

# **TOURISMED**

# Fishing Tourism for a Sustainable Development in the Mediterranean area

**Deliverable 3.4.9: Pilot Testing Report** 

Pilot tests developed in East and South Attica, Greece

December, 2018





## **Document Information Summary**

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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 in East and South Attica (Greece) as an input to improve the business model (both at local and at project scale) in the project's refinement phase.

## **Planned activity**

Since the beginning of the implementation of the pilot testing phase, local and regional stakeholders have asked to take part to a specific Focus Group. Within it, several key actors have been involved, such as:

- Department of Fisheries of Regional unit of East Attica (authority realizing permissions for fishermen)
- Rafina local association of artisanal fishermen
- Attica association of restaurants
- Local association of Marikes coastal zone Nireas association (Marikes beach is located in Rafina)
- 1st Rafina high school representative involving school to protection of maritime environment, walking trips and paths and owner of historic files from Rafina fishermen

Several co-planning and coordination meetings were organised on the ground. As partner of the project, University of Piraeus played the role of territorial facilitator and supervisor, also providing technical and specific support.

At methodological level, the Pilot Testing Methodological Guidelines (D.3.1.4) provided several important inputs that guided the whole planning phase as well as the implementation and communication phases.

Following steps were followed:





#### **Planning**

- 1. Organisation of co-planning meetings (1<sup>st</sup> Focus Group Meeting 08/10/2017, unofficial meetings with local fishermen, meeting of the Group on 10/07/2018 and 28/08/2018).
- 2. Gathering information from fishermen and discussions about TOURISMED pilot project in view of the deliverable 3.2.1 Feasibility Study Report.
- 3. Gathering information from fishermen and discussions about fish trips and other itineraries in view of the deliverable 3.4.11 Itinerary Guide: in total 3 itineraries have been finalized (1 fish trip in East Attica, 1 fish trip in South Attica, 1 environmental trip in East Attica) and each of them has resulted in 2 itinerary guides, one in Greek and one in English language.
- 4. Finalising necessary equipment for each vessel and completing the process of offers and getting the equipment.
- 5. Finalising specifications for an innovative technology that can be used for promotion of fishing tourism business model: virtual reality videos and specific glasses for the user to view the videos and feel like he is on the vessel participating in the fish trip or underground water or visiting cultural and natural landmarks of the case study.
- Training courses (in the framework of 3.3 Transferring knowledge) took place in November 2018 where all the practical details of the pilot test have been finalized.
- 7. Evaluation questionnaires have been slightly modified from the general TOURISMED questionnaires in order to be delivered to tourists in Greek and in English language.

















Photos of the various meetings with members of the Greek focus groups







Photos from the training courses

#### **Implementation**

- 1. Fishing tourism trials in East and South Attica in November 2018
- 2. Evaluation of the fishing tourism trials in November and December 2018

#### Communication

- 1. Printed communication material (roll-up banners; 2 types of brochure; interpretative panels; itinerary guides)
- 2. Spots promoting TOURISMED and the study area:
  - a. What is TOURISMED
  - b. Fishing trip
  - c. Valanaris stream
- 3. Virtual reality spots depicting fish trips, traditional fishing methods, underwater marine environment, cultural and natural landmarks of the study area:
  - a. Fishing Trip
  - b. Fishing with longline
  - c. Diving in Rafina's marinas
  - d. Dropping net
  - e. Gathering net
  - f. Rafina Port Tour
  - g. Religious Tour
  - h. German forticiations
  - i. Triglia House Folklore museum
- 4. Promotion of fishing trips
  - a. Local tourist agents





- b. Local restaurants
- c. Fshermen
- 5. Transferring the fishing tourism business model and promoting economic operators participating in the pilot test in the 5th International Athens Tourism Expo exhibition that took place on 7th 9th December.















