



TOURISMED

Fishing Tourism for a Sustainable Development in the Mediterranean area

Deliverable 3.4.9: Pilot Testing Report

Pilot tests developed in Durrës Municipality

July, 2019

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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 **Durresi marine area** 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 crystallization of fishermen and their fishing vessels and gears that would be involved in tourist fishing began since the training sessions, which made step by step the designing of 5 fishery subjects of different types but mainly of artisanal ones.

Inviting other actors such as touristic agencies representatives helped filling the various touristic packages that had not only the fishing particularity but also different attractive local resources (restaurants, hotels, archaeological sites, environmental areas, historical objects, etc). Meeting after meeting came crystallized the itineraries that were made present by the Municipality of Durres.

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).

In the framework of the fishing tourism trials, Durrës Municipality has developed 5 fishing tourism trials, such as follows:

- on 8th of November, has tested two Itineraries: Itinerary 2, in the Rodon Cape area, where participated 27 visitors and Itinerary 3 in the Lalzi Bay, Hamallaj where participated 4 visitors;
- on 9th of November, has tested one Itinerary: Itinerary 1, in the Durrës Fishery Port, where 33 visitors participated;
- on 13th of November, has tested Itinerary 2, in the Rodon Cape, where 67 visitors participated.
- On 28th of June 2019, has tested Itinerary 2, in the Rodon Cape, where 31 visitors participated.

ITINERARY 1

Vessel “Matia”,

Duration: 5-6 hr,

Number of visitors: 29

Date: 9.11.2018

Departure from Durrës Fishery Port: (09:00)

ITINERARY 1

Vessel “Visi”,

Duration: 5-6 hr,

Number of visitors: 4

Date: 9.11.2018

Departure from Durrës Fishery Port: (09:00)

Itinerary steps:

- Introduction with all the necessary safety rules on board;
- Observing fishing methods: fishing trolling with pelagic hooks;
- Practice of fishing methods: fishing with rods around the fishing area;
- Guided tour around the old town and ancient ruins, by visiting different archeological sites: Roman Amphitheater, Archeological Museum, the surrounding ancient Walls of Durrës, the Byzantine Market square, the Venetian Tower, Muse House of famous actor “Aleksandër Moisiu”.



ITINERARY 2

Vessel "L. Leka"

Duration: 8 hr

Date: 8.11.2018

Number of visitors: 27

Date: 13.11.2018

Number of visitors: 67

Departure from Durrës to Rodoni Cape (09:00).

Itinerary steps:

- Introduction with all the necessary safety rules on board;
- Observing fishing methods: mollusk cultivation and fishing around the site of mollusk cultivation;
- Practice of fishing methods: fishing with rods in the area around mollusk farming plants which is rich by fish and sea food;
- Lunch, eating the caught fish and testing the fresh mollusks;
- Guided tour around the old Church of San Antonio and the Castle of Scanderbeg in the Rodoni Cape, enjoying the wonderful landscape of the area and/or the traditional gastronomy in the nearby fish restaurants.

ITINERARY 2

Vessel "Riviera"

Duration: 3 hr

Date: 8.11.2018

Number of visitors: 4

Departure from Durrës to Rodoni Cape (09:00).

Itinerary steps:

- Introduction with all the necessary safety rules on board;
- Observing fishing methods: trammel nets, gillnets and hooks/rods;
- Practice of fishing methods: fishing with rods in the area around
- Lunch, eating the caught fish.

ITINERARY 3

Boat "Mirdita"

Duration: 3-5 Hr

Number of visitors: 4



Date: 8.11.2018

Departure from Durrës to Lalzi Bay: 08:00

Itinerary steps:

- Introduction with all the necessary safety rules on board;
- Observing fishing methods: trammel nets, gillnets and hooks;
- Practice of fishing methods: fishing with rods around the fishing area;
- Lunch in Lalzi Bay area, eating the fish caught;
- The fishermen of the fishing boat improvised cooking in open area (such as barbeque);
- Also, according to their preferences the tourist enjoyed the foods offered by the restaurants of the area.

ITINERARY 2

Vessel "L. Leka"

Duration: 8 hr

Date: 28.06.2019

Number of visitors: 31

Departure from Durrës to Rodoni Cape (09:00).

Itinerary steps:

- Introduction with all the necessary safety rules on board;
- Observing fishing methods: mollusk cultivation and fishing around the site of mollusk cultivation;
- Practice of fishing methods: fishing with rods in the area around mollusk farming plants which is rich by fish and sea food;
- Lunch, eating the caught fish and testing the fresh mollusks;
- Guided tour around the old Church of San Antonio and the Castle of Scanderbeg in the Rodoni Cape, enjoying the wonderful landscape of the area and/or the traditional gastronomy in the nearby fish restaurants.



