

## ***FishingTourism Business Model***

*FishingTourism* is a business brand developed within the Interreg-Med Project “TOURISMED”.

### **Premise**

The EU Commission emphasizes the importance of tourism as a key sector of the European economy. In fact, the European Union represents the first tourist destination on the world market.

The awareness of the importance of tourism for employment, but also for regional sustainable development, for the enhancement of natural resources and cultural heritage and for the consolidation of European identity, led the Commission to identify four priority actions:

- To stimulate competitiveness in the European tourism sector;
- To promote the development of sustainable, responsible, and high-quality tourism;
- To consolidate Europe's image as a collection of sustainable, high-quality destinations;
- To maximise the potential of EU financial policies for developing tourism.

The coastal and maritime tourism sector has been identified as a sector with particular potential. It already registers significant numbers of workers, including many young people, and it is estimated to generate over one third of the maritime economy gross product. Moreover, it has been predicted that it will experience a significant growth in the upcoming years. It is a fundamental economic engine for many European coastal regions and islands, especially in terms of:

- seaside tourism
- nautical and cruise tourism
- recreational navigation

However, although many areas benefit from this quickly expanding market, the benefits do not often fall on the fishing communities; on the contrary, tourism activities can have a negative impact if not managed correctly. In fact, it is increasingly difficult for fishermen and their communities to live on fishing alone. Income and jobs created by tourism can therefore bring a supplementary income to the fishermen's families and ensure, in certain cases, the survival of their fishing activity.

Touristic activities linked to the fishing world can thus represent an important opportunity for small fishing communities and ensure both economic growth and environmental preservation. It is in fact possible to attract visitors who are looking for a more genuine, direct and personal experience, and thus promote a more sustainable tourism that is able to enrich the local community, enhance its heritage and preserve the marine ecosystem.

Tourism can also help to promote the local seafood products selling thanks to multiple activities such as:

- direct sales to tourists
- products promotion at local restaurants
- local events dedicated to fishing activities and products

However, in order to achieve this goal it is necessary to ensure the involvement of fishermen in tourism projects. Therefore, it becomes crucial to:

- ❑ Involve the fishermen in all stages of development of a tourist offer related to fishing activities and in the construction of the Business Model
- ❑ Involve young people and women
- ❑ Trigger emulation processes by showing concrete examples of the benefits of attracting tourists to local areas and sharing traditions and products as well as connecting to pre-existing touristic flows
- ❑ Limit bureaucratic burdens as much as possible by providing support for the development of tourism projects
- ❑ Provide adequate training for fishermen and their families or aides

### ***FishingTourism***

*FishingTourism* designs, manages and implements **experiential tourism activities** carried out aboard fishing vessels by professionals of the **artisanal fishing** sector, upon monetary compensation, aimed at featuring and disseminating their work in the marine environment. *FishingTourism* can cover a large amount of activities, that vary based on national regulations. These activities may include: excursions on professional fishing vessels, demonstration of fishing methods, in some cases active participation of the tourists to the fishing process, learning about fishing methods and gear, discovering local traditions, natural or historical sites as well as the marine environment and its biodiversity, in some cases preparing and consuming the catch of the day either on board or off board, inland visits and storytelling. Furthermore, the *FishingTourism* business can establish partnerships with local actors such as hotels, restaurants, public authorities and tour operators. Fishing tourism is therefore a practice that improves the quality of life of fishermen and their communities, reduces the fishing effort thus promoting a better conservation of fish and marine resources and also represents a new entrepreneurial activity based on the preservation of local traditions and maritime natural heritage.

### ***Adaptability***

The Business Model describes the logic with which the tourism company linked to the fishing tourism activity and to the related fish products creates, captures and distributes value.

The Business Model elaborated for *FishingTourism* is the result of the experience acquired during the testing activities carried out in each territory involved in the Project “TOURISMED”. The information has then been elaborated through the application of common methodological guidelines.

Since individual situations of fishermen, marine ecosystems and local economic and touristic backgrounds are extremely diversified at European level, it is impossible if not counterproductive to develop a single business model for fishing tourism activities. Therefore, the Business Model takes into account and is adaptable to the territorial diversity of various European contexts and is to be intended

above all as a methodological approach to be offered to fishermen for the development of their specific Business Model, as an expression of the territorial condition and the market of which their community is an active part.

Thus, *FishingTourism* presents a touristic offer that is compatible both with the type of marine ecosystem and with the touristic scene in each MED area involved.

### Business Canvas Methodology

The Business Model for *FishingTourism* has been developed through the Business Model Canvas approach, an innovative model able to describe the four main areas of business:

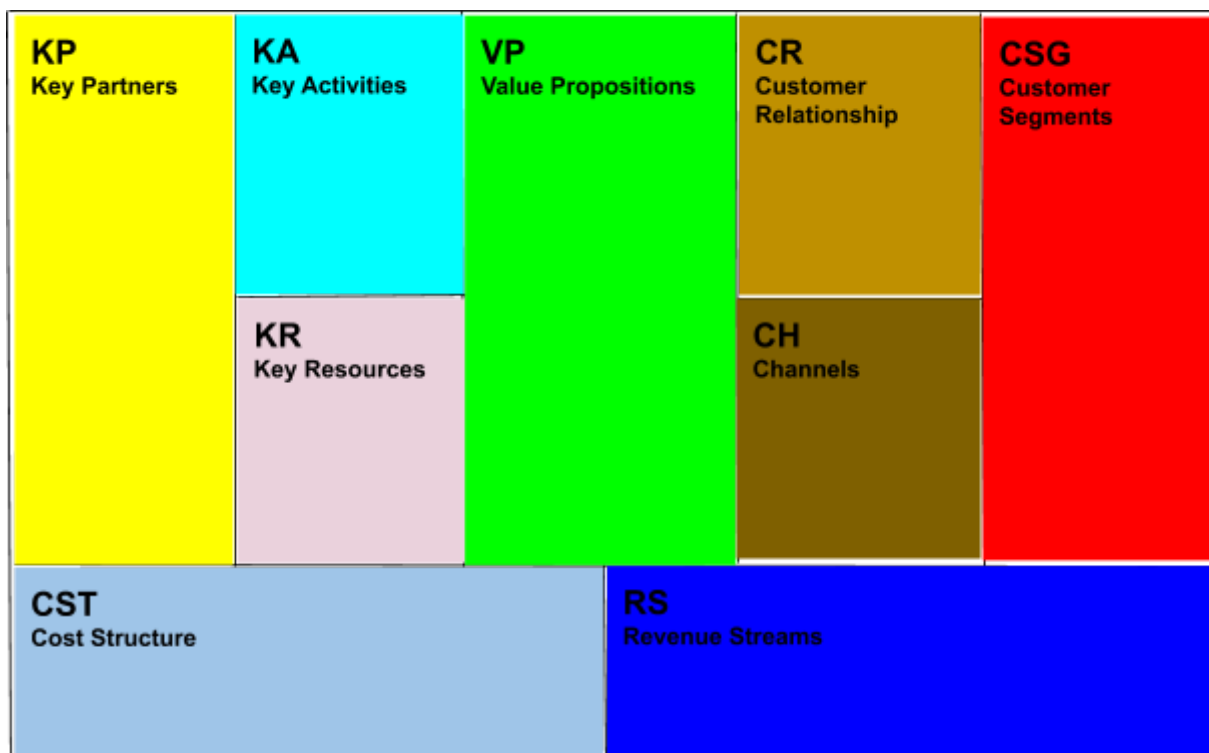
- the product or service
- the customers
- the financial viability
- the infrastructures required

The nine basic elements of a Business Model Canvas are:

- Customer Segments (CSG)
- Value Proposition (VP)
- Communication and Sales Channels (CH)
- Customer Relationship (CR)
- Revenue Streams (RS)
- Key Resources (KR)
- Key Activities (KA)
- Key Partners (KP)
- Cost Structure (CST)

The Business Model created through the "Canvas" method is particularly versatile as it allows the construction of a specific business model starting from different perspectives. It is in fact possible to adopt one of the nine elements as a starting point and then develop all of the others in light of the starting element. The Business Model is a system in which different elements influence each other based on internal variables and relations. Thus, the model acquires significance only if considered in its general and cohesive representation and can ensure its internal consistency both for the logical processes it must undergo, and for the possibility to update and arrange its fundamental parts.