Images from 5<sup>th</sup> International Athens Tourism Expo

#### **Major changes**

In the first meetings of the Focus group more fishermen were interested in participating in the pilot tests. Though, only 4 of them were activated and deeply engaged to the entire planning of the fish trips and the adoption of the fishing tourism business model.

A major drawback for our case study, East Attica and Rafina, was the tremendous fire that took place in July 2018 in Rafina and in East Attica. Not only fishermen were totally involved in issues of safety and protection of their families and their properties, but all of our initially planned participating vessels helped to save people suffering from the fires in July 2018 by transporting them to a safe land via the sea. This caused a delay for our fishermen since they had to repair their vessels in order to be properly functional again.





## Pilot tests developed

#### **Overall description**

In order to carry out the pilot fishing tourism's activity in Attica, University of Piraeus Research Centre (UPRC) cooperated with external experts in order to cover the fuel costs and in order to accompany all the fish trips with a person familiar with English language.

Pilot tests were carried out in 2 areas of Attica Region, in East Attica (Rafina and Nea Makri) and in South Attica (Zea). It was initially planned to realize fish trips in Aigina island too, close to Piraeus, but the fisherman could not finally attend the pilot test.

The five vessels/fishermen that were planned to participate in the pilot tests were:

- Vessel 'Sofia-Rania' owned by Mr. Koutelias Panagiotis in Rafina, East Attica.
- Vessel 'Armenistis' owned by Mr. Athinaios John in Nea Makri, East Attica.
- Vessel 'Timios Stavros' owned by Mr. Viliotis Giorgos in Zea, South Attica.
- Vessel 'Valantis Rallis' owned by Mr. Rallis Loukas in Zea, South Attica.
- Vessel 'Nikos' owned by Mr. Chorianopoulos Nikos in Aigina island, South Attica.

The last vessel located in Aigina did not finally participate to the pilot tests; the fisherman did not eventually attend the training course (activity 3.3) and there was lack of direct communication with the UPRC team.

In addition, 4 tourist agents, 2 restaurants and 1 hotel participated in the pilot test. The economic operators also participated in the focus group of Greek case study and they also attended the training seminars. In view of the pilot tests, they were activated in the dissemination of the fishing tourism activity in East Attica by 'advertising' this new activity in their area and by explaining practical details to tourists visited their restaurant/tourist agency/ hotel prior to the fish trips. They are prepared to host the new tourists – customers that they will try a fishing trip in summer 2019 and in the forthcoming years, and they will be willing to cook their own fish catch. They are all located in East Attica:

- Travel agent Douli Rafina Travel, owned by Mrs Douli Anna
- Travel agent Sea Air Land Travel, owned by Mrs Kountouri Stavroula
- Travel agent Crete4u, owned by Mr. Prasinos Giannis
- Travel agent Togias Travel, owned by Mrs Togias Nikos
- Oceanis Restaurant, owned by Mr. Daveronnis Ioannis
- Seirines Restaurant, owned by Mr. Chalkiotis Alkiviadis
- Hotel Pikermi, owned by Mr. Mitsakis Dimitrios

The fish trips took place on 24<sup>th</sup> to 26<sup>th</sup> of November. Due to the limited time, the fish trips were minimized in duration; the business model in Greece planned fish trips of 4





or 7 hours, but for the pilot fish trips the duration was changed to 2 and 3 hours. In this way each of the 4 vessels had the chance to realise 4-6 fish trips during the 3 days: 2 trips per day starting at 07:30 and at 11:30 in the morning. The vessel 'Armenistis' in Makri, East Attica hold 8 fish trips during the 3 days, since the tourists were willing to attend in any time of the day (07:30, 11:30, 15:30). In total 25 fish trips were realized.

