

**11 Luglio 2019, Faro di Torre Canne (BR)**



The Regional Final Event “***Come il mare io ti parlo***” of the project TOURISMED, was organized by Haliéus at the lighthouse of Torre Canne on 11<sup>th</sup> July 2019. Around 40 persons attended the event (signature list attached), but several more passed by the lighthouse listening part of the interventions and watching the photo exhibition. The lighthouse was projected with blue light for creating a charming setting.

The local Cooperative Serapia (involved in the project activities) and the Legacoop Puglia (Regional branch of the Association of cooperatives Legacoop) contributed to the success of the event. A journalist moderated the event, which included the participation of the main relevant stakeholders: Directors competent for fishery of the Regional Authorities, officers from the Port Authorities, the president of the National association of natural parks (Federparchi), the President of Legacoop Puglia, the president of the 2 fishing cooperatives, and a Councilor of the Municipality of Torre Canne, among others.

Bags branded with the Tourismed Logo (mentioning the ERDF financing) and containing project flyers and gadgets were distributed during the event to the participants.

The project TOURISMED aimed at testing and transferring a fishing tourism model in costal territories of the Mediterranean Regions, as a way to promote a sustainable approach to fishing tourism and to preserve the coastal areas and maritime ecosystem.

The final event aimed at transferring and sharing the experiences of the fishermen involved into the project, and showcase the fishing tourism business model as a results of TOURISMED. Finally, the event hosted the signature of a Protocol (Local Chart) between the parties to develop and valorize the fishing tourism activity in the Region.

During the whole project implementation, it has clearly emerged the courage, the positive approach and good will of the fishermen to engage themselves in the activities foreseen. Therefore, the fishermen played as main actors in this “Event” explaining the story of the project from their perspective. Every fishermen pointed out the negative and positive aspects. In short, each fisherman was satisfied by the level of involvement in the project, and they declared to be gratified by the opportunity to diversify their income, valorizing their work and the local traditions while raising the sustainability of the fishery resources. It was

highlighted that the fishermen had been actually able to actually start the fishing tourism activity, contributing to improve the use of the fishery resources, the diversification of income in the sector and the valorization of the coastal traditional heritage.

The local authorities who attended the event (at Municipal and Regional level) have expressed their satisfaction toward the project, stressing the role of the fishermen as protagonists during the entire project, so that they can be considered as “ambassador of the sea”. Each authority declared to be willing to support every activity for the protection of maritime area, including fishing tourism. The project has strengthened the important relation between the fishery sector, as historical traditional activity, and the tourism, by having the tourists experiencing the fishermen life. The project has had a double-training-approach, as the managers of the fishery cooperatives explained, from one side the training courses for the fishermen, and from the other side fishery knowledge that the fishermen had shared with the tourists. The local Authorities finally urged on the importance to continue to valorize a traditional sector as the fishery one, that helps to save our sea.

The event was sided by an exposition of pictures, taken during the projects implementation, to show some moments of the project’s activities. A final video clip of the fishing experiences was also projected. In the programme of the event it was planned also a fishing tourism experience. Unfortunately the climate was not suitable for sailing, so the fishing tourism tour had to be cancelled.

The Local Chart signed at the end of the event was aimed at creating a new kind of alliance between the fishermen and the main key actors interested of relevant for the development of the fishing tourism: the tourist operators, the Region, the Port Authority, the Fishery Local Actions Groups. Each stakeholder specified in the Local Chart its commitments toward for the future of the fishing tourism. They all committed toward the common objective: *the development, the coordination and the promotion of the fishing tourism activities on the Apulia territories*, complying with the existing law and regulations of the Region.

The event, started at 19:00, ended at around 22.

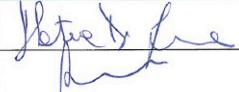
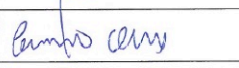
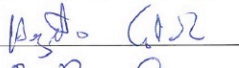

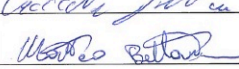

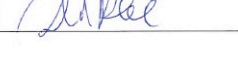






The list of participants to the Event:

Logo

Oggetto: Evento finale – Sottoscrizione protocollo di intesa Progetto TourisMED [Cod. Prog. Tourismed\_1MED15\_3.1\_M2\_313]  
 Luogo e data: Torre Canne – Fasano (BR) – 11/07/2019 ore 18:30

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