It is important to understand that there is no single type of "Business Model". The business models are potentially endless and are the result of the entrepreneurial construction of the fisherman, inserted into a specific territorial context and with specific customer segments as a target audience.

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## ***FishingTourism Business Model Canvas***

### ***KA - Key Activities (What you do):***

The Key Activities are the things that the fisherman does. This includes all the activities that the fisherman carries out, in work and in life, in order to make the business model sustainable and functional.

#### Preparation:

- *Legal and Administrative Procedures*
- *Planning and Execution of Itineraries*
- *Marketing and Promotion*

#### Execution:

- *Demonstration or practice of fishing methods*
- *Food Tasting - on board or on land*
- *Inland tours*
- *Swimming*

### ***CSG - Customer Segment (To whom you are useful):***

This includes all those groups of people or companies to whom the fisherman sells or could sell the fishing tourism service. More generally, the "customers".

- *Locals*
- *Tourists interested in experiential tourism*
- *Tourists sensitive to environmental issues*
- *Couples, families, organised groups*
- *Chefs or gastronomy sector workers and enthusiasts*

### ***VP - Value Proposition (How you are useful):***

These are products, services and more generally those "values" that are in some way "unique" and can attract customers.

- *Unique and exclusive experience*
- *Sustainable and Eco-friendly Approach*
- *Learning opportunity - Pedagogical role of the fisherman*

### ***CH - Channels (How you are reaching customers):***

This block includes all tools that enable the fisherman to reach customers.

- *Web Platform*
- *Social Media*
- *Tourist Info Points*
- *Outdoor Panels*

- *Word of mouth*

**CR - Customer Relationship (How you interact):**

The relationship that the fisherman builds with customers is based on their means of interaction. Prior to the trip, those interactions could be either direct - in person - or indirect - via email, social media or a website. However, in the case of experiential tourism, a personal relationship and a close and friendly interaction with the customer on board is a core element of the service.

- *Booking platform*
- *Website*
- *E-mail*
- *Direct Contact*
- *Participation and Involvement*
- *Human and Communication Skills*
- *Personal experience - in vivo, face to face*
- *Multi-language panels and leaflets*

**KP - Key Partners (Who helps the fisherman):**

Key Partners include other fishermen, friends, family members, business partners or people who in some way help the fisherman in his activities, or stakeholders who show interests in the business and have resources that the fisherman could exploit.

- *National, regional, local institutions and associations - both public and private*
- *Tour Operators*
- *Hotels and Restaurants*
- *Fishermen Associations*
- *Fishery Guilds or Cooperatives*
- *Fish Retailers*
- *Info points*
- *Platform Managers*

**RS - Revenue Streams (What you get):**

The earnings from the activities, both economic and non quantifiable.

- *Tickets: 30 or 40€ min to 100€ max*
- *Optional services*
- *Commissions from restaurants*
- *Advertising*
- *Funding or indirect promotion from third parties*

### **STC - Cost Structure (What you give):**

Every activity requires energy, time, ideas and money. This section also includes material and immaterial costs such as stress, physical discomfort or less time to spend in other activities.

- *Fuel*
- *Safety Equipment*
- *Insurance*
- *Personnel*
- *Commission expenses*
- *Certificates and Licence*
- *Advertising costs*
- *Commission on Booking*
- *Taxes and Social Security*

### **KR - Key Resources (Who you are)**

The Key Resource is the fisherman himself. This block includes tools and equipment as well as the characteristics that distinguish the fisherman and his business: interests, personality, abilities, knowledge.

- *Safety Equipment*
- *Fuel*
- *Weather*
- *Human Skills*
- *Insurance*

<b>KEY PARTNERS</b>	<b>KEY ACTIVITIES</b>	<b>VALUE PROPOSITION</b>	<b>CUSTOMER RELATIONS</b>	<b>CUSTOMER SEGMENTS</b>
<ul style="list-style-type: none"> <li>• Tourism Agency and Tour Operators</li> <li>• Hotels &amp; Restaurants</li> </ul>	<ul style="list-style-type: none"> <li>• Legal procedures</li> <li>• Planning of Itineraries</li> <li>• Networking with local agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Unique, personal, exclusive, involving,</li> </ul>	<ul style="list-style-type: none"> <li>• Platform, website and social media</li> <li>• E-mail</li> <li>• Direct contact</li> </ul>	<ul style="list-style-type: none"> <li>• Local and international tourists</li> </ul>

<ul style="list-style-type: none"> <li>• Fishermen Associations and Cooperatives</li> <li>• Fishery Guilds</li> <li>• Fish Retailers</li> <li>• Info Points</li> <li>• Platform Managers</li> <li>• Public institutions: municipalities, port authorities, coastal guard, certification bodies, tourism department</li> <li>• Local Consortium</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing and promotion</li> <li>• Demonstration or practice of professional fishing techniques</li> <li>• Food tasting</li> <li>• Cooking</li> <li>• Inland tours</li> <li>• Scuba diving</li> <li>• Storytelling</li> </ul> <p><b>KEY RESOURCES</b></p> <ul style="list-style-type: none"> <li>• Fuel</li> <li>• Equipment</li> <li>• Weather</li> <li>• Human Skills</li> <li>• Insurance and license</li> <li>• Promotional and informational materials</li> </ul>	<p>practical touristic experience</p> <ul style="list-style-type: none"> <li>• Sustainable and eco-friendly</li> <li>• Education on fishery and cultural heritage</li> <li>• Discovery of places accessible only by boat or known only by fishermen</li> </ul>	<ul style="list-style-type: none"> <li>• Info material in more languages</li> <li>• Participation and involvement for tourists</li> <li>• Communication skills and Storytelling</li> <li>• Face to face, personal interaction</li> </ul> <p><b>CHANNELS</b></p> <ul style="list-style-type: none"> <li>• Website</li> <li>• Online Platform</li> <li>• Social Media</li> <li>• Travel agencies and tour operators</li> <li>• Consortium office</li> <li>• Direct selling</li> <li>• Word of mouth</li> <li>• Outdoor Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Tourists looking for a different experiential tourism</li> <li>• Tourists sensitive to environmental issues</li> <li>• Families, couples, groups of friends, social circles or cultural associations</li> <li>• Chefs or gastronomy sector workers and enthusiasts</li> <li>• Tour operators and travel agency interested in arranging travel packages</li> </ul>
<p><b>COST STRUCTURE</b></p> <ul style="list-style-type: none"> <li>• Fuel</li> <li>• Maintenance cost of the vessel</li> <li>• Personnel</li> <li>• Insurances</li> <li>• Vessels adaptation and safety equipment</li> <li>• Informative material</li> <li>• Commission expenses</li> <li>• Certificates and Licence</li> <li>• Advertising costs</li> <li>• Commission on Booking</li> <li>• Taxes and Social Security</li> </ul>			<p><b>REVENUE STREAMS</b></p> <ul style="list-style-type: none"> <li>• Tickets sale: 30 - 100€</li> <li>• Optional services on and off board</li> <li>• Sale of packages to travel agencies</li> <li>• Potential integration with sale of fish conserves or gadgets on the fishery tradition.</li> <li>• Potential Sponsorships from local shops or restaurants</li> <li>• Commissions from restaurants</li> <li>• Advertising in favour of third parties</li> <li>• Funding or indirect promotion from third parties</li> </ul>	



