

TOURISMED

Fishing Tourism for a Sustainable Development in the Mediterranean Area

PRIORITY AXIS 3: Protecting and promoting Mediterranean natural and cultural resources

OBJECTIVE 3.1: To enhance sustainable the development policies for more efficient valorisation of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the MED Area

WP 2 – PROJECT COMMUNICATION

2.2 Digital and written communication

TITLE OF DELIVERABLES:

2.2.2 Radio/TV/Internet communication

2.2.4 Press conferences report

2.2.5 Articles

Partner responsible for this report: Municipality of Durrës

Document Information Summary	
WP:	WP2 - Project Communication
Activity:	Activity : 2.2 Digital a written communication
Deliverable Number:	2.2.2 ; 2.2.4 ; 2.2.5 ;
Deliverable Title:	2.2.2 -Radio/TV/Internet communication 2.2.4 - Press conferences report 2.2.5 - Articles
Partner responsible:	Municipality of Durres
Participants:	56
Project website	www.interreg-med.eu/tourismed
Status:	Report

2.2.4 Press conference report

1. Objectives of the activity

The objective of the Press Conference is to spread general information about the project and at the same time to communicate the launch the of the “Bespoke” business model implementation. In order to adapt the local needs and potentials a meeting with local stakeholders and project focus groups was organized by Municipality of Durres.

This public event held on 18th of December 2017 in the premises of Durres Municipality, targeted project partner’s staff, representatives from national and local public institutions, business community, fishermen, tour operators, academic institutions, civil society organizations, etc.

2. Implementation approach

The public initiative organized used a top-down approach. It aimed at presenting the big picture of the project and then it breaks down into smaller segments focusing on the implementation of the TOURISMED business model. For this purpose, a stakeholders and local focus group meeting was organized in order to assess how to link the common model to local needs.

Another crucial deliverable of the project is the preliminary study which is under preparation by an expert of fisheries. A draft of this study was presented during the meeting by the expert aiming to introduce the stakeholders and focus groups to the results and outcomes yielded so far mainly in the legal & regulatory, administrative, economic, and human/ social framework.

The visibility was considered very crucial to the achievement of the objective and beyond. This element was very important for the amplification of the messages delivered by the event. Therefore a press release was prepared on this occasion which was also delivered to all the press representatives that were present at the event.

More info is provided in part 6 of this report Media & Social Media Presence.

3. Target group of the event

A maximum of 56 participants were represent:

- Local media representatives
- Decision makers and technical staff of the project partner (Municipality of Durres)
- National public authorities (Ministry of Tourism & Environment, Albanian National Tourism Agency, Agency of Fisheries and Aquaculture)
- Regional and local public authorities (Prefecture of Durres, the District Council of Durres)
- Academic Institutions (University of Durres, Agriculture University of Tirana)

- Organizations working in the field of tourism, tourism operators, travel agencies,
- People working in the fishing sector. Fishermen, fishing organization interested in sustainable tourism activities
- Maritime affairs institutions (Durres Port Authority, General Maritime Directory.)
- Represent of FAO

4. Organization of the press conference

Logistics and materials needed:

- One meeting/conference
- Laptop and Wi-Fi connection;
- Mic;
- Roll up
- Press release hard copies
- Leaflet hard copies

5. Agenda of the event

Durres , 7 th of December 2017		
12:00 – 12:05	Registration of participants	
12:05 – 12:15	Greeting remarks	
12:15 – 12:35	Scope, objectives and activities of TOURISMED Project. Management aspect.	<i>Ms. Ina Xhakoni, Director of the Policy Development Directory, Municipality of Durres</i>
12:35 - 12:50	Project's communication activities	<i>Ms. Floreta Kertusha, Expert in the Policy Development Directory, Municipality of Durres</i>
12:50 – 13:00	Coffee break	
13:00 – 13:30	Presentation of feasibility study results	Mrs. Mimoza Çobani, Fishery Expert RCDC
13.30 – 14.15	Discussions with local stakeholders on the business model, local need and potentials (meeting with focus groups)	

6. Media & Social Media Presence.

This activity produced digital and written tools for an effective communication of the project activities and results that spread among new and traditional mass media channels.

Local and national newspaper in all partner country were informed through articles and press release about the progress of the project activities. (**National Media** : TVSH, ABC News, Top Channel, News 24, A1 Report, Vision Plus; **Local Media**: Adria Net; **Media on line** : Boulevard, Durres Lajm)



PRESS RELEASE

TOURISMED: Focus Group Meeting 07.12.2017

Recently, fishing tourism has gained increasing attention, in the Mediterranean area. Durres, as a Mediterranean city with an operational Fishery Port and a modest fleet envisages fishing as a promising sector for the economy of the area. Although very promising, the fishing tourism sector is still in its infancy stage in the Mediterranean and even more in Durres.

