months: September-October, 2018



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Introduction

TOURISMED aimed at testing and transferring a fishing tourism business model in coastal areas of Italy, Cyprus, Greece, Albania, France and Spain, as a tool to promote sustainable fishing tourism and to foster the preservation of the marine environment and the traditional fishing culture across the Mediterranean Sea.

Within the framework of the Work Package 3, referred to the testing of the fishing tourism business model, the project foresees the elaboration of a report on the pilot tests implementation in order to have a tool available to assess them and obtain conclusions able to improve both the performance of the activity at local level and the business model elaborated within the project.

The aim of this report is thus to collect the conclusions from the evaluation of the pilot tests developed in TRABIA as an input to improve the business model (both at local and at project scale) in the project's refinement phase.

Planned activity

The aim of this section is to give a brief view on how the pilot tests were planned. Please make a brief reference to relevant organizational aspects (eg. Coordination meetings with fishermen, actors involved, communication actions). If the case, please point out the major changes between the planned activity and the performed one.

Pilot tests were planned with the help of the project's responsible, the supervisors and the fishermen through various meeting aimed at determine itineraries and methods used to carry out the tests. In order to verify the duration of the trip and the fishing methods, simulations were made with one of the participating vessels of the project. Simulations allowed to evaluate the suitability of planned tourist route. Based on the weather conditions, the first two days of testing were planned in September, while the other two days in October. In addition to this, these events were promoted through the publication on the institutional web site of the Municipality of Trabia, social network, local newspapers and word of mouth creating great attractiveness, proved by numerous requests.

Pilot tests developed

Overall description

Please describe in general terms the pilot tests carried out within the project. Include only descriptive information such as location (ports), number and type of fishing vessels (size), main features of the activity performed (eg. Number of trips, duration, average of passengers per trip, main itinerary steps), and number and profile of tourists embarked. If the case, please include also linked activities developed within the pilots (eg. Visit to the fishing port/market, lunch at a restaurant).

The start of the pilot test trip was occurred from the tourist port of San Nicola l'Arena, the only port of Trabia. The vessels involved were all the 6 vessels participating at the Tourism project, small and medium-sized: "Pietro e Paolo", "Alta Marea", "Abbatuzzo", "Daniela", "San Vincenzo", "Nenè". Nr. 6 trips were carried out, 2 daily in September and 1 daily in October, with an average duration of two hours. Trial trips, as before indicated, started from the tourist port of San Nicola l'Arena (Municipality of Trabia's district): after reaching the place where the fishing nets were recovered, the vessels navigated toward Termini Imerese, reaching "Pietra Piatta", a characteristic place, shaped like a flat stone, located in the sea floor a few meters from the shoreline: it borders on the sea surface, and its shape of natural trampoline allows amazing dips in this colorful context. Then, the vessels navigated toward Lanza di



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Trabia Castle, manor on the sea, while fishermen were narrating stories and anecdotes about Lanza Prince and his family. On the way back, the vessels moved toward Capo Zafferano, a beautiful cape on the sea, that separate the gulf of Palermo from that of Termini Imerese. Then, the Torre Normanna was reached, a coastal watchtower from the Norman period, dating back to the Aragonese period, and located on "Capo Crosso", between Trabia and Altavilla, in a strategic and panoramic point from where is possible to have a view from Capo Zafferano to Cefalù.

The vessels received the highest number of people allowed by safety standard. Everyone worked in synergy and harmony proposing all the possible activities to tourists: the hauling of trammel nets, the presentation of vessels' characteristics, description of the allowed and practiced fishing methods and of the types of fish caught, tales of the beauties of the coastal territory. Furthermore, at the end of the fishing trip, once landed, the catch of the day was cooked in a nearby restaurant, shared and eaten with the tourists.

Number of participants: 160 of which:

- 82 local tourists;
- 56 regional tourists;
- 22 international tourists.

Key figures


Please include any key figure that helps to understand and contextualize the activity (eg. Num. of fishermen involved, num. of fishermen associations involved, num. of economic operators involved, num. of institutions involved). This section will help to monitor the impact of the project in quantitative terms.

The number of fishermen involved was 12, of which 5 were the owners of the vessels and the other 7 people were maritime employees who help in on-board operations.

Nr 13 business local operators were involved, of which 7 restaurants, 5 b&b/hotels and 1 travel agency. Furthermore, port authorities of Termini Imerese and the Municipality of Trabia were involved as well.


Summary of the pilot tests carried out

Please, complete the following table with the information of the pilot tests made by each one of the participating vessels. Add as many rows as necessary. Aggiungi tutte le righe necessarie.