## Territorial Adaptation

The implementation of the Business Model has been strongly influenced by the local situation of the territories where the *FishingTourism* activity took place.

The Business Model, in fact, offers the possibility to define specific ways of creating the "product" and presenting the "value" of the activity. Therefore, different strategies for the elaboration of the Business Model and the implementation of its activities have been employed, based on the resources of the territory in which *FishingTourism* has been inserted and the characteristics of the tourist settlements already present in the territory.

The interrelation with the local tourism sector and with the conditions already present in the area has been regarded as crucial in the implementation of the activities. In this regard, an in-depth analysis has been carried out at local level, in order to evaluate the resources of the territory as well as to assess the presence of touristic services in the area that can meet the consumer's demand and arise sufficient interest among tourists. This included:

### A. Preliminary Analysis

The preliminary analysis enables the positioning of the fishing tourism activity as regards the general situation of the tourism sector in the operation area. It is aimed at assessing whether tourism is to be considered absent, growing, steady or in decline and at determining the presence of tour operators and organizations, accessible facilities and infrastructures, hotels and restaurants and general services.

### B. Territorial Analysis

Many fishing areas have cultural and natural resources that can be of great touristic appeal if made accessible and effectively promoted. These resources must be selected and promoted within the local touristic offer. Those may include natural resources such as rivers, lakes and beaches, historical sites, fishing vessels seaports, fishing festivals and traditions, traditional recipes.

On the basis of the analyses carried out, it is possible to differentiate between three different levels of touristic development in the identified areas:

- Area with an **underdeveloped or absent** touristic offer
- Area with **high potential** for touristic offer
- Area with a **strong presence** of touristic offer

Classification	Basic strategy in processing the Business Model
Areas with <b>underdeveloped or absent</b> touristic offer	<p><i>The appropriate conditions must be created for the development of tourism in general and for fishing tourism activities in particular.</i></p> <p>It will be necessary to envisage a Business Model that supports the promotion, development or consolidation of infrastructures, services and basic tourism activities.</p>

<b>Classification</b>	<b>Basic strategy in processing the Business Model</b>
<b>Areas with high potential for tourism</b>	<p><i>These are less known touristic areas but they have a considerable potential for touristic development.</i></p> <p>The Business Model must provide initiatives to promote knowledge of the area and to attract more visitors by exploiting fishing activities as a central point of the identity of the area.</p>

<b>Classification</b>	<b>Basic strategy in processing the Business Model</b>
<b>Areas with a strong tourist presence</b>	<p><i>The Business Model must develop interventions to prevent that the development of tourism could bypass fishing communities.</i></p> <p>To promote fishing tourism activities it is necessary to work in close contact with the areas where tourism is already a well established activity.</p>

## Testing Areas

*All testing partners have highlighted a different aspect of the Business Model as distinctive of their experience. That is not to the exclusion of all other elements previously mentioned.*

### A • Underdeveloped or absent touristic scene

The establishment of a fishing tourism business in an area with an underdeveloped or absent touristic panorama is challenging but valuable. In this particular case, it is advisable to perform a detailed analysis and accurate planning of the advantages as well as of potential risks of such a bold and innovative entrepreneurial choice.

If successful, the fishing tourism activity thus becomes the main touristic attraction and focal point of the area, representing a crucial turning point for the development of the touristic sector as well as of the local economy in general. Therefore, it is essential to involve public authorities and local actors in the implementation of a touristic model and in the establishment of the necessary infrastructures and services for potential tourists.

The marketing strategy needs to be supported through an extensive and pervasive communication campaign, able to induce a widespread awareness and arise sufficient interest regarding the fishing tourism activity, thus attracting tourists to this specific service and promoting its enhancement of the traditional fishing heritage of an otherwise less popular area.

### *Core sections of the Business Model Canvas in an area with **underdeveloped or absent touristic scene***

- **Customer Segments (CSG):** *Locals, tourists interested in an innovative and sustainable experience*
- **Value Proposition (VP):** *Authentic, original and exclusive experience*
- **Communication and Sales Channels (CH):** *Extended promotional campaign*
- **Key Resources (KR):** *Absence of competitors*
- **Key Partners (KP):** *Public institutions and locals*

## **B • High potential for tourism**

### **Trabia, Italy**

Trabia is located on the Tyrrhenian coast of Sicily. Its traditional economy based on artisanal fishing activities has been declining in the recent years due to the development of industrial fisheries. Nonetheless, Trabia reveals a strong level of potential for touristic development. This is the results both of the presence of accommodation facilities, restaurants and general services and most importantly of its strategic location halfway between Palermo and Cefalù, two major tourist attractions. Although its potential is high, Trabia is not regarded as a touristic site by the general public and it is often passed or ignored by tourists moving from one place to the other. It is therefore important to include fishing tourism in Trabia as a part of a larger touristic picture present in the area as well as to present it as an opportunity to experience the heritage of knowledge and skills of traditional maritime crafts. The activities held in Trabia included:

- Trips on board of artisanal fishing vessels
- Demonstration of fishing methods, classification of fish and participation to fishing activities
- Storytelling
- Sightseeing
- Eating the catch of the day

### *Focus of the Business Model Canvas in Trabia*

- **Customer Segments (CSG):** *Tourists of the UNESCO Arab-Norman route of the area*
- **Communication and Sales Channels (CH):** *Targeted promotional campaign to potential tourists already present in the area*

- **Key Activities (KA):** *Participation of the tourists to fishing activities, sightseeing, storytelling, swimming and snorkeling in areas of difficult access for the public*
- **Key Partners (KP):** *Touristic infrastructures and facilities in the area*



### Rafina, Greece

Rafina is a port town located at short driving distance from the Greek capital Athens. Its port is the second largest of the Attica region. The implementation of fishing tourism activities in Rafina has been the result of an accurate, detailed and tailored planning; moreover, a tight cooperation with local and regional Stakeholders and *Key Partners* has been established. Several co-planning meetings and Focus Groups have been organised, involving not only fisherman but also: The Department of Fisheries of Regional Unit of East Attica, the authority issuing the licence; the Rafina Local Association of Artisanal Fishermen; the Attica Association of Restaurants; the Local Association of Marikes coastal zone – Nireas Association; a Rafina High School representative, local tourism agents.

