



TOURISMED

Fishing Tourism for a Sustainable Development in the Mediterranean area

Deliverable 3.4.9: Pilot Testing Report

Pilot tests developed in Valencia Region

August 2019

Document Information Summary

WP:	WP3 – Testing
Activity:	Activity 3.4: Testing the fishing tourism business model
Deliverable Number:	3.4.9
Deliverable Title:	Pilot Testing Report
Partner responsible:	PP10 Valenciaport Foundation
Participants:	
Project website	www.interreg-med.eu/tourismed
Status:	final

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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 Valencia Region as an input to improve the business model (both at local and at project scale) in the project's refinement phase.

Planned activity

The planning of the pilot activity started in the Focus group held in Valencia in October 2017, where it was decided to give the project a regional dimension, selecting vessels from the three provinces of the Valencia Region.

In December 2017 there was a public call for the selection of the boats to participate in the project, ending in February 2018.

Finally, 7 boats were selected:

- Los Jóvens (Port of Vinaroz, artisanal fishing)
- El Paraíso (Port of Castellón, trawler)
- Carolina (Port of Valencia, artisanal fishing)
- El Gary (Port of Xàbia, artisanal fishing)
- Cap Prim II (Port of Xàbia, trawler)
- Verge Loreto (Port of Xàbia, trawler)
- Sol Tercer (Port of Xàbia, trawler)

The pilot tests were carried out in collaboration with the fishing and tourism company Trip&Feel for the realization, organization and supervision of the pilot tests in Peñíscola, Castellón and Jávea.

Between 2 and 3 meetings were held with the professional fishing sector to organise the different phases of the project. The dates for the pilot tests were decided according to the availability of the fishermen and their boats.

All the pilot tests of fishing-tourism in the Valencian Community were carried out between Mondays and Fridays, during the working hours of the professionals of the

fishing sector. Schedules allowed by the decree law of the Valencian Community that regulates fishing-tourism in the territory.

- Pilot tests "Drag mode": From 05:00h to 16:00h / Duration of pilot excursions: 11h

Pilot test "Modality minor arts or craft": From 06:00h to 10:00h / Duration of pilots: 4h

- Pilot tests in Jávea: The tests in this locality suffered delays due to the delay of the administrative permits to start this activity.
- Pilot tests Castellón and Peñíscola: The rest of the pilot tests of the boats of Castellón and Peñíscola were simpler and the administrations speeded up the implementation of them. The two boats of Castellón and Peñíscola, were already authorized for the activity of fishing-tourism before the beginning of the TourismED project. This greatly facilitated the launch of the pilot tests.
- Valencia pilot tests: The pilot tests in the city of Valencia were also carried out without any problems or impediments. The pilot tests were carried out as an "accompaniment" to a fishing boat. No professional fishing vessel was adapted, due to the lack of interest on the part of the fishermen. A sailboat was used as an auxiliary vessel to accompany an artisanal fishing vessel. The participants were accompanied by an official guide of marine tourism that helped to interpret and explain everything that happened in the activity.

Pilot tests developed

Overall description

The pilot tests have been carried out in four Valencian ports:

- In the port of Vinaroz/Peñíscola, the vessel "Los Jóvens" has developed four pilot tests.
- In the port of Castellón, the four pilot trips with the boat El Paraíso have been carried out.
- In the port of Valencia the four pilot departures have been carried out with the Carolina boat. In this case it is an activity of accompaniment, in which the tourist embarks in a sailboat that accompanies the fishing boat during part of his working day.
- In the port of Xàbia, 4 fishing vessels have been involved in the pilots: 3 trawlers vessels (Cap Prim II, Verge Loreto Segona and Sol Tercer) and 1 artisanal fishing boat (El Gary) due to various administrative delays in obtaining the necessary permits to start the activity, the pilot departures have not yet been carried out. They are expected to take place from March 2019.