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.


In the framework of the fishing tourism trials, Durrës Municipality in collaboration with Marine Register, Regional Directorate of Border Police and Migration and Regional Directorate of National Culture, has developed 4 fishing tourism trials, where participated 5 fishermen, 130 visitors, 2 tour operators, 3 Bar Restaurants/Hotels.

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.

<p>Vessel Name: Matia</p> <p>Port: Durrës Fishery Port</p> <p>Size: 33.4 m</p> <p>Vessel Type: Large pelagic fishes (tunas and tuna like fishes, swordfish, mackerel, etc.)</p> <p>Max. number tourists on board: 25-30</p>					
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark	
9.11.2018	09:00	13:00	32		
<p>Vessel Name: Mirdita</p> <p>Port: Lalzi Bay</p> <p>Size: 4.4 m</p> <p>Vessel Type: Gillnets, trammel nets and hooks;</p> <p>Max. number tourists on board: 4</p>					
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark	
8.11.2018	8:00	10:00	4		

<p>Vessel Name : Leka</p> <p>Port: Rodon Cape</p> <p>Size: 16.2 ml</p> <p>Vessel Type: Artisanal/Selective fishing/ mollusk collection</p> <p>Max. number tourists on board: 25-30</p>				
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark
8.11.2018	9:00	18:00	27	
13.11.2018	9:00	18:00	67 (two rounds)	Due to the high number of visitors, have been developed two fishing tourism trials
28.06.2019	9:00	18:00	31	
<p>Vessel Name: Visi</p> <p>Port: Durrës Fishery Port</p> <p>Size: 4 m</p> <p>Vessel Type: Nettling and hooks</p> <p>Max. number tourists on board: 4</p>				
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark
09.11.2018	9:00	12:00	4	

Vessel Name: Riviera Port: Rodon Cape Size: 3 m Vessel Type: Gillnets, trammel nets and hooks; Max. number tourists on board: 4					
Pilot test date	Departure time	Arrival time	Number of participants	Any comment/remark	
8.11.2018	9:00	13:00	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 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.

Port: Rodon Cape, Durrës Fishery Port, Lalzi Bay	
Activity: <i>Durrës Municipality has developed 5 fishing tourism trials. During this trials, the visitors have been familiar with with all the necessary safety rules on board; Observation of fishing methods: mollusk cultivation and fishing around the site of mollusk cultivation; Practice of fishing methods: fishing with rods in the area around mollusk farming plants which is rich by fish and sea food; Lunch, eating the caught fish and testing the fresh mollusks; Guided tour</i>	



around the old city of Durrës, around Church of San Antonio and the Castle of Scanderbeg in the Rodoni Cape, enjoying the wonderful landscape of the area and/or the traditional gastronomy in the nearby fish restaurants.

Age: Please indicate the average and, if relevant, % per segments (eg. Under 18, 18-30, 30-45, 45-60, over 60)

Gender: 53.04 % F 46.96 % M

Origin of tourists: 61.54 % Local 19.23 % Regional 19.23 % International

You are:

87.93 % Tourist

1.72 % Tourist professional

3.45 % Fishing sector professional

4.31 % Tourism consultant/officer

0.00 % Environmental consultant/officer

2.59 % Other (go into detail only if relevant)

First reaction to the tour 1/0,00% 2/0,00% 3/0,88% 4/22.81% 5/76,32%

Interest of the tour 1/0,00% 2/0,00% 3/0,00% 4/14% 5/84%

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

Price 30€/ 34,94% 40€/24,10% 50€/20,48% 60€/8,43%
70€/8,43% 80€/1,20% 90€/2,41%

Willingness to place the activity in tourists plans 1/24,10% 2/20,48% 3/8,43% 4/8,43% 5/1,20%

Willingness to recommend the tour to friends/family/colleagues 1/0.86% 2/0,00 3/1,72% 4/9.48% 5/87,93%