In addition, the innovative technology of Virtual Reality videos has been developed and adopted as a *Communication Channel* to promote fishing tourism activities: special glasses enable an immersive experience on the vessel, underwater or in cultural and natural landmarks of the area.

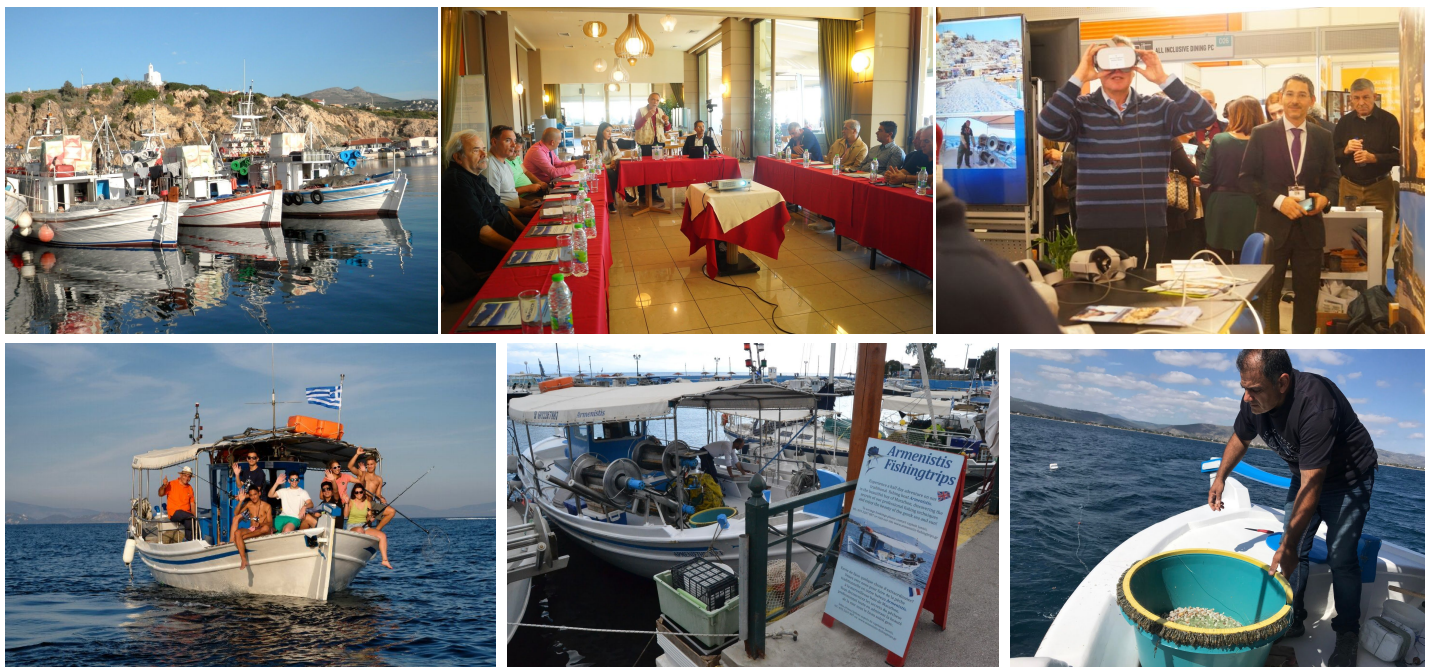
### *Focus of the Business Model Canvas in Rafina*

- **Value Proposition (VP):** An all-inclusive ticket is necessary for better communication between fishermen, tourists, tour operators and restaurants.
- **Communication and Sales Channels (CH):** Innovative technology for promotion. Communication strategies should be adopted in synergy with municipalities and tour operators and directed also



to tourism markets outside of Greece. Furthermore, the communication and promotion should not stop during the colder months.

- **Customer Relationship (CR):** Brochures in multiple languages; English-speaking staff on board; keeping in contact with tourists to rely on referrals.
- **Key Activities (KA):** Alternative itineraries for walking experience; in case of scarce catch or numerous groups, supplementary fish should be added to prepare an adequate meal, if included in the tour activities. Cooking within the vessel proved dangerous, unsafe due to way weather conditions.
- **Key Partners (KP):** Municipalities, associations, restaurants, hotels, tour operators.



## Puglia, Italy

The areas of the Puglia region where the Business Model was implemented were Monopoli, Savelletri and Mola di Bari. The coast of Puglia is invested by seasonal tourist flows every year, but these towns in particular are located close to large cities as Bari and can represent a touristic attraction even for local visitors interested in reconnecting with their roots and traditions. Fishermen have been assisted by a marine biologist providing tourists with information concerning the marine ecosystem, the various species caught and their specific characteristics. The experience has also been enhanced by the visit to

inland sites related to fishing, such as traditional fishermen houses, the lighthouse, religious chapels. Tourists were accompanied through a three-steps knowledge transfer experience mainly concerning:

- inland stories and biodiversity;
- fish species and fishing gears;
- fishermen traditions, customs and habits.

### *Focus of the Business Model Canvas in Puglia*

- **Customer Segments (CSG):** Seasonal tourists and locals
- **Value Proposition (VP):** Rediscover traditions, learn about the ecosystem, experience both marine and on land activities
- **Communication and Sales Channels (CH):** Social media and advertising
- **Key Activities (KA):** Participation to fishing activities, trips on board and inland tours, storytelling
- **Key Partners (KP):** Collaboration with a local cooperative; biologist for scientific details.