Main features of the vessels taking part in the pilot trips:

- **Los Jóvens**

Port of Peñíscola/Vinaroz

Artisanal fishing boat (Fishing gears: trammel and longline fishing), 13 m long

Capacity: up to 4 people

Main features of the activity performed:

- 4 pilot trips have been implemented
- Duration of the activity: 4 hours approx.
- Participants: 13 (TV program, chefs, trainees, journalists, tourists)

- **El Paraíso**

Port of Castellón

Trawler, 25 m long

Capacity: 7 tourists

Main features of the activity performed:

- 4 pilot trips have been implemented
- Duration of the activity: 10 hours approx.
- Participants: 28 (TV/Radio programs, chefs, tourism operators, tourists)

- **Carolina**

Port of Valencia

Artisanal fishing boat (Fishing gears: trammel and longline fishing)

Capacity: Small capacity. Accompaniment (the tourist does not go on board the fishing vessel, but goes on board a sailboat that accompanies the fishing vessel)

Main features of the activity performed:

- 4 pilot trips have been implemented
- Duration of the activity: 4 hours approx.
- Participants: 28 (TV/Radio programs, chefs, tourism operators, tourists)

- **El Gary**

Port of Xàbia

Artisanal fishing boat

Capacity: 5 tourists

Main features of the activity performed:

- 4 pilot trips have been implemented
- Duration of the activity: 4 hours approx.
- Participants: 16 (TV, tourism operators, tourists)

- **Cap Prim II**

Port of Xàbia

Trawler, 23.5 m long

Capacity: 5 tourists

Main features of the activity performed:

- 4 pilot trips have been implemented
- Duration of the activity: 10 hours approx.
- Participants: 13 (TV, photographer, tourists)

- **Verge Loreto Segona**

Port of Xàbia

Trawler, 25 m long

Capacity: 4 toursits

Main features of the activity performed:

- 4 pilot trips have been implemented
- Duration of the activity: 10 hours approx.
- Participants: 13 (journalist, photographer, tourists)

- **Sol Tercer**

Port of Xàbia

Trawler, 26 m long

Capacity: 5 toursits


Main features of the activity performed:

- 4 pilot trips have been implemented
- Duration of the activity: 10 hours approx.
- Participants: 12 (journalist, tourism operator, tourists)




Key figures

- No. of fishermen involved: 24 fishermen
- Nº of fishermen's cooperatives involved: 2 fishermen's guilds
- Number of town councils involved: 2 town councils (Vinaròs + Jávea)
- No. of media: 5 media (1 TV + 4 press)
- No. of related fishing tourism enterprises: 2 enterprises
- Number of collaborating restaurants: 1 restaurant

Summary of the pilot tests carried out

Vessel Name: Los Jóvens Port: Peñíscola/Vinaroz Size: 13 m long Vessel Type: Artisanal fishing boat Max. number tourists on board: 4					
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark	
17/05/2018	05:30	09:00	4	TV program, Tourismed trainees	
25/06/2018	05:30	09:00	4	Tourismed trainees	
24/09/2018	05:30	09:00	3	Journalist, Chefs	
31/05/2019	06:00	10:00	3		

Vessel Name: El Paraíso Port: Castellón Size: 25 m long Vessel Type: Trawler Max. number tourists on board:7					
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark	
04/06/2018	05:00	17:00	7		
09/07/2018	05:00	17:00	7	Visit to the fish auction	
10/10/2018	05:00	17:00	7		
29/11/2018	05:00	17:00	7	Radio program	
Vessel Name: Carolina Port: Valencia Size: 10 m long Vessel Type: Artisanal fishing boat Max. number tourists: 10+2 (Accompaniment)					
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark	
29/11/2018	09:00	13:00	11		
04/12/2018	09:00	13:00	7		
12/12/2018	09:00	13:00	5		
18/12/2018	09:00	13:00	7		
Vessel Name: Cap Prim II Port: Xàbia Size: 23,5 m Vessel Type: Trawler Max. number tourists on board: 4					
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark	
04/12/2018	05:00h	16:00h	4	TV documentary film recording	
24/04/2019	05:00h	16:00h	3		
26/04/2019	05:00h	16:00h	3		
03/06/2019	05:00h	16:00h	3		

