



TOURISMED

Fishing Tourism for a Sustainable Development in the Mediterranean area

Deliverable 3.4.9: Pilot Testing Report

Pilot tests developed in Puglia Region

July, 2019

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Introduction

TOURISMED aims 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 Puglia 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.

The activity of the Pilot Test was performed in line with the Project document, without need for substantial modification.

The fishermen involved are those involved since the beginning of the project in the training activities, and whose vessels have been adapted for the fishing tourism with the Small Scale Investments. For this reason, the preparation of the trials started since the training, planning with the fishermen the itineraries, and the information and elements to be shared with tourists.

The testing trials were designed as short version of the itineraries, which did not include the lunch for the tourists, due to the need to keep the trials free of charge for the hosts.

In the realization of the trials, the fishermen were assisted by the Haliéus staff (Antonio Settanni) and by the local Tourism Cooperative that was involved in the process of empowerment of the fishermen (Cooperative Serapia).

In order to collect registrations for participating to the fishing tourism trials, the news was spread through social network. Considering that the activity was for free, there was no need for advanced advertisement for reaching the target of 160 participants.

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).

Pilot tests have been designed to provide tourists with a glance at both the charm of the sea and the beauties of the inland: the only way to let them get the environmental interactions which make the stretch of coast interested by the test such a special and unique coast.

Tourists were accompanied through a three-steps knowledge transfer experience mainly concerning:

- inland stories and biodiversity;
- fish species and fishing gears;
- fishermen traditions, customs and habits.

All the vessels involved use gill net. The main species caught were mullet, seabream, anchovy, mackerel, redfish (see **Picture 2**), cuttlefish. As mentioned, the caught fish was not consumed on board.

In addition, 2 itineraries were tested integrating the fishing trials with the land activities:

Itinerary #1 [Port of embarkation: Torre Canne – Vessel: Angelo (see Picture 3)]:

The tour started by visiting the little fishing village in Torre Canne: the wetland areas in the Regional Natural Park “Dune Costiere”, the lighthouse, the chapel of Sacro Cuore.

Itinerary #2 [Port of embarkation: Savalletri – Vessel: Francesco (see Picture 1)]:

The tour started by visiting the little fishing village in Savalletri: the fishermen houses, the old port full of “gozzi” (typical older wooden boats), the ancient chapel of San Francesco da Paola.

Then – in both cases – tourists had to move to the dock and start the fishing-tour: a 1-hour tour watching hauling procedures being done in the stretch of coast between Savalletri and Torre Canne, which is a coast also interested by the Regional Protected Area called “Dune Costiere”.

Fishermen have been assisted by a marine biologist (see **Picture 4**) helping the former in providing tourists with information concerning the various species caught and their specific organoleptic characteristics.

Picture 1 – On board of “Francesco”



Picture 2 – Got a redfish!



Picture 3 – On board of “Angelo” with Captain Adriano



Picture 4 – More info from the biologist



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.



As detailed in the table below, the project realized n° 32 fishing tourism trial trips on board of N°6 different vessels, gathering N°161 participants in total.



Among participants, there were 31 operators of the tourism sector, 7 operators of the environmental sector and 4 journalists. The rest of the participants were



mainly tourists either local (56%) or from the Region (32%) and to a lower extent from other Italian region (5%) or from abroad (almost 7%).

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.

Vessel Name: Angelo (Adriano Argento) Port: Torre Canne (BR) Size: 9,58mt Vessel Type: Bottom set gil nets and longlines Max. number tourists on board: 12					
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark	
26/10/2018	9:00	10:30	5		
26/10/2018	10:30	12:00	5		
07/12/2018	9:00	10:30	5		
07/12/2018	10:30	12:00	5		
07/12/2018	12:00	13:30	3		
09/12/2018	9:00	10:30	5		
09/12/2018	10:30	12:00	5		
09/12/2018	12:00	13:30	6		
08/06/2019	9:30	10:30	5		
02/07/2019	11:45	13:00	5		
Vessel Name: Francesco (Mimmo e Angelo Conversano) Port: Savilletri (BR) Size: 9,89mt Vessel Type: Bottom set gil nets and longlines Max. number tourists on board: 9					

Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark
26/10/2018	9:00	10:30	5	
26/10/2018	10:30	12:00	5	
27/10/2018	9:00	10:30	8	
27/10/2018	10:30	12:00	8	
27/10/2018	9:00	10:30	7	
27/10/2018	10:30	12:00	7	
07/12/2018	9:00	10:30	6	
07/12/2018	10:30	12:00	6	
07/12/2018	12:00	13:30	5	
09/12/2018	9:00	10:30	6	
09/12/2018	10:30	12:00	5	
09/12/2018	12:00	13:30	6	
08/06/2019	09:30	10:30	6	
Vessel Name: My Way (Oronzo Martellotta) Port: Savelletri Size: 14,52mt Vessel Type: Bottom set gil nets and longlines Max. number tourists on board: 12				
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark
05/06/2019	12:30	13:30	8	
Vessel Name: Gabbiano Bianco (Cacetta Felice) Port: MPA Torre Guaceto (Torre S.Sabina) Size: 5,37mt Vessel Type: Bottom set gil nets Max. number tourists on board:				
Pilot test date	Departure time	Arrival time	Number of participants	Pilot test date
02/07/2019	09:30	11:00	2	

Vessel Name: Nonno Ugo (De Biasi Cosimo) Port: MPA Torre Guaceto (Torre S.Sabina) Size: 6,62mt Vessel Type: Bottom set gil nets Max. number tourists on board: 2				
Pilot test date	Departure time	Pilot test date	Departure time	Pilot test date
08/06/2019	11:00	11:45	4	
08/06/2019	12:00	12:45	4	
08/06/2019	12:45	13:30	4	
02/07/2019	09:30	11:00	4	
Vessel Name: Ricciolandia (Martellotta Leonardo) Port: Savelletri Size: 4,99mt Vessel Type: scuba Max. number tourists on board: 2				
Pilot test date	Departure time	Pilot test date	Departure time	Pilot test date
05/06/2019	09:00	09:45	2	The typology of this vessel (only 5 mt) is more suitable for short trips
05/06/2019	09:45	10:15	2	
05/06/2019	10:15	11:00	2	

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 an 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.

Participants were excited to have the chance to “live-in-person” the experience of the hauling of the nets and, in general, to have such a closer look at the life of a fisherman.

The presence of the biologist has been perceived as offering a perfect marriage between scientific knowledge, tradition and popular belief.

Of course, the 1-hour tour have been considered not sufficient to satisfy participants desire to learn about fishermen life.

Port: Savelletri, Torre Canne and Torre S.Sabina		
Activity: <i>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</i> Sailing and demonstrating the fishing activities and gears , in almost all cases accompanied by a marine biologist as guide explaining the marine biology and the nature of the coast (able also to speak in English). No meal and only short trip, considering that the trials were for free.		
Age: <i>Please indicate the average and, if relevant, % per segments (eg. Under 18, 18-30, 30-45, 45-60, over 60)</i> 7,33% Under 18 12,00% 18< <30 31,33% 30< <45 26,00% 45< <60 23,33% Over 60		Gender: 50 % F 50 % M
Origin of tourists: % Local % Regional % International Local 56% From the Region 32% Other Italian region 5% From abroad 7%		
You are:		
71,25 % Tourist	19,38 % Tourist professional	0 % Fishing sector professional
% Tourism consultant/officer	4.38 % Environmental consultant/officer	
4 % Journalists		