In this framework, Durrës Municipality in partnership with Municipality of Trapani (Italy), Prism Promozione Internazionale Sicilia-Mondo (Italy), Promimpresa srl (Italy), Delfi Partners & Company (Cyprus), ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΕΙΡΑΙΩΣ - University of Piraeus (Greece), Cyprus University of Technology /Τεχνολογικό Πανεπιστήμιο Κύπρου (Cyprus), CCIFM - Italian Chamber of Commerce of Marseille (France), Petra Patrimonia CORSICA (France), Haliéus (Italy), Feports-CV - Port Institute for Studies and Cooperation (Spain), since January 2017, has started the implementation of the TOURISMED Project.

This Project is co-funded by the INTERREG-Med Program 2014-2020 and it will be completed in 2019.

The overall purpose of this project is to promote fishing tourism as a sustainable practice of sea tourism in the Mediterranean area. The abovementioned partners from EU and IPA countries have teamed up to develop, test and transfer fishing tourism business model (Bespoke model) to the coastal territories of the Mediterranean region as a way to promote a sustainable tourism approach, thus promoting the preservation of the marine ecosystem and traditional fishing culture. The 'Bespoke' business model, which will include fishermen as well as tourism industry operators, will be promoted through training sessions as well as an innovative online platform.

In order to start the implementation of this business model and adapt it to the local needs and potentials, Durres Municipality organized a meeting with local stakeholders and project focus groups such as fishermen, tour operators, academic institutions, civil society organizations, etc.

The meeting focused on the presentation of goals, objectives and activities of the TOURISMED Project, as well as the management and communication aspects of it.

The next more informative topic of the meeting Agenda referred to the preliminary study. This study is a very crucial deliverable of the project actually under preparation by an expert of fisheries. A draft of this study was presented during the meeting by the expert aiming to introduce the stakeholders and focus groups to the results and outcomes yielded so far mainly in the legal & regulatory, administrative, economic, and human/ social framework.

The discussion session brought into the light of this meeting issue needed to be tackled in the frames of this initiative. It served as a cross referencing between the finding of the study and the needs of the private and public sector including fisheries, tourism, planners, maritime services, local authorities, etc. It was agreed that beyond the potential there is a clear legislative gap that needs to be considered at the very initial steps of the project interventions. Apparently the particular activity has not been foreseen neither by the Tourism Law nor the Law on Fisheries.

Representatives of national and local scale organizations of both private and public sector participated in this meeting such as the National Tourism Agency, Inspectorate of Fisheries at the Ministry of Agriculture, Durres Port Authority, Port Captain, representatives of the fishing fleet including owners of vessels, representatives of the fisheries department in Durres Institution of Prefect, "Aleksandër Moisiu" University of Durrës, Civil Society Representatives, Tourism Association representatives, etc.

Valuable suggestions regarding the opportunities for the implementation of fishing tourism in Durres were generated during the discussion hours. Participants also identified several obstacles as well as an inventory of assets required for such a model.

Above all, this meeting secured the understanding and the commitment of the stakeholders to the process and the initiative altogether.

Radio/TV/Internet communication (deliverable 2.2.2)

<https://www.youtube.com/watch?v=qJ8HESjih6w&t=5s>

<http://durres.gov.al/bashkia/projekte/121-programi-interregmed-2014-2020/projekti-tourismmed/879-turizmi-i-peshkimit-n%C3%AB-durr%C3%ABs-zhvillohet-n%C3%AB-bashkin%C3%AB-e-durr%C3%ABsit-takimi-me-grupet-e-fokusit-t%C3%AB-projektit-tourismmed>

Social networks (deliverable 2.2.5)

https://www.facebook.com/tourismed.interregmed/?hc_ref=ARQVvvNE90xlj8B_ha2T4giBR3zTyHqLVZ7A7D-Vc_81sA7SVfHhblNxeSBwYAulfo4&fref=nf

Photos





Articles (deliverable 2.2.6)

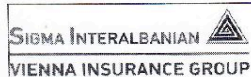
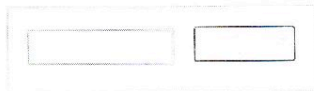


TI RAPORTON

ENGLISH EDITION

FOTO

DurrësLajm



MBROJME atë që ka vlerë për **JU!**



Turizmi i peshkimit në Durrës, takim
me grupet e fokusit të projektit
TOURISMED (VIDEO)

Postuar: 07/12/2017 - 14:19

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TOURISMED

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Project co-financed by the European Regional Development Fund

1st Focus Group Meeting

07.12.2017

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