Vessel Name: Verge Loreto Segona Port: Xàbia Size: 25 m Vessel Type: Trawler Max. number tourists on board: 4					
Pilot date	test	Departure time	Arrival time	Number of participants	Any comment/remark
17/04/2019		05:00	16:00h	3	
22/05/2019		05:00h	16:00h	3	
24/05/2019		05:00h	16:00h	3	FVP Team participation
31/05/2019		05:00h	16:00h	3	
Vessel Name: Sol Tercer Port: Xàbia Size: 26,2 m Vessel Type: Trawler Max. number tourists on board: 4					
Pilot date	test	Departure time	Arrival time	Number of participants	Any comment/remark
26/02/2019		05:00	16:00h	4	Local TV Programme recording (“Terra viva”)
08/05/2019		05:00h	16:00h	3	
09-05-2019		05:00h	16:00h	3	
14-05-2019		05:00h	16:00h	4	
Vessel Name: El Gary Port: Xàbia Size: 13 m Vessel Type: Artisanal fishing boat Max. number tourists on board: 5					
Pilot date	test	Departure time	Arrival time	Number of participants	Any comment/remark
02 /05/2019		06:00h	09:30h	4	
03 /05/2019		06:00h	10:00h	5	Family with kids (5-6 years old)
08 /05/2019		05:30h	10:30h	4	
15 /05/2019		06:00h	10:00h	3	Local TV programme recording

Evaluation results

The vision of tourists

Port: VINARÓZ PEÑÍSCOLA		LOS JOVENS
Activity: Artisanal fishing experience with the traditional "trammel", "longline" or "cadufos" fishing gear, depending on the time of year, knowing first-hand the importance and value of artisanal fishing activity.		
Age: 0% (20-30); 0% (31-40); 50%(41-50); 50% (51-60)		Gender: 17 % F; 83 % M
Origin of tourists: 17 % Local; 66 % Regional; 17 % National; 0% International		
You are:		
17 % Tourist	0 % Tourist professional	33 % Fishing sector professional
0 % Tourism consultant/officer	0 % Environmental consultant/officer	
50 % Other (go into detail only if relevant)		

First reaction to the tour 0 % 1; 0% 2; 0% 3; 0% 4; 100% 5

Interest of the tour 0 % 1; 0% 2; 0% 3; 0% 4; 100% 5

Willingness to pay for the tour 100 % Yes; 0% No

Price Average:83 €
0% <50 €; 40 % 51-70 €; 20% 70-90; 40%>90 €

Willingness to place the activity in tourists plans Average: 4'8
80% 5; 20% 4; 0% 3; 0% 2; 0% 1

Willingness to recommend the tour to friends/family/colleagues Average: 5
100% 5; 0% 4; 0% 3; 0% 2; 0% 1

Aspects more valued/highlighted
Crew proximity, contact with fishermen (33%)
Experience a professional fishing day (33%)
Proximity to the marine environment (17%)
Explanations (17%)

Aspects to be improved	<i>Improve deck seating</i>
Assessment of the potential supplementary activities to complete the tourism experience	<i>Visit to the fishery port facilities (Average: 4.2)</i>
	<i>Taste the fish caught in a local restaurant (Average: 4.6)</i>
	<i>Recreational fishing during the trip (Average: 4.4)</i>
	<i>Visit to farms and teste local products (Average: 0)</i>
Willingness to pay for them	<i>Visit to the fishery port facilities (Average: 5€)</i>
	<i>Taste the fish caught in a local restaurant (Average: 10€)</i>
	<i>Recreational fishing during the trip (Average: 5€)</i>

Port: CASTELLON		EL PARAÍSO
Activity: <i>Traditional inshore fishing, watching the fishing maneuvers, knowing first-hand the importance and value of artisanal fishing activity. The activity includes a breakfast and an authentic sailor's lunch made with freshly caught fish and seafood</i>		
Age: 24% (20-30); 36% (31-40); 24 % (41-50); 16% (51-60)		Gender: 19 % F; 81 % M
Origin of tourists: 62 % Local; 15 % Regional; 19 % National; 4% International		
You are:		
15 % Tourist	58 % Tourist professional	0 % Fishing sector professional
0 % Tourism consultant/officer	0 % Environmental consultant/officer	
27 % Other (go into detail only if relevant)		

First reaction to the tour 0 % 1; 0% 2; 0% 3; 12% 4; 88% 5

Interest of the tour 0 % 1; 0% 2; 0% 3; 12% 4; 88% 5

Willingness to pay for the tour 100 % Yes; 0% No

Price Average: 70 €
23% <50 €; 23 % 51-70 €; 38% 70-90; 15% >90 €

Willingness to place the activity in tourists plans Average: 4.25
50% 5; 21% 4; 25% 3; 4% 2; 0% 1