First reaction to the tour 4,78

Interest of the tour 4,70

Willingness to pay for the tour 99,4% Yes / 0,6% No

	Price	36,67€
	Willingness to place the activity in tourists plans	4,42
	Willingness to recommend the tour to friends/family/colleagues	4,75
	Aspects more valued/highlighted	<i>Courtesy/enthusiasm of the fishermen, real experience, Explanations from the marine guide</i>
	Aspects to be improved	<i>Accessibility to the boarding area, duration, comfort of seats (on some vessels)</i>
		<i>Please indicate the average from 1 to 5 and, if relevant, % per segments (eg. % > 3)</i>
		<u>Visit to the fishery port facilities 3,23</u>
		<u>Taste the fish caught in a local restaurant 3,68</u>
	Assessment of the potential supplementary activities to complete the tourism experience	<u>Recreational fishing during the trip 4,17</u>
		<u>Visit to farms and teste local products 3,76</u>
		<u>Other (add if necessary)</u>
		<i>Please indicate the average price in each case</i>
		<u>Visit to the fishery port facilities 17,32 €</u>
		<u>Taste the fish caught in a local restaurant 27,53 €</u>
	Willingness to pay for them	<u>Recreational fishing during the trip 29,29 €</u>
		<u>Visit to farms and teste local products 27,95€</u>
		<u>Other (add if necessary)</u>

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.

In Puglia the fishermen warmly welcomed the opportunity to start the fishing tourism activity. In the last decades the reduction of the catches has terribly reduced their revenues, so that several fishermen already decided to leave the sector. The remaining ones decided to stay for passion for their job but struggle with the very limited income. Moreover, fishery is considered no more attractive for the young generations, so that few are taking over the job of the parents. Fishing tourism respond to both those concerns.

The fishermen in Puglia already have some examples of colleagues already running fishing tourism, so that they are aware of the potentialities in terms of income, nevertheless several of them so far were hampered from accessing this new activity for barriers in terms of:

- Investments needed on the vessels;
- Knowledge about the legislation (licenses, etc);
- Capacity to run the activity;
- Missing connection with the touristic sector.

The project provided support under all those aspects, so that they were enthusiastic to actually be able to start the activity.

The fact that tourism is increasing since several years in Puglia, and that fishing tourism is an activities receiving more and more requests have avoided any conflict with the fishermen already running this activity before the project. In fact, the latter considered the initiative as an opportunity to give more visibility to their activity and increase the level of professionalism.

Concerning the other local stakeholders, in Puglia there is a high awareness on the value of the slow tourism/ Responsible tourism that valorizes the traditional culture (as in the case of the several local agrotourism). Therefore, it was simple to convince stakeholders to support this new economic activity by integrating it with the rest of the touristic offer.

Main findings

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:

- Customer Segments
- Value Proposition
- Communication and sales channels

-Customer Relationship
-Revenue Streams
-Key Resources
-Key actions
-Key partners
-Cost Structure

- **Customer Segments**
 - Retired people (local or international);
 - Families, mainly with children under 12 (local or international);
 - Couples;
- **Value Proposition**
 - Real fishing experience on board (never experienced even by local people);
 - Learning opportunities on the marine biology and coastal area;
 - In some cases, the possibility to access in areas otherwise inaccessible (the natural reserve)
- **Communication and sales channels**
 - Social media (Instagram; Facebook; Twitter) of the fishermen and of the local touristic companies;
 - Local Tourist Office (flyers provided by the project);
 - Tourist offers by the local tourist company Serapia (already selling other “natural” itineraries in the area, and managing a small hosting facility).
- **Customer Relationship**
 - face-to-face during the visit;
 - Keep in touch with social media interaction after the visit for spreading the awareness toward other people.
- **Revenue Streams**
 - Mainly the cost of the fishing tourism trip;
 - Potential higher cost for the lunch/dinner on board (normally requested);
 - Potential fidelization of customers as buyers for the direct fish selling by fishermen (if resident in the area or tourists having a second house in the area for long holiday period).
- **Key actions**
 - Set up a proper system of reservations;
 - keep strong relations with the other actors of the tourism sector.
- **Key partners**
 - Cooperativa Serapia (Tourism cooperative already offering other “natural” trips and having several biologists available as guides)
 - The 2 main local Fishery cooperatives (crucial in supporting fishermen in overcoming several constraints and empowering them);
 - Local Tourist offices;
 - Coastguard.
- **Cost Structure**
 - Fuel,
 - Biologist guide (when requested),
 - Reservation system cost (when passing through the tourist company),

- Cost of the product cooked (normally not only the fish caught).
- Occasional renovation of tools and equipment.

Annex I “Questionnaires”

Annex II Excel File with the data processed