#### **Key figures**

#### The pilot test in numbers:

- 4 fishermen participated
- 3 marinas were the starting point of fish trips (Rafina, Nea Makri, Zea)
- 1 local fishermen association involved
- 10 local economic operators were involved (2 restaurants, 1 hotel, 7 travel agents)
- 25 fish trips have been realized but with reduced duration than the planned ones
- 151 tourists have participated

## Summary of the pilot tests carried out

Vessel Name: Sofia-Rania

Port: Rafina

Size: 9m - 3,2m

Vessel Type: Fishing

Max. number tourists on board: 8



Pilot test	Departure	Arrival	Number of	Any comment/remark
date	time	time	participants	
24/11/2018	07:30	10:30	6	-
24/11/2018	11:30	14:30	8	-
25/11/2018	07:30	10:30	6	-
25/11/2018	11:30	14:30	8	-





26/11/2018	07:30	10:30	6	-
26/11/2018	11:30	14:30	6	-

Vessel Name: Armenistis

Port: Nea Makri

Size: 11m - 3,8m

Vessel Type: Fishing

Max. number tourists on board: 8



Pilot test	Departure	Arrival	Number of	Any comment/remark
date	time	time	participants	
24/11/2018	07:30	10:30	8	-
24/11/2018	11:30	14:30	8	-
24/11/2018	15:30	18:30	6	-
25/11/2018	07:30	10:30	8	-
25/11/2018	11:30	14:30	8	-
25/11/2018	15:30	18:30	6	-
26/11/2018	07:30	10:30	6	-
26/11/2018	11:30	14:30	6	-

Vessel Name: Valantis Rallis

Port: Marina Zeas

Size: 8,6m - 3,26m

Vessel Type: Fishing

Max. number tourists on board: 8



|--|





date	time	time	participants	
24/11/2018	07:30	10:30	6	-
24/11/2018	11:30	14:30	6	-
25/11/2018	07:30	10:30	5	-
25/11/2018	11:30	14:30	5	-
26/11/2018	07:30	10:30	4	-
26/11/2018	11:30	14:30	4	-

Vessel Name: Timios Stavros

Port: Marina Zeas

Size: 6,75m - 2,40m

Vessel Type: Fishing

Max. number tourists on board: 6



Pilot test	Departure	Arrival	Number of	Any comment/remark
date	time	time	participants	
24/11/2018	07:30	10:30	4	-
24/11/2018	11:30	14:30	6	-
25/11/2018	07:30	10:30	5	-
25/11/2018	11:30	14:30	6	-
26/11/2018	07:30	10:30	4	-





## **Evaluation results**

# The vision of tourists

Port: East Attica (Rafina and Nea Makri), South Attica (Zea)				
Activity:				
The majority of tourists attended fish trips and participated only in sailing and fishing activity. They tourists were informed about the option to visit a restaurant after the fish trip and have their fish catch cooked, but they did not finally follow this plan mainly due to the reason that the fish trip was free for this time and due to the fact that the restaurants could not cooperate well with the fishermen for the 3 days of the pilot fish trips; there was no time for the fishermen to visit the restaurants with the tourists, since they had to realise 2 to 3 fish trips per day. The majority of tourists declared that next time they will follow the whole day activity and visit one of the restaurants involved in the business model.  Some of the tourists in East Attica also tried the 'walk – discover-learn' natural and historical tour UPRC had planned. After the fish trips were over, they examined the environmental trip guide UPRC had distributed (one of the itinerary guides of 3.4.11 deliverable) and visited the environmental sites of interest in Rafina.				
Age: Gender: 35% F, 65% M				
between 18-30 years old: 22% of participants; 30-45 years old: 22%; 45-60 years old: 45%; over 60 years old: 11%				
Origin of tourists: 35% national, 65 % International				
You are:				
60% Tourist	15% Tourist professional  0% Fishing se professional		0% Fishing sector professional	
0% Tourism consultant/officer	5% Environmental consultant/officer			
20% Other: students of maritime sector studies				
1: 0%				

2:0%

3:0%

4: 55% of the respondents was "satisfied"