Willingness to recommend the tour to friends/family/colleagues Average: 4.625
75% 5; 12.5% 4; 12.5% 3; 0% 2; 0% 1

Aspects more valued/highlighted Experience a professional fishing day (13%)
Crew proximity, contact with fishermen (11%)
Gastronomy on board (5%)
New experience /Memories / Moments of emotion (3%)

	<i>Best initial explanation</i>
Aspects to be improved	<i>a person on board dedicated to the attention of the group and explaining</i>
	<i>Visit to the fishery port facilities (Average: 4)</i>
Assessment of the potential supplementary activities to complete the tourism experience	<i>Taste the fish caught in a local restaurant (Average: 4.5)</i>
	<i>Recreational fishing during the trip (Average: 3.7)</i>
	<i>Visit to farms and teste local products (Average: 0)</i>
	<i>Visit to the fishery port facilities (Average: 5€)</i>
Willingness to pay for them	<i>Taste the fish caught in a local restaurant (Average: 12€)</i>
	<i>Recreational fishing during the trip (Average: 10€)</i>

Port: VALENCIA		CAROLINA
Activity: <i>Accompaniment on a sailboat with a fishing- tourist guide. Includes breakfast and visit to the fishermen facilities.</i>		
Age: 13.8% (20-30); 13.8% (31-40); 44.8%(41-50); 27.6% (51-60)		Gender: 65 % F; 35 % M
Origin of tourists: 73 % Local; 10 % Regional; 7 % National; 10% International		
You are:		
21 % Tourist	62 % Tourist professional	0 % Fishing sector professional
10 % Tourism consultant/officer	0 % Environmental consultant/officer	
7 % Other (<i>go into detail only if relevant</i>)		

First reaction to the tour 0 % 1; 0% 2; 0% 3; 79% 4; 21% 5

Interest of the tour 0 % 1; 0% 2; 0% 3; 79% 4; 21% 5

Willingness to pay for the tour 100 % Yes; 0% No

Price Average: 74 €
18% <50 €; 25 % 51-70 €; 39% 70-90; 18%>90 €

Willingness to place the activity in tourists plans Average: 4
25% 5; 54% 4; 21% 3; 0% 2; 0% 1

Willingness to recommend the tour to friends/family/colleagues Average: 4.8
78% 5; 18% 4; 4% 3; 0% 2; 0% 1

Aspects more valued/highlighted Take a closer look at the fisherman's work (41%)
Guide explanations (20%)
Sailing, relaxation, landscape (13%)
Fish unloading (11%)
Crew proximity, attention on board (9%)

Aspects to be improved Seaman's lunch with local products (36%)

	<p><i>Complete with visit to the fish market/auction (19%)</i></p> <p><i>Explanation of species, fishing gears, fishing evolution (10%)</i></p> <p><i>More information about the programme of activities, timetable, meeting point, etc. (7%)</i></p>
Assessment of the potential supplementary activities to complete the tourism experience	<p><i>Visit to the fishery port facilities (Average: 4.6)</i></p> <p><i>Taste the fish caught in a local restaurant (Average: 4.6)</i></p> <p><i>Recreational fishing during the trip (Average: 4)</i></p> <p><i>Visit to farms and teste local products (Average: 0)</i></p>
Willingness to pay for them	<p><i>Visit to the fishery port facilities (Average: 12€)</i></p> <p><i>Taste the fish caught in a local restaurant (Average: 15€)</i></p> <p><i>Recreational fishing during the trip (Average: 20€)</i></p>

Port: JÁVEA		EL GARY
Activity: <i>Traditional inshore fishing, watching the fishing maneuvers, knowing first-hand the importance and value of artisanal fishing activity. The activity includes a breakfast and an authentic sailor's lunch made with freshly caught fish and seafood</i>		
Age: 18% (<30); 43%(31-40) 20.5%41-50);12% (51-60)		Gender: 31.25% F ; 68.75 % M
Origin of tourists: 18.5 % Local; 81.5 % Regional;		
You are:		
68.75 % Tourist	12.50% Tourist professional	
18.75 % Other (go into detail only if relevant):Journalist and TV professional		