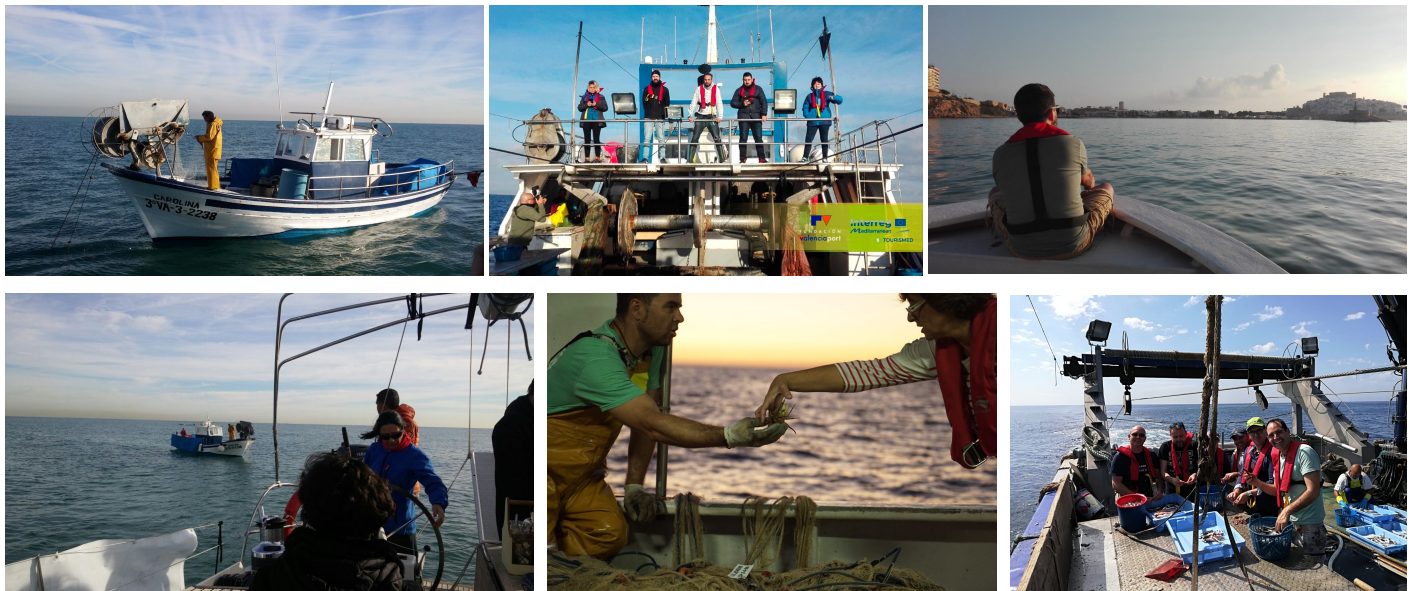
## **C • Strong presence of tourism**

### **Valencia, Spain**

The city of Valencia and the Valencia region are important touristic destination all year round. Therefore, the implementation of fishing tourism activities has acquired a regional dimension, taking place in the three provinces of the Valencia Region. In the different provinces, there have been various conditioning factors, both on administrative and meteorological level, that have altered the initial planning of the tests. The vessels involved were both artisanal fishing boats and trawlers; the



methodologies adopted included: the *observation* of fishing methods from the vessel as well as an activity of *accompaniment*, in which the tourist is boarded on a sailboat that follows the fishing vessel throughout the working day. A visit to the fisherman's facilities in the port area has been provided and, in the case of longer trips, the outings have included *breakfast* and *lunch*.



## Corsica, France

The four cities of Ajaccio, Propriano, Bonifacio, Solenzara where the Business Model was tested are all important touristic sites in Corse. The planning phase involved several local actors as Key Partners, including fishing associations, public bodies and touristic information offices. The approach for the implementation of the activities tested two different strategies:

- *Info Point*: the role of Tourist Information Offices was strategic. In fact, tourism professionals working in these institutions were trained to inform tourists about the opportunity to experience a fishing tourism trip as part of the touristic offer of the area.
- *Fisherman*: the fisherman involved acted as the overall Key Actor within the whole process and decided to use his own fish shop - located on Solenzara's main street - as a showcase for his fishing tourism trips, opening up his Customer Segments to his regular clientele of fish products buyers.

The promotion of the activities was organised within the event of "The Month of Fishing Tourism in Corsica" and a strong social-media based communication campaign was established through the development of a daily plan of contents and the publication of several speaking-images.

- **Customer Segments (CSG):** international tourists, regular clientele of the fisherman, youth backpackers, couples and families
- **Value Proposition (VP):**
  - strategic “attractor” able to link sea and mountain, coastal tourism with inner and agro-tourism
  - showcase of the inner and agro-tourism areas and products
  - diversification of touristic activities in the area
- **Communication and Sales Channels (CH):** Targeted social media campaign, Info points, fisherman’s shop
- **Revenue Streams (RS):**
  - organisation of cooking course based on caught fish (30€)
  - informal learning opportunities organised during the trip
  - buying videos/photos of the fishing tourism experience (50€)
- **Key Activities (KA):**
  - Participants underlined that fishing tourism is a “way to discover the artisanal fishing methods”, that is is a “way to exchange experiences with fisherman” as well as “to learn about maritime ecosystem”.
  - Participants underlined also that “it is important to have to possibility to fish” or at least “to be actively involved in fishing, e.g. helping fisherman during the fishing activity”.
  - Another important aspect is that related to the “possibility to eat caught fish”. So, the fishing tourism activity could be enriched with itti-tourism activities as well as the organisation of cooking course based on caught fish;
  - Attending informal learning opportunities organised during the trip as for maritime ecosystem
  - Buying videos/photos of the fishing tourism experience
- **Key Partners (KP):** Info Points

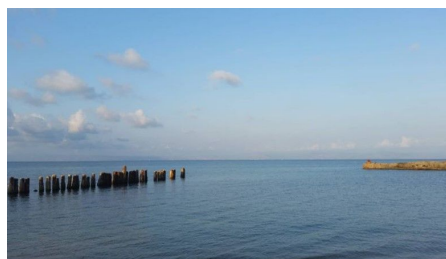




## Durrës, Albania

Durrës has one of the most important fishing and touristic ports of Albania. It also offers a number of viewpoints, historical sites and complementary activities to include in the fishing tourism experience. For this purpose, the collaboration with *Key Partners* of the touristic sector, such as restaurants, hotels, archaeological and historical sites and areas of environmental interest, has been crucial in the development of fishing tourism itineraries and for their integration into the local touristic scene. The *Key Activities* carried out during the tests included: the observation and the practice of different fishing methods; guided tours of natural and historical landmarks; lunch with the catch of the day.

Fishing tourism is an unprecedented initiative in Albania, therefore there is a need for a legal definition, regulatory acts, practical framework and experience in this field. The potential of a combination between the artisanal and traditional fishing heritage with the touristic offer of the Durrës district is undeniable. For this reason, it is necessary to define an operational framework regarding: the development of itineraries and packages, the establishment of seasonal limitations, the definition of prices and the implementation of supporting policies on national and local level.



## Feasibility Evaluation

The decision to establish a FishingTourism business requires to perform a preliminary evaluation of potential advantages and disadvantages of the entrepreneurial initiative, able to account for economical and personal factors as well as for the needs of the local community. This can help to foresee obstacles and to define an action oriented to the management of both positive and negative situations.

## Potential Advantages

(source: Farnet)

- **Increase** and **diversification** of **income** for fishermen; **occupation** in the area; higher contribution from taxes to the development of local infrastructures
- Promote consumption of **local fish** and local products in general
- Preserve the marine **environment** and **ecosystem**
- Strengthen the economic and environmental **sustainability** of fishing, enhance the attractiveness of this sector for younger generations
- Enhance the **recognition** and **visibility** of fishing: raising **awareness** in consumers about the importance of sustainable fishing as well as highlighting the relevance of fishing for the **identity** and attractiveness of an area
- Improving **cooperation** within the area through the involvement of public authorities and local stakeholders.

## Potential Disadvantages

(source: Farnet)

- **Competition** for **scarce resources**, in terms of fish provision, space, infrastructures, personnel
- Insufficient and uncertain income, seasonal job

*In areas with a developing or strong touristic sector:*

- Inward investment to the area of **non-local large companies**: the generated income does not remain in the area
- **Large scale tourism**: import or override of local personnel and resources, less attention to quality and sustainability
- Pressure, sectorial **conflicts** and environmental damage from high touristic activity
- **Commodification of local assets**: local values and lifestyle are in danger of adjustments and distortion to fit the touristic demand.

## Financial Viability

Ensuring economical balance and the creation of profit is at the heart of a successful business. Naturally, costs must be subtracted from revenues to create profits.

All activities related to a business involve costs. The creation and distribution of *value*, the *relationship* with customers, marketing and promotion are all activities that imply the occurrence of costs. These costs can be calculated after the definition of Key Resources, Key Activities and Key Partners. The identification of costs, both fixed and variable, as well as the definition of a strategy to balance and manage these expenses is essential to the survival of the activity.