Vessel Name: PIETRO E PAOLO Port: SAN NICOLA L'ARENA Size: MEDIA Vessel Type: BARCA DA PESCA Max. number tourists on board: 10					
Pilot	test	Departure	Arrival	Number of	
					Any comment/remark




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Comune di Marina					
date	time	time	participants		
29.09.2018	9.30	11.30	8		
	12.00	14.00	8		
30.09.2018	9.30	11.30	8		
	12.00	14.00	8		
25.10.2018	10.30	12.30	8		
30.10.2018	10.30	12.30	8		
Vessel Name: ALTA MAREA Port: SAN NICOLA L'ARENA Size: PICCOLA Vessel Type: BARCA DA PESCA Max. number tourists on board: 4					
Pilot date	test	Departure time	Arrival time	Number of participants	Any comment/remark
29.09.2018		9.30	11.30	4	
		12.00	14.00	4	
30.09.2018		9.30	11.30	4	
		12.00	14.00	4	
25.10.2018		10.30	12.30	4	
30.10.2018		10.30	12.30	4	
Vessel Name: ABBATUZZO Port: SAN NICOLA L'ARENA Size: PICCOLA Vessel Type: BARCA DA PESCA Max. number tourists on board: 4					





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Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark
29.09.2018	9.30	11.30	4	
	12.00	14.00	4	
30.09.2018	9.30	11.30	4	
	12.00	14.00	4	
30.10.2018	10.30	12.30	4	
Vessel Name: DANIELA Port: SAN NICOLA L'ARENA Size: PICCOLA Vessel Type: BARCA DA PESCA Max. number tourists on board: 6				
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark
29.09.2018	9.30	11.30	4	
	12.00	14.00	6	
30.09.2018	9.30	11.30	4	
	12.00	14.00	4	



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25.10.2018	10.30	12.30	4	
30.10.2018	10.30	12.30	6	
<p>Vessel Name: SAN VINCENZO</p> <p>Port: SAN NICOLA L'ARENA</p> <p>Size: PICCOLA</p> <p>Vessel Type: BARCA DA PESCA</p> <p>Max. number tourists on board: 4</p>				
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark
29.09.2018	9.30	11.30	4	
	12.00	14.00	4	
30.09.2018	9.30	11.30	4	
	12.00	14.00	4	
30.10.2018	10.30	12.30	4	
<p>Vessel Name: NENE'</p> <p>Port: SAN NICOLA L'ARENA</p> <p>Size: PICCOLA</p> <p>Vessel Type: BARCA DA PESCA</p> <p>Max. number tourists on board: 4</p>				
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark
29.09.2018	9.30	11.30	4	
	12.00	14.00	4	



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30.09.2018	9.30	11.30	4	
	12.00	14.00	4	
30.10.2018	10.30	12.30	4	

Evaluation results.

The vision of tourists.

Please try to reflect the perception of tourists according the aggregated results of the pilot trip assessment questionnaires elaborated within the project (D 3.4.8. Customer satisfaction survey). Please follow the structure of the questionnaire when presenting the results in this section. If necessary, please go into detail per port/vessel/activity.

Please, include a evaluation form showing the aggregated results of the satisfaction survey in order to support the analysis. If necessary, feel free to detail the data per port/vessel/activity according to the description made.

Port: SAN NICOLA L'ARENA - TRABIA		
<p>Activity: Please describe in few words the activity (eg. Only sailing, lunch on board, keep catches, on-land activities connected). Note that some inputs (eg. Price willing to be paid) will normally be related to the whole experience</p> <p>After reaching the place where the fishing nets were recovered, the vessels navigated toward Termini Imerese, reaching "Pietra Piatta", a characteristic place, shaped like a flat stone, located in the sea floor a few meters from the shoreline: it borders on the sea surface, and its shape of natural trampoline allows amazing dips in this colorful context. Then, the vessels navigated toward Lanza di Trabia Castle, manor on the sea, while fishermen were narrating stories and anecdotes about Lanza Prince and his family. On the way back, the vessels moved toward Capo Zafferano, a beautiful cape on the sea, that separate the gulf of Palermo from that of Termini Imerese. Then, the Torre Normanna was reached, a coastal watchtower from the Norman period, dating back to the Aragonese period, and located on "Capo Crosso", between Trabia and Altavilla, in a strategic and panoramic point from where is possible to have a view from Capo Zafferano to Cefalù. Everyone worked in synergy and harmony proposing all the possible activities to tourists: the hauling of trammel nets, the presentation of vessels' characteristics, description of the allowed and practiced fishing methods and of the types of fish caught, tales of the beauties of the coastal territory. Furthermore, at the end of the fishing trip, once landed, the catch of the day was cooked in a nearby restaurant, shared and eaten with the tourists.</p>		
<p>Age: Please indicate the average and, if relevant, % per segments (eg. Under 18, 18-30, 30-45, 45-60, over 60)</p> <p>Indicare la media e, se pertinente,% per segmenti (ad esempio Under 18, 18-30, 30-45, 45-60, over 60)</p>	<p>Gender: 40 % F - 60% M</p> <p>Average: 40 years</p>	
<p>- Origin of tourists: 50 % Local - 35 % Regional - 15% Internazionali</p>		
You are:		
85 % Tourist	% Tourist professional	15 % Fishing sector