First reaction to the tour ; 6.25% 4; 93.75% 5

Willingness to pay for the tour 100 % Yes

Price
Average:66.5 €
25% <50 €; 25 % 51-70 €; 12.5% 70-90; 37.5%>90 €

Willingness to place the activity in tourists plans
Average: 4
X% 5; X% 4; X% 3; X% 2; X% 1

Willingness to recommend the tour to friends/family/colleagues
Average: 4.8

Aspects more valued/highlighted
Proximity and crew care 9%
proximity to the marine environment 13%
Lunch 13%
Touching octopus 16%
See what the trade is like 25%
The boat 13%
Navigate 6%

Be able to participate in tasks 6%

Aspects to be improved

Comfort on board 23%
Waste bin 12%
WC with water 8%
Adapt the access to the upper cover 4%
No smoking 8%
Put more handles 8%
More interest/attention of the crew 12%
A bucket for vomiting 4%
Towel in the toilet to clean hands
gloves 12%
Access to the boat / Footbridge 4%
Make previous explanation 8%

4.16

Assessment of the potential supplementary activities to complete the tourism experience

Guided tour of the port facilities (commodities exchange, nets, etc.) 4.57
Tasting on board of marine products 4.5
Recreational fishing on board the fishing vessel 3.57
Other: Birdwatching 4

8.70€

Willingness to pay for them

Guided tour of the port facilities (commodities exchange, nets, etc.) 6..125
Tasting on board of marine products 12.5
Recreational fishing on board the fishing vessel 7.5

Port: JÁVEA		CAP PRIM II
Activity: <i>Trawl fishing, watching the fishing maneuvers, knowing first-hand the importance and value of artisanal fishing activity. The activity includes a breakfast and an authentic sailor's lunch made with freshly caught fish and seafood</i>		
Age: 30% (20-30); 20% (31-40); 40%(41-50); 10% (51-60)		Gender: 40% F ; 60 % M
Origin of tourists: X % Local; X % Regional; X % National; X% International		
You are:		
10 % Other (go into detail only if relevant) : TV Cam, Photographer, Politician...		

First reaction to the tour 100% 5

Willingness to pay for the tour 100 % Yes;

Price

Average: 75 €

10% <50 €; 20% 51-70 €; 30% 70-90; 40% >90 €

Willingness to place the activity in tourists plans

Average: 5

100% 5;

Willingness to recommend the tour to friends/family/colleagues

Average: 4.8

Aspects more valued/highlighted

Crew proximity 40

proximity to the marine environment 5

Fishing extraction process 15

Gastronomy on board 15

Learning 20

The Fisherman's Trade 5

	<i>specify a specific programme, including services and timetables</i> 13.33% <i>Place comfortable chairs on deck</i> 13.33% <i>Kitchen cleaning</i> 6.66% <i>Variety of offer in drinks and snacks</i> 6.66% <i>Recreational fishing</i> 6.66% <i>Possibility to buy fish of the day</i> 6.66% <i>Do more activities on board to keep people more entertained</i> 20% <i>climatology</i> 6.66% <i>Plus handles installed on boat</i> 6.66% <i>Learning sea knots</i> 6.66% <i>Comfort</i> 6.66%
Aspects to be improved	
	<i>Visit to the fishery port facilities</i> (4.18) <i>Taste the fish caught in a local restaurant</i> (4.6) <i>Recreational fishing during the trip</i> (3.8)
Assessment of the potential supplementary activities to complete the tourism experience	
	<i>Visit to the fishery port facilities</i> (8.75€) <i>Taste the fish caught in a local restaurant</i> (13.125€) <i>Recreational fishing during the trip</i> (12.5€)
Willingness to pay for them	

Port: JÁVEA		VERGE LORETO SEGONA
Activity: <i>Trawl fishing, watching the fishing maneuvers, knowing first-hand the importance and value of artisanal fishing activity. The activity includes a breakfast and an authentic sailor's lunch made with freshly caught fish and seafood</i>		
Age: 16.6% (20-30); 58.33% (31-40); 25%(41-50); X% (51-60)		Gender: 33.33% F ; 66.66 % M
Origin of tourists 8.33% Local; 58.3 % Regional; X % National; 33.33% International		
You are:		
41.6 % Tourist	8.3% Tourist professional	
50 % Other (go into detail only if relevant) : FVP team, Trip and Feel		