#### *Cost Structure (CST):*

- Fuel
- Maintenance cost of the vessel
- Personnel
- Insurances
- Vessels adaptation and safety equipment
- Informative material
- Commission expenses
- Certificates and Licence
- Advertising costs
- Commission on Booking
- Taxes and Social Security

#### *Revenue Streams (RS):*

The main source of revenues for *FishingTourism* is the sale of tickets. The price depends on the Costs Structure. In fact, higher costs of fuel, insurance, working hours, determine the need for higher prices. Therefore, *FishingTourism* focuses on adding value to the experience rather than on the deflation of prices to attract customers.

The overall cost of the fishing tourism day needs to be split among the number of tourists on board. The lower number of tourists that the vessel can host, the higher the price should be. Therefore, a smaller number of tourists on board could be detrimental for the survival of the business and demands for additional evaluation and planning.

## **SWOT Analysis**

Both the designing and the implementation of *FishingTourism* have been valuable opportunities for the identification of *Strengths*, *Weaknesses*, *Opportunities* and *Threats* of the Business Model. These can be summarised through a SWOT Analysis.

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<p>Capitalisation of the expertise that the fisherman already has and of the resources and facilities of the area</p> <p>Taking advantage of the presence of tourists already visiting the territory</p>	<p>Need to develop personal and social abilities</p> <p>Need for a suitable communication strategy and a logical organisation of the activities</p> <p>Need for a joint territorial promotion of the itineraries</p>	<p>Proposing a “reason to stay” to tourists already visiting the territories</p> <p>Additional sale of photo or video of the experience</p> <p>Cooking the catch or implementing a short cooking course to learn traditional recipes</p> <p>Pick-up service, better quality of drinks and snacks, gadgets</p> <p>Additional hosting service provided by fishermen to tourists through online booking platforms</p>	<p>No catch or not enough fish caught for all tourists to eat - need for additional fish or other food</p> <p>Uncontrollable factors: meteorological, legal</p> <p>Risk of financial imbalance of Costs and Revenues</p>

## Annex I: Recommendation Document

### *Practical guide and toolbox for the implementation of the FishingTourism Model*

Extract of the TOURISMED Deliverable 4.2.3

This practical guide and toolbox aims to facilitate the dissemination of the fishing tourism model in the whole MED area, by giving operational and practical recommendations to local authorities and fishermen that want to implement fishing tourism activities.

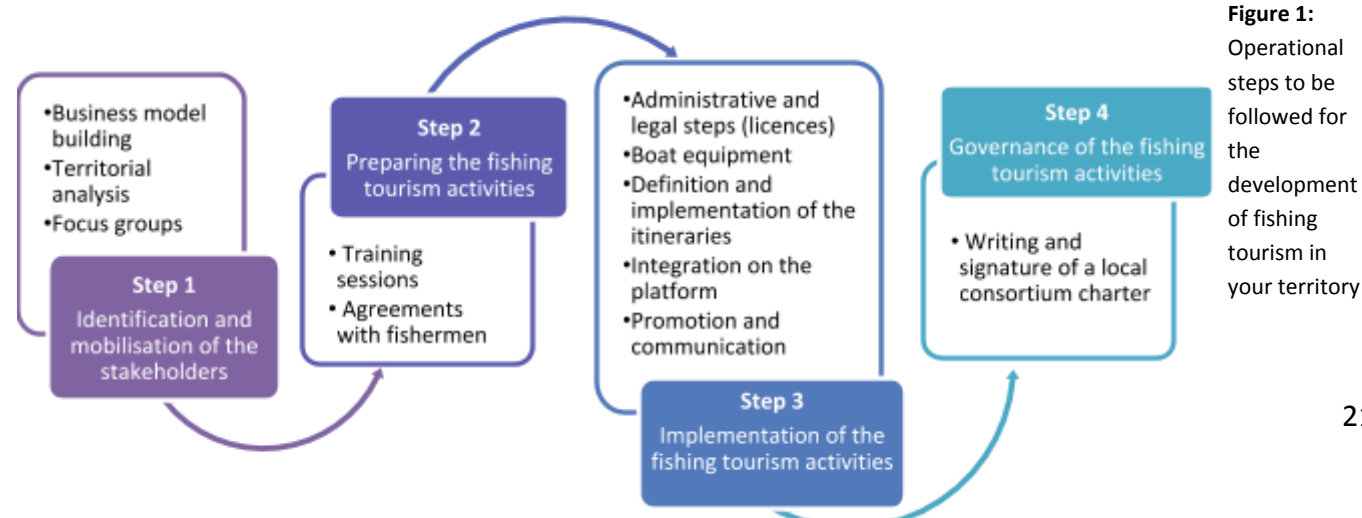
The document contains **recommendations on how to implement the fishing tourism model** and appropriate measures that facilitate its realisation according to the criteria established **to protect the marine ecosystem and fishing resources**.

The TOURISMED partners agreed to design this recommendation document as a **practical guide and a methodological operational framework** for the implementation of the fishing tourism model at local level. It contains:

- A **synthetic and clear methodological note** describing **step by step** the actions to be implemented,
- A **toolbox** gathering all the documents, tools and guidelines produced during the TOURISMED project that could be useful on the field to permit the achievement of each step.

### Recommendations to local authorities and/or collective stakeholders

This first part is targeting the organisations (fishermen cooperatives, tourism destination manager, local authorities, etc.) that would like to develop and consolidate fishing tourism activities and offer on their territory. It details, step by step, the actions to be implemented, and the methodological and practical recommendations as well, to insure the actions' efficiency.



## STEP 1: Identification and mobilisation of the stakeholders

### Actions to be implemented:

- ✓ **Business model adaptation:** One of the main TOURISMED Output is a business model for fishing tourism, that could be adapted to local specificities. The adaptation of this model will permit to identify the core aspects of the local fishing tourism business focusing on key activities, key resources, value proposition, customer relations and segments, key partners, cost structure and revenue streams.
- ✓ **Territorial analysis:** A state of art will provide information on to which extent fishing tourism is practiced in the territory, while a feasibility study will identify key information about local specificities such as: Natural and cultural resources characteristics; Environmental considerations; Permitting processes and necessary approvals; Safety concerns; Economic viability.
- ✓ **Focus groups:** A local focus group with a large diversity of concerned stakeholders (fishermen, fishing organisations and administrations, tourism stakeholders and organisations, local authority, etc.) should be organised, following a participative approach, in order to: promote the commitment of local stakeholders, but also to assess how to link the fishing tourism business model and the local specificities, needs and potential related to fishing tourism.

### Recommendations:

- At this stage, **it is crucial to plan the activities with all the community of the concerned stakeholders**, and specifically with fishermen associations and organisations. Be careful to involve collective organisations, it will have a direct effect in terms of confidence, trust and legitimacy.
- Do not forget to **invite to the first meeting other key stakeholders indirectly concerned like restaurants, hotels, tour operators, local authorities or even fish retailers**. They have to be part of the game, and will contribute directly to the success of the fishing tourism products. You can highlight/reward their commitment by posting logos-stickers in the enterprises' places.
- At this early stage, **try to identify a leader, the good person who is able to mobilise and lead the community** of involved stakeholders: it could be the stakeholder who will market / commercialise the fishing tourism product as well as a fisherman.