		professional
% Tourism consultant/officer	% Environmental consultant/officer	
% Other (go into detail only if relevant)		

First reaction to the tour

Please indicate the average from 1 ☹️ to 5 😊 and, if relevant, % per segments (eg. % > 3) 100% >4

Interest of the tour

Please indicate the average from 1 to 5 and, if relevant, % per segments (eg. % > 3) 100% >4

Willingness to pay for the tour

100% >4 % No

Price

Please indicate the average and, if relevant, % per segments (eg. % <50 €, % 51-70 €, % >70 €). 100% 30Euro

Willingness to place the activity in tourists plans

Please indicate the average from 1 to 5 and, if relevant, % per segments (eg. % > 3) 100% >4

Willingness to recommend the tour to friends/family/colleagues

Please indicate the average from 1 ☹️ to 5 😊 and, if relevant, % per segments (eg. % > 3) 100% >4

Aspects more valued/highlighted

Please indicate the most repeated aspects in the answers to the satisfaction surveys indicating their frequency of appearance.

The direct experimentation of fishing techniques and the story of the anecdotes on the territory were more appreciated.

Aspects to be improved

Please indicate the most repeated aspects in the answers to the satisfaction surveys indicating their frequency of appearance

Some tourists (few) have indicated what could be improved: chairs and shaded areas for tourists on board.

Assessment of the potential supplementary

Please indicate the average from 1 to 5 and, if relevant, % per segments (eg. % > 3)



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activities to complete the tourism experience

Visit to the fishery port facilities : < 3

Taste the fish caught in a local restaurant : > 4

Recreational fishing during the trip : > 3

Visit to farms and teste local products : < 3

Other (add if necessary)

Please indicate the average price in each case

Visit to the fishery port facilities : < 3

Taste the fish caught in a local restaurant: > 4

Recreational fishing during the trip: > 3

Visit to farms and teste local products : < 3

Other (add if necessary)

Willingness to pay for them

The perception of fishermen and local partners.

Please try to reflect the perception of fishermen and local partners (eg. tourism operators, institutions) about the experience and perspectives for the future development of fishing tourism activities. Any estimation on the impact of the fishing tourism activity in the involved fishing boats (eg. In terms of income, reduction of fishing working hours or reduction of catches) will be welcome.

Our fishermen count on fishing tourism, hoping that activity could improve and increase their salary (actually exiguous due to the competition of the big fishing boats, which reduce their chances to catch the fish) and in order to reduce the hours of fishing work. Fishermen propose to form a consortium and bind it to commercial activities such as: restaurants, hotels, café, tour operators with the aim of promoting their fishing tourism activities. Regarding to this, fishermen deem that the use of the Tourismed online platform could be useful to their activities.

Main findings. Risultati principali

Incorporate your vision as partner. Please, list the main findings that you consider could contribute to improve the business model. Pay particular attention to what went better/worst than as planned. If the case, include also unexpected results and any external/internal factor that challenge/contribute to the development of the model. Try to differentiate between those useful findings at local level and those others potentially useful to refine the general business model. For every finding try to point out the part/element of the CANVAS business model affected:



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- *Customer Segments*: families with children
- *Value Proposition*: €30 per person
- *Communication and sales channels*: Social network, Tourismed platform, Tour operator, Municipal Tourist Office, and promotion made through local business activities' advertising;
- *Customer Relationship*: both individual and mediated by the third parties indicated above;
- *Revenue Streams*: (if we mean the gain of each fisherman in the summer season) it could correspond to a few thousands of euros in the three months of summer season.
- *Key Resources*: Publicizing
- *Key actions*: Publicizing
- *Key partners*: Municipality of Trabia
- *Cost Structure*: the cost to keep the requirements, needful to maintain the fishing tourism license.



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Annex I “Itineraries brochures”

Annex II “Fishing tourism Itineraries”



Itinerary Plan

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