First reaction to the tour ;8.33X% 3; 33.33% 4; 58.33% 5

Willingness to pay for the tour 91.6 % Yes; 8.33% No

Average:100 €

Price 8.33% <50 €; 8.33 % 51-70 €; 16.66% 70-90; 66.66%>90 €

Willingness to place the activity in tourists plans Average: 4
X% 5; X% 4; X% 3; X% 2; X% 1

Willingness to recommend the tour to friends/family/colleagues Average: 4.8
25% 5; 33.33% 4; 25% 3; 25% 2; 8.33% 1

Aspects more valued/highlighted Crew closeness 12%
closeness to the marine environment 6%.
Environment with the workers 6%.
Feeling part of the crew 6%.
The feeling of freedom and disconnection 6%
Browse 6%.
To know the trawl fishing modality 15.1%.
To know the fisherman's trade 12.12%.
Knowing new species 6%

	<p><i>The Dawn 6%</i></p> <p><i>Bow mattress 6%.</i></p> <p><i>Food 9%.</i></p>
Aspects to be improved	<p><i>Environment with the workers 7.1%</i></p> <p><i>Duration / too many hours 7%</i></p> <p><i>Inattention of the crew 14.2%.</i></p> <p><i>Measures to avoid dizziness 7%</i></p> <p><i>Fill the hours with more activities on board 7%.</i></p> <p><i>Safety rules / Explanation 7%</i></p> <p><i>Buy fish directly from the boat 21%.</i></p> <p><i>More explanations 7%</i></p> <p><i>Train the crew in ornithology and cetaceans 7%.</i></p> <p><i>Boat 7%.</i></p> <p><i>Comfort 7%.</i></p>
Assessment of the potential supplementary activities to complete the tourism experience	<p><i>Guided tour of the port facilities (commodities exchange, nets, etc.) 3,625</i></p> <p><i>Seafood tasting on board 4.5</i></p> <p><i>Recreational fishing on board the fishing vessel 3.28</i></p>
Willingness to pay for them	<p><i>Guided tour of the port facilities (commodities exchange, nets, etc.) 8,33€</i></p> <p><i>Seafood tasting on board 17.5€</i></p> <p><i>Recreational fishing on board the fishing vessel 12€</i></p>

Port: JÁVEA		SOL TERCER
Activity: <i>Trawl fishing, watching the fishing maneuvers, knowing first-hand the importance and value of artisanal fishing activity. The activity includes a breakfast and an authentic sailor's lunch made with freshly caught fish and seafood</i>		
Age: 0% (20-30); 45% (31-40); 45%(41-50); 10% (51-60)		Gender: 9% F ; 91 % M
Origin of tourists: 50 % Regional 40% National 10%Local		
You are:		
54.5 % Tourist	9% Tourist professional	9 % Fishing sector professional
27% Other (go into detail only if relevant) :		

Willingness to pay for the tour 81 % Yes; 19% No
91 % Yes; 9% No

Price Average: 120

Willingness to place the activity in tourists plans Average: 4.5

Willingness to recommend the tour to friends/family/colleagues Average: 4.8

Aspects more valued/highlighted

Value the fish we eat 3.4%
Learning 3.45%
Proximity and crew care 31.03%
proximity to the marine milieu 0
Food 13.79%
Catches 3.45%
See up close the tasks of fishermen 17.25%
See red shrimp 3.4%
The knowledge shared by seafarers 3.45%
The fisherman's trade 6.9%

	<p><i>Excellent treatment 10.35%</i></p> <p><i>participate in species selection 3.4%</i></p> <p><i>Value the fish we eat 3.4%</i></p> <p><i>Learning 3.45%</i></p>
Aspects to be improved	<p><i>specify a specific programme, including services and timetables 0</i></p> <p><i>Correct presentation before the start of the activity 6.25</i></p> <p><i>Do not use plastic 6.25</i></p> <p><i>Putting a hand towel in the bathroom 6.25</i></p> <p><i>Reduced space / Few comforts 6.25</i></p> <p><i>Fix bathroom faucet 25</i></p> <p><i>Add a little more ornaments to activity 12.5</i></p> <p><i>corporate merchandising 12.5</i></p> <p><i>Direct purchase of fish on board 25</i></p>
Assessment of the potential supplementary activities to complete the tourism experience	<p><i>Guided tour of port facilities (commodities exchange, nets, etc.) 3.9</i></p> <p><i>Seafood tasting on board 4.3</i></p> <p><i>Recreational fishing on board the fishing vessel 2.6</i></p> <p><i>Recipes for traditional recipes on board 4</i></p>
Willingness to pay for them	<p><i>Guided tour of the port facilities (commodities exchange, nets, etc.) 10.€</i></p> <p><i>Tasting on board of marine products 16.6€</i></p> <p><i>Recreational fishing on board the fishing vessel 14.€</i></p> <p><i>Recipes for traditional recipes on board 5€</i></p> <p><i>Didactic workshops during activity 7.5€</i></p>