### Tools, templates and guidelines:

- Refined fishing tourism business model (En)
- Territorial analysis guideline (En)

### Useful outputs, examples and documents:

- Territorial analysis report (En)

## STEP 2: Preparing the fishing tourism activities

### Actions to be implemented:

- ✓ Training sessions: It is highly recommended to organise training courses to fishermen, to cover topics related to fishing tourism: Formal procedures for authorisation, Health and safety measures on fishing vessels board, Navigation safety rules, Hygienic and sanitary rules concerning food handling and storage, First aid measures, Management of a fishing tourism enterprise: bureaucratic and administrative aspects, Promotion and marketing notions for the tourism and hospitality sector, Biology of the main local commercial species and conservation of marine ecosystems and fisheries resources, Waste disposal principles and environmental regulations for the safeguard of the sea, Common and traditional fisheries systems and gears relevant for fishing tourism.
- ✓ Agreements with fishermen: in order to insure the involvement of key stakeholders in the development of a territorial fishing tourism product, it is highly recommended to sign agreements with: fishermen and/or fishery organisations (in order to ensure the direct involvement of the specific target group they represent, in the activities), but also with potential partners and external stakeholders, that wants to actively contribute to build a fishing tourism product integrated in the territory.

### Recommendations:

- To insure the success of the training courses, **be sure that your pedagogical approach will keep the attention of the fishermen**, by using attractive materials, interactive and participative approach
- The effectiveness of the training sessions will be increased if **the trainer is himself a fisherman or a professional from the fishing sector**.

### Tools, templates and guidelines:

- Agreement with fisherman template (En)
- Training programme guideline (En)
- Manual for trainers (En, It, Fr, Al, Sp, El)
- Manual for trainees (En)
- Certificate template (En)

### Useful outputs, examples and documents:

- Training Materials (It, Fr, Al, Sp, El)
- Certificates (It, Fr, Al, Sp, El)

## STEP 3: Implementation of the fishing tourism activities



### Actions to be implemented:

In this phase, your organisation should support the involved fishermen for the preparation, the implementation and the management of fishing tourism activities; it includes a technical and administrative support for:

- ✓ License procurement and satisfaction of legal requirements
- ✓ Boat equipment
- ✓ Definition and implementation of the itineraries
- ✓ Integration of the itineraries on the platform
- ✓ Promotion and communication of the itineraries

### Recommendations:

- **For obtaining the fishing tourism license**, verify the **ability for the use of the VHF material**
- Upstream to the equipment of the boats, **consult and associate the certification bodies and public authorities**, to be sure that **they will validate the equipment**.
- When **designing the fishing tourism itineraries**, it will be important to **associate and involve tourism operators**: they know better the interest centers and consumers habits of the tourists, and will be of good advice for the design of the touristic packages, **to be sure that the touristic product will attract tourists**.

### Tools, templates and guidelines:

- Pilot Testing Methodological Guideline (En)
- Itinerary templates (En)
- Interpretative panel template (En)
- Outdoor Sign (En)
- Brand logos and materials (En)
- Customer satisfaction survey template (En)

### Useful outputs, examples and documents:

- Itinerary plans (En, It, Fr, Al, Sp, El)
- Local Interpretative panels (En, El)
- Local brochures and flyers (En, It)

## STEP 4: Governance of the fishing tourism activities

### Actions to be implemented:

- ✓ Writing and signature of a local consortium charter: in order to insure through time the constant quality and the sustainability of fishing tourism activities in your territory, it is crucial to build a local consortium (i.e. a multi-stakeholder organisation) that will take in charge the management of the fishing tourism activities and products you developed in the area. The consortium building process should include the negotiation and the co-writing of a local charter that aims to regulate the roles, functions and operation system of such a local consortium.



## Recommendations:

- **The local consortium charter should be co-written following a participative approach**, involving all the stakeholders, in order **to guarantee the long term commitment of the signatory parties**, and to avoid a simple 'opportunity effect'.
- **The rules, mutual commitments and control process should be directly negotiated and decided by the signatory parties**: they will accept better constraints that they have chosen than constraints imposed by a superior authority.

## Tools, templates and guidelines:

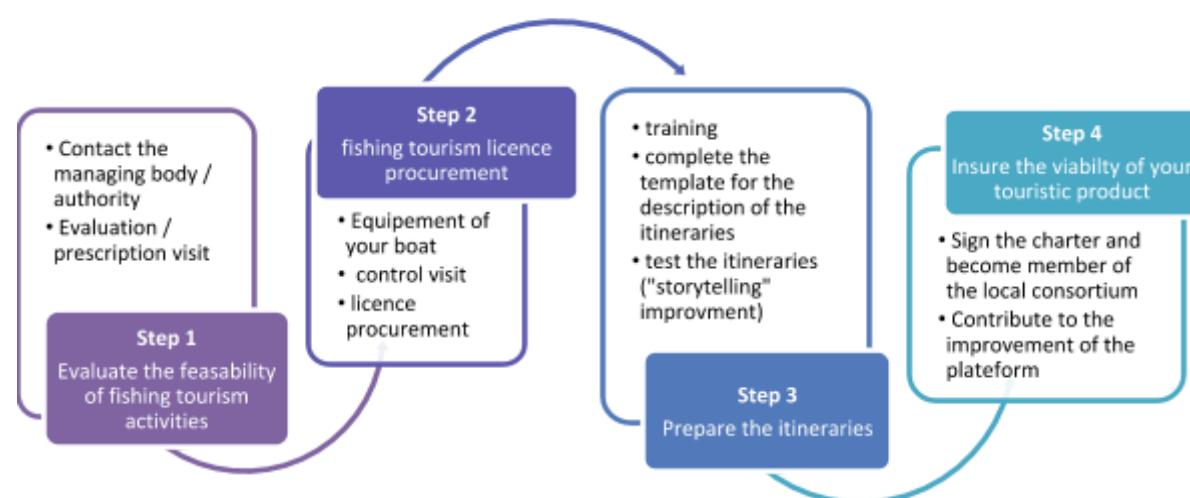
- Fishing Tourism Agreements Guideline (En)

## Useful outputs, examples and documents:

- Local charters (It, Fr, Al, Sp, El)

## Recommendations to fishermen

This second part of our practical guide is targeting the fishermen who want to practice fishing tourism activities in a territory where there is already an authority/body in charge of the management and coordination for local fishing tourism (public authority, tourism destination manager, local fishing tourism consortium, fishing cooperative, etc.). It details, step by step, the actions to be implemented by fishermen and some technical recommendations related to the local conditions for practicing fishing tourism.



**Figure 2:** Operational steps to be followed by fishermen for the practice of fishing tourism

## Specific recommendations for Valencia (Spain)

### Step 1 - Evaluate the feasibility of fishing tourism activities

Resource person to contact for advice and support: Carolina Navarro Correcher, Area Manager- Fundacion Valenciaport, Muelle del Turia s/n, +34 687 629 583

Contact details of the responsible administration: Generalitat Valenciana, Conselleria de Agricultura, Desarrollo Rural, Emergencia Climática y Transición Ecológica, C/ DE LA DEMOCRACIA, 77 - Valencia, +34 961247178

### Step 2 - Fishing tourism licence procurement

Legal constraints to be respected to practice fishing tourism and to obtain the licence:

The legal regulation for this activity is established on the Royal decree 56/2017, of 28 April, “del Consell, por el que se regulan las medidas para la diversificación pesquera y acuícola en la Comunitat Valenciana”.