Aspects more valued/highlighted

nice lanscape,fresh air,fishing

the trip with the boat,mussels and the castle

the musell growth

adventure

a variety of the interer

Everything was organized very well and all the elements were combined

the trip was very organised

the growth of muslles and the boat trip

the landscape

the mussel growth, the historical sites, the combination land and sea, the information about fishing process, adventure, the trip was awesome, the boat trip, the boat trip, the combiation land and sea, the landscape, the information about the ways of fishing, see the mussel's house, the landscape and the mussel's grow, a nice and intense itinerary, very interesting tour, fantastic well-organized trip, tour in the sea ,relax, fresh air, nice landscape ,fishing, the trip with the boat, we had a really good time up there, Relaxing landscape, pleasure and fresh air, the trip was very organized, the combination of the trip and the food, the growth of mussels, everything was perfect, the castle, the boat trip the mussel growth, The sea view while we were walking up to the mountain, extraordinary view, the method of fishing, Visit the place where the mussels grow, the landscape and the growth of mussels, the historical sites, the landscape and the castle, the landscape and historical sites, catch fish and tasting, visit the place where the mussels grow, very interesting, very nice trip, adventure, the combination of land and sea, very adventurous, the boat trip, the combination land and sea, the combination of the land and sea, the boat trip, the boat trip, fishing, everything, the boat trip and the fishing method, the fishing process, the bot trip and the mussel growth, variety of fishing and well-organized, mussel growth, The boat, the way of fishing, variety of, information about fishing process, the boat trip, adventure, the fishing process, the way of fishing, combination land and sea, fantastic, the seaside and the way of fishing, the landscape and the combination of land and sea, the landscape and the historical sites

more service and facilities while tour

services during the journey

the dirtiness

nothing

Aspects to be improved

not enough fishing supplies

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

Visit to the fishery port facilities

1/0,91% 2/0,00% 3/12,73% 4/32,73% 5/53,64%

Taste the fish caught in a local restaurant

1/0,00% 2/1,79% 3/1,79% 4/24,11% 5/55,05%

**Assessment of the potential
supplementary activities to complete the
tourism experience**

Recreational fishing during the trip

1/0,00% 2/1,87% 3/14,02% 4/37,38% 5/46,73%

Visit to farms and test the local products

1/0,00% 2/1,87% 3/14,02% 4/37,38% 5/46,73%

Other *(add if necessary)*

Please indicate the average price in each case

Visit to the fishery port facilities

10€/3,79 20€/14,29% 30€/28,81% 40€/22,47%
50€/23,91%

Taste the fish caught in a local restaurant

10€/14,29% 20€/19,05% 30€/8,47% 40€/22,47%
50€/33,88%

Willingness to pay for them

Recreational fishing during the trip

10€/20,69% 20€/33,33% 30€/30,51% 40€/17,98
50€/23,19%

Visit to farms and test local products

10€/20,69% 20€/19,05% 30€/23,73% 40€/31,46%
50€/15,94%

Other *(add if necessary)*

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.

As a reflection of the tested itineraries, we may say that we were faced with curiosity, interest, skepticism at the fishermen involved in these pilot tests. It is understood that these conclusions are somewhat preliminary, since the development of this activity in the first steps and required to be completed by legal, regulatory acts, practical framework and gaining some experience in this field: It is for sure that the combination of the artisanal/traditional with tourism fishing activity and the many resources Durres district as well as whole Albania offer a lot. The fantasy of the operators involved would offer a great variety in this field.

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



As we said above in regard of the fishing/tourism reality in Albania, it is all a new experience.

There are many dilemmas on how the future of this activity will be, there is a lot of curiosity about how will be realize the combinations of touristic elements with those of the fishing forms, it will be a disconnected venture from the tourist packages, thus the initiative of the fishing entity itself or integral one within the touristic package, will be a seasonal or all-yearly activity, the prices of the tourist fishing will be the prerogative of the fishing subject or dictated by tourist agencies, what supporting policies to stimulate this activity (national and/or local level), there will have limits to the number of fishing operators that would like to develop this activity, etc?

Annex I

“In order to promote the fishing tourism, as new touristic product, the fishing tourism trials that are organized from Durrës Municipality, are published from local and national media too. Please, find the link as follows:

<https://durrslajm.al/aktualitet/durres-aktivitet-pilot-peshkimin-turistik-foto-video>

https://www.youtube.com/watch?v=Fcrq_2LT1WI&feature=youtu.be&fbclid=IwAR1Lf051vA97QqU8sHawfdO-o-haP9tKZd3HPdLux0GGAlYAlEtCKhhPq8”



Annex II

“In the framework of sustainable development of tourism in Albania, Mr. Ina Xhakoni, the Project Manager of TOURISMED Project (at the same time the Director of Development Policies Directory), has developed an interview on TOURIMED Project (live broadcasting programme) on RTSH (Albanian Radio Television) which is a national TV.

During her interview, Ms. Xhakoni, focused on importance of TOURISMED Project, as a new touristic product in Albania. Also, Ms. Xhakoni presented the aims, objectives and ongoing activities of the Project, by sharing also best practices, experiences and problems concerning fishing tourism in Albania.

Please find the interview in the link below:

<https://www.youtube.com/watch?v=JZMI8yf0OCY&t=496s>”

Please, include in annexes any information that can support the explanation/analysis made in the above sections (eg. Materials related to communication purposes).