

TOURISMED

Fishing Tourism for a Sustainable Development in the Mediterranean area

4.3.1 Regional Seminar Report

Partner responsible for this report: PP4 – University of Piraeus



Document Information Summary

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Partner responsible: PP 4 – University of Piraeus

Participants: Not applicable

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1 Introduction

The TourisMED project gives high importance to the equilibrium between the need to set up a common Mediterranean model for the development of fishing tourism by sharing good practices and the adaptation of that model to the local context through specific analysis and the full consultation of local stakeholders. That is why the project includes different activities in this sense including the organization of regional events in each territory involved, with the aim to assess how to link the common model to regional and local needs.

On the 20th of May 2019, in Piraeus (Greece, Municipality of Piraeus), the Regional event was organized by PP4 – University of Piraeus and was held at the Conference Hall, in the Central Building at University of Piraeus. The scope of the event was to discuss with fishermen and stakeholders the potential of fishing tourism activities in Greece and to present the TOURISMED crowd sourcing platform and the mobile application that allows the user to find details of Greek fish trips and book the fishing trips. Further, members of the Greek focus group who implemented the TOURISMED business model as a pilot, attended the training courses and participated in the study visit in Corsica had the chance to describe their experience and the advantages of being part of an organized fishing tourism focus group.

1.1 General information

Date and time of Regional				
event	20/05/2019			
	16:00 – 20:00			
Location of the Regional event				
(e.g online, Skype, face-to-face,	Face – to – face			
etc.)	Conference Hall, Central Building, University of			
	Piraeus, Piraeus			
Number of participants				
	88 participants			
Gender of participants				
	45 men – 43 women			
Any additional information	A poster, an agenda and a digital invitation were			
about the event	created and distributed to the participants.			
	Further, TOURISMED brochures and itinerary guides			
	were distributed to the participants.			
Name of the hosting institute	University of Piraeus, Prof. Vassilis Tselentis and			
	Greek research team			



1.2 Agenda

The Meeting's agenda covered the following topics:

- 1. Introduction of the TOURISMED (basic data, aims, methodology activities, target groups)
- 2. Crowd sourcing platform and mobile application
- 3. Discussion about experiences of fishermen and operators

1.3 Participants

In total, the Focus group meeting was composed by 88 people deriving from 6 different categories and sectors. The following categories of stakeholders and key-players attended:

- a) Fishermen involved in fishing tourism
- b) Tourism operators (fishing tourism activities)
- c) Representatives from Ministry of Economy & Development, Operational Programme of Fisheries and Maritime
- d) Ministry of Tourism
- e) Ministry of Rural Development and Food
- f) Municipal Port Fund of Lesvos

2 Outcomes

On the 20th of May 2019, in Piraeus (Greece), University of Piraeus organized a regional TOURISMED event that took place at the Conference Hall, in the Central Building of the University of Piraeus. More than 80 participants, representatives from the fishing tourism business sector from Attica and from Greek islands, from the research community, from Ministry of Tourism and the ERDF Operational Programme of Fisheries and Maritime along with locals attended the event and had the chance to discuss about fishing tourism activity in Greece.

Starting from TOURISMED business model, speakers discussed about ongoing matters and prospects of this new business line. TOURISMED target groups, fishermen and representative of restaurant association that participated in TOURISMED pilot projects, training courses and study visit in Corsica described their experience and the advantages of being part of Greek focus group. They all stressed out the importance of commonly organized systematic marketing activities in Greece and abroad in order to reach the maximum benefits.

The ultimate target is to sustain the traditional profession of fishermen and combine it with qualitative tourism activities for an extensive touristic period, from May till September. All TOURISMED deliverables and tools, the business model, the crowdsourcing platform and the mobile application can help towards this perspective.



3 Photos





























- 4 Annexes
- 4.1 Annex 1 Participants' list





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Αλιευτικός Τουρισμός: Εξελίξεις και προοπτικές

Επίθετο	Όνομα	Ιδιότητα/ Οργανισμός	e-mail	Χώρα/ Περιφέρεια	Υπογραφή
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Αλιευτικός Τουρισμός: Εξελίξεις και προοπτικές

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4.2 Annex 2 - Poster







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ΑΛΙΕΥΤΙΚΟΣ ΤΟΥΡΙΣΜΟΣ ΕΞΕΛΙΞΕΙΣ ΚΑΙ ΠΡΟΟΠΤΙΚΕΣ

Δευτέρα 20 Μαΐου 2019

ώρα 16:00 - 20:00



Αίθουσα Συνεδρίων του Πανεπιστημίου Πειραιά

Κεντρικό Κτίριο, Μ. Καραολή & Α. Δημητρίου 80, 18534, Πειραιάς

























4.3 Annex 3 – Invitation





4.4 Annex 4 – Agenda





4.5 Annex 5 - Facebook event