Port: JÁVEA		CAP PRIM
Activity: XXX		
Age: 30% (20-30); 20% (31-40); 40%(41-50); 10% (51-60)		Gender: 9% F ; 91 % M
Origin of tourists: 100 % Regional		
You are:		
10 % Tourist	9% Tourist professional	9 % Consultan
70 % Other (go into detail only if relevant) s (Camera, Photographer, etc)		

Willingness to pay for the tour 81 % Yes; 19% No

Price Average: 75 €

Willingness to place the activity in tourists plans Average: 4

Willingness to recommend the tour to friends/family/colleagues Average: 4.8

Aspects more valued/highlighted

- Crew proximity 40%
- proximity to the marine environment 5%
- Fishing extraction process 15%
- Gastronomy on board 15%
- Learning 20%
- The Fisherman's Trade 5participate in species selection 3.4%

Aspects to be improved

Assessment of the potential supplementary activities to complete the tourism experience

Guided tour of port facilities (commodities exchange, nets, etc.) 3.9

Tasting on board of marine products 4.3

Recreational fishing on board the fishing vessel 2.6

Recipes for traditional recipes on board 4

Didactic workshops during the activity

Direct purchase of fish on board

Guided tour of the port facilities (commodities exchange, nets, etc.) €10.11

Tasting on board of marine products 16.66€.

Willingness to pay for them

Recreational fishing on board of the fishing boat 14.16€.

Recipes of traditional recipes on board 5€.

Didactic workshops during the activity 7.5€.

General evaluation:

Port: Peñíscola – Castellón – Valencia - Jávea		
Activity: Pesca-turismo		
Age: Edad media = 39 años		Gender: 70% F 30% M
Origin of tourists: 40% Local 40% Regional 12% National 8%International		
You are:		
30% Tourist	40% Tourist professional	5% Fishing sector professional
10% Tourism consultant/officer	15% Others	
15% Other: 10% Media + 5% cheff		
First reaction to the tour	5	
Interest of the tour	5	
Willingness to pay for the tour	99% Yes / 1% No	

Price	Jávea = 100€ / Peñíscola = 50€ / Castellón = 69€ / Valencia = 71€
Willingness to place the activity in tourists plans	4
Willingness to recommend the tour to friends/family/colleagues	4
Aspects more valued/highlighted	· -- Crew proximity - Food
Aspects to be improved	- Comfort - More attention to tourists
Assessment of the potential supplementary activities to complete the tourism experience	<u>Visit to the fishery port facilities 60%</u> <u>Taste the fish caught in a local restaurant: 30%</u> <u>Sport fishing: 10%</u>
Willingness to pay for them	<u>Visit to the fishery port facilities = 8€</u> <u>Taste the fish caught in a local restaurant = 15€</u> <u>Recreational fishing during the trip = 10€</u> <u>Other /</u>

The perception of fishermen and local partners

In general, the acceptance of the project by both the fishing sector and the local partners that have participated has been very positive. The proactive attitude of the sinners and of the Cofradías has been remarkable, removing some isolated cases where the activity of the fishermen has been a little more passive, as it was in some cases in Jávea.

The schedules of professional fishing have not been modified by the activity of pescaturismo. In the Valencian Community, the activities of fishing-tourism are carried out in professional schedule of the fishing sector, therefore the hours of work are not reduced.

Fishing tourism in the Valencian Community will serve as an economic complement to the income of fishermen in a normal working day.

The project has been very wellcome from the Valencian Comunity

The project has been very well received and supported by the COnselleria de Turismo de la Comunidad Valenciana, as it is totally in line with its strategy of diversification of the tourism sector, and in particular with the line of CreaTurisme.