First reaction to the tour

15





	5: 45% of the respondents was "very satisfied"
	1: 0%
	2: 0%
Interest of the tour	3: 5% of the respondents
	4: 50% of the respondents was "satisfied"
	5: 45% f the respondents was "very satisfied
	Yes: 100% of the respondents
Willingness to pay for the tour	No: 0% of the respondents
	30,00 €: 42% of the respondents
Dutas	50,00 €: 35% of the respondents
Price	70,00 €: 18% of the respondents
	80,00 €: 5% of the respondents
	1: 3% of the respondents
	2: 8% of the respondents
Willingness to place the activity in tourists plans	3: 12% of the respondents
	4: 17% of the respondents
	5: 60% of the respondents
	Yes: 64% of the respondents
Willingness to recommend the tour to friends/family/colleagues	No: 12% of the respondents
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Maybe: 24% of the respondents





Aspects more valued/highlighted	Experience – based tourism activity  Familiarity with local artisanal fishing methods  Learning experience as for the local maritime ecosystem
Aspects to be improved	Duration of the fish trip  German speaking staff of vessel  In advance booking of date and place
Assessment of the potential supplementary activities to complete the tourism experience	Visit to the fishery port facilities: 45% interested  Taste the fish caught in a local restaurant: 65% interested  Recreational fishing during the trip: 75% interested  Visit to farms and taste local products:80% interested
Willingness to pay for them	Visit to the fishery port facilities: No  Taste the fish caught in a local restaurant: Yes  Recreational fishing during the trip: Yes  Visit to farms and taste local products: Yes  For all positive answers the tourists are willing to pay from 30-50€.





#### The perception of fishermen and local partners

Fishermen were excited to have the chance to participate in TOURISMED pilot tests and adopt the fishing tourism business model, since they highly appreciated the support the project provided (planning, communication tools, pilot fish trips). They will maintain the activity and improve it in the forthcoming years, especially regarding the following points:

- English speaking staff for all the vessels
- Invite future generations to adopt the model and activate them again to the fishing sector
- Involve municipalities at a higher extend and establish fishing tourism activity a major tourism sector for their areas.
- Begin the activity from May and June, when the weather will be better and the winds calmer.

Local partners (restaurants, tourist agents and hotels) regarded the fishing tourism business model as an alternative way to bring customers and provide them innovative services. They will improve their cooperation with fishermen and work more on the aspect of establishing an all-inclusive ticket for all the involved parts (fishermen, restaurants, agents).

## **Main findings**

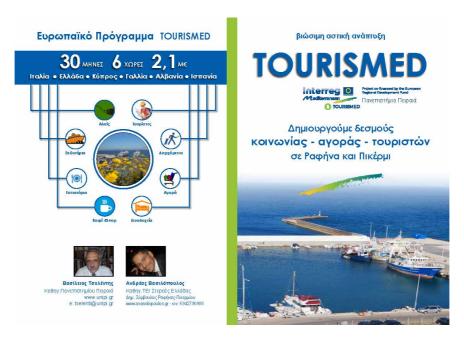
- Customer Segments
  - Male tourists are more interested in fishing tourism activity
  - Invest on advertising the activity to people over 30 and even better over 45 years old
- Value Proposition
  - An all-inclusive ticket is necessary to be used for each itinerary for better communication between tourist agents, restaurants, fishermen and tourists.
- Communication and sales channels
  - Communication mechanisms should be adopted by municipalities in order to establish their areas as unique destinations for fishing tourism activity
  - Communication activities should not stop during winter months, but should be emphasized, especially to tourism markets outside Greece.
- Customer Relationship
  - Fishermen should try to keep contact with tourists already experienced fishing tourism activities in order to advertise their experience
- Key actions





- Alternative itineraries for walking experience are necessary not only for cases of bad weather, but also for family members that are not interested in fishing.
- Supplementary fish should be added to tourists' fish catch in many cases in order to provide enough fish for the family meal.
- Cooking within the vessel proved dangerous, unsafe due to way weather conditions.
- Key partners
  - Municipalities and business associations should be more engaged in promoting fishing tourism activity.

## Annex I Brochures, roll-up banners, posters









# Brochure 1 (Greek)









#### Brochure 2 (English)









## Brochure 3 (Greek)









Brochure 4







Roll-up banner 1







Roll-up banner 2





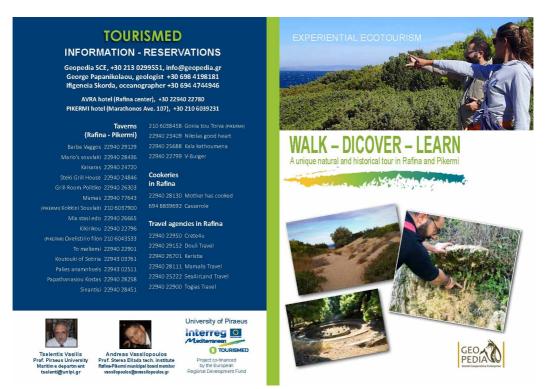


Poster





## **Annex II Itinerary guides**

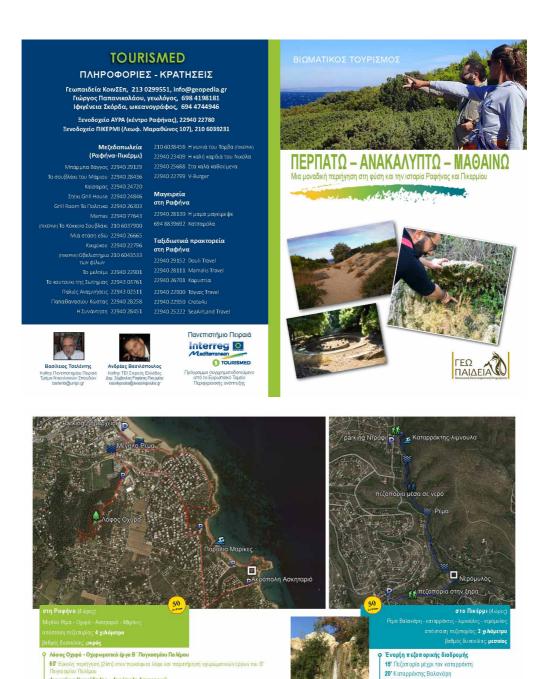




Itinerary East Attica - Environment 3.4.11 - English







Itinerary East Attica - Environment 3.4.11 - Greek

δΟ Εύκολη περιήγηση (1km) και παρατήρηση του ευαί οθητου οικοσυστήματος τη στην παραλία. Ειημέρωση για την Ποσαδωνία, τον ακτόλιθα και τους αμμόλοφου
 45 Εκεύθερος χρόνος στην παραλία για σνακ, μπάνιο.

20' Μπάνιο στη λιμνούλα

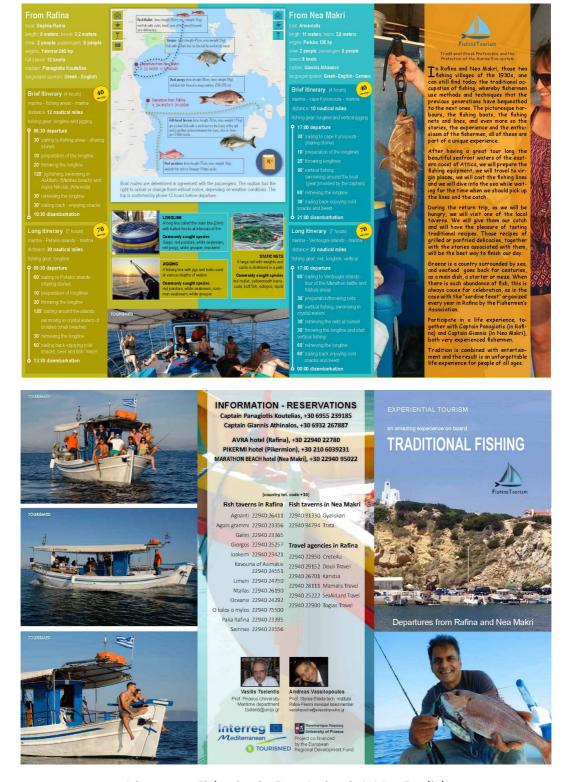
15' Νερόμυλος 19ου αιώνα

δ Αήξη πεζοπορικής διαδρομής

140' Πεζοπορία με στάσεις μέσα ή δίπλα στο ρέμα







Itinerary – Fish trips in East Attica 3.4.11 – English







Itinerary – Fish trips in East Attica 3.4.11 – Greek







Itinerary Fish trips in South Attica 3.4.11 - English







Itinerary Fish trips in South Attica 3.4.11 - Greek





## **Annex III Videos - spots**

#### Spots:

- 1. A fishing day: https://www.youtube.com/watch?v=V1OE8ZseLu8
- 2. The experience: https://www.youtube.com/watch?v=3tsHbdynqvM
- 3. What is Tourismed: <a href="https://www.youtube.com/watch?v=RzD6vKCpaWU">https://www.youtube.com/watch?v=RzD6vKCpaWU</a>
- 4. Valanaris stream: https://www.youtube.com/watch?v=USwognk mLw

#### Virtual Reality videos - spots:

- 1. Fishing Trip: https://www.youtube.com/watch?v=kPvln9jMmv8&index=2
- 2. Fishing with Longline: https://www.youtube.com/watch?v=0D6zaOMs6Rc&index=3
- 3. Diving in Rafina's marinas: https://www.youtube.com/watch?v=OajbLS7-HPo
- 4. Fishing Dropping net: https://www.youtube.com/watch?v=0\_Jw8g68erl&index=4
- 5. Fishing -Gathering net): https://www.youtube.com/watch?v=URgP06PSzMw&index=5
- 6. Rafina Port Tour: https://www.youtube.com/watch?v=D0jJpwvfAPQ
- 7. Religious Tour: <a href="https://www.youtube.com/watch?v=\_jnuDOcc0vU&index=8">https://www.youtube.com/watch?v=\_jnuDOcc0vU&index=8</a>
- 8. German fortifications: https://www.youtube.com/watch?v=GlYvooTM5Uw
- Folklore museum (Triglia House): https://www.youtube.com/watch?v=30xGolKPawo&index=9

## **Annex IV Virtual Reality technology**























# **Annex V newspapers**



Newspaper 1, EKFRASI (October 2018)







Newspaper 2, Anatoliki Akti (November 2018)





# **Annex VI Interpretative panels**



Panel





# **Tourist agent Karystia Travel**







# Tourist agent Anna Douli









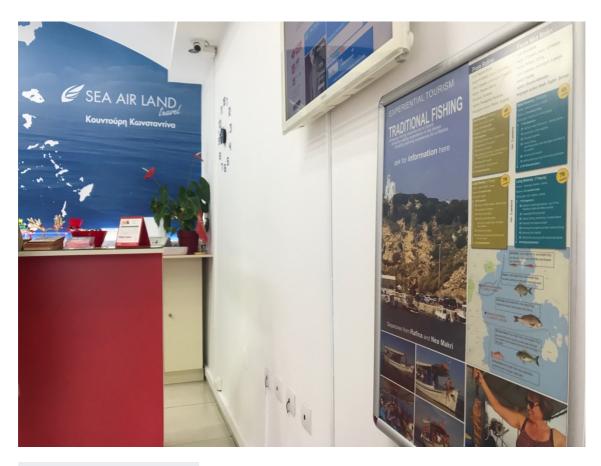
# **Tourist agent Sea Air Land Travel**











**Tourist agent Togias Travel** 







# **Tourist agent Mamalis Travel**