1. In addition to natural persons, the following legal persons may carry out any of the activities the principal objective of which is one or more of the purposes referred to in paragraph 3:

- ✓ Commercial entities constituted by holders of authorizations, concessions or licenses referred to in paragraph 2(a), fishermen's associations or organizations of fishing producers.
- ✓ Service companies linked to tourist, leisure, educational or cultural activities covered by the decree, together with the holders of the authorisations, concessions or licences referred to in paragraph 2(a), fishermen's guilds or producer organisations, by means of an agreement in which the members of the fishing sector have a decision-making percentage of more than 50 %.
- ✓ Commercial entities constituted by service companies linked to the development of tourist, leisure, educational or cultural activities covered by this decree together with the holders of authorisations, concessions or licences referred to in paragraph 2(a) of this article, fishermen's associations or producer organisations, provided that more than 50 % of the shares or holdings of the entity belong to members of the fishing sector.

2. General requirements to be met by natural or legal persons wishing to carry out these activities:

(a) hold an authorisation, concession or professional licence for fishing, aquaculture or shellfishing.

(b) Draw up a descriptive report of the activities they wish to carry out and the technical means and resources that must be used to do so.

(c) Have the corresponding policies and insurances according to the activity, and specifically the following ones:

- ✓ Coverage of civil liability for personnel outside the boat when the activity takes place on board a professional fishing boat.

- ✓ Coverage of civil liability for personnel outside the enclosure when the activity takes place in an installation.
- ✓ Civil liability insurance covering all participants in the activity when the activity takes place on land within the framework of marine tourism.

3. Complementary requirements to be met by the requesting persons, in the case that the activities take place on board vessels:

- ✓ Be inscribed and registered in the General Registry of the Fishing Fleet.
- ✓ To certify that they comply with all the conditions established in article 74 ter of Law 3/2001, of 26 March, on State Sea Fishing, in the event that the fishing-tourism activity is carried out.

The conduct of tourist fishing activities shall comply with the following safety conditions:

- ✓ They must be carried out in accordance with the conditions laid down in the specific implementing legislation for the fishing modality, with regard to times, timetables, catch limits and authorised zones.
- ✓ A valid civil liability insurance or other equivalent financial guarantee covering possible damage to the entire passage shall be available, in compliance with the requirements of Article 74ter of Law 3/2001 of 26 March on State sea fishing, added by Law 33/2014 of 26 December.
- ✓ The boats will have the elements of rescue and security in sufficient number and type for all the people who embark. The first-aid kit on board must be appropriate to the type of navigation carried out by the vessel.
- ✓ The skipper of the vessel shall be responsible for the safety conditions under which the passenger embarkation takes place. The boarding of minors shall not be admitted without the written authorization of the father, mother or guardian or persons requiring special assistance in conditions that are not compatible with the safe practice of the activity.
- ✓ The vessel shall have secure means of access for the passage.
- ✓ The fishing activity can only be exercised by the crew of the vessel. The handling of fishing gear and auxiliary elements shall only be handled by the crew. These operations shall be carried out at all times bearing in mind the presence on board of the passenger not familiar with the fishing activity. In the event that the type of gear, manoeuvre or specific activity makes it necessary, for safety reasons, spaces shall be provided on board in which the passage is free from danger and access to certain areas of the vessel shall be prohibited during manoeuvres involving risk.
- ✓ All information on the ship, the safety measures to be complied with and the conditions under which the activity is to be carried out shall be provided in writing to the passenger in advance of the time of disembarkation. Such information shall also be conveyed orally and in a comprehensible manner.
- ✓ The master or master of the vessel shall be responsible for ensuring that both the meteorological and operational conditions of the vessel are appropriate for the conduct of the activity,
- ✓ The passenger must wear, at all times, the life jacket and other safety features necessary for the type of activity carried out on the vessel where the fishing tourism is to take place.
- ✓ Regardless of the limitations imposed by the vessel's certificates, its constructive condition, operating conditions and safety and rescue elements, the maximum number of passengers allowed shall not exceed:
  - For vessels up to 8 meters in length, 2 persons.
  - For vessels of more than 8 meters up to 12 meters in length, 4 persons.
  - For ships or boats over 12 metres up to 20 metres in length, 8 persons.

- For ships or boats over 20 metres in length, 12 persons.
- ✓ In case the activity is carried out by means of auxiliary and transport vessels, from the fourth and sixth lists respectively of the Register of Vessels, that accompany the vessels during part of the fishing without carrying out extractive fishing, the limits will be:
  - For vessels up to 8 meters in length, 4 persons.
  - For vessels over 8 metres and up to 12 metres in length, 8 persons.
  - For vessels of more than 12 metres and up to 20 metres in length, 12 persons.
  - For vessels of more than 20 metres in length, 14 persons.

In case they were necessary, the works of adaptation of the vessel for this activity will be treated as a modernization, as regulated in Royal Decree 1549/2009, of 9 October, on management of the fishing sector and adaptation to the European Fisheries Fund or rule that replaces it, without being able to increase, in any case, the capacity of the vessel, neither in GT nor in Kw, as well as fishing capacity.

By regulatory provision may establish the times, times and areas authorized to carry out fishing demonstration activities, understood as activities that are carried out with gear or professional fishing gear that can lead to the capture of fishery products.

For example, the equipment list for the pilot activities conducted in Xàvea was:

- ✓ NAVAL ENGINEERING PROJECT
- ✓ LIFE JACKETS ABANDONMENT
- ✓ AUTO-INFLATABLE VESTS WITH RADIO BEACON
- ✓ IMMERSION SUITS
- ✓ WALKWAY (MUST BE 38 CM WIDE) 0.38\*2
- ✓ CHILD ABANDONMENT VEST
- ✓ SIGNALLING (1 complete set)
- ✓ handles 30 CM
- ✓ Fuel

### **Step 3 - Prepare the itineraries**

Training session and support for fishermen:

Fishermen Associations can contact Turisme Comunitat Valencia to support them in this task. Turisme Comunitat Valencia has a programme, CreaTurisme, that aims at developing a whole series of actions to accelerate tourist products that expand the catalogue of creative, experiential, diverse, sustainable and seasonal offerings, as well as promote new tourist products of interest, such as Sailor or Fishing Tourism.

The frequency of the session should be decided taking into consideration the number of interested fishermen.

Advice and recommendations for the preparation and the organisation of new itineraries:

There are a lot of potential on this new touristic activity. The itineraries should take into account the period of the year, the nautical and weather conditions, the location (touristic towns or areas are more appropriate)

The guided tour should include:

- ✓ Welcoming
- ✓ Introduction of the fishing crew

- ✓ Explanation of the day programme (saling time, direction, fishing time, time of arrival....)
- ✓ Safety measures
- ✓ Tour through the ship
- ✓ Explanation of fishing methods
- ✓ Explanation of the main marine species
- ✓ Other activities needed in the fisher activity (maintenance of the ship, fish selection and preparation....)
- ✓ Explanation of the fish auction
- ✓ closure and farewell

#### Step 4 - Insure the viability of your fishing tourism activities

Become a member of the local fishing tourism consortium:

Please contact Carolina Navarro at [cnavarro@fundacion.valenciaport.com](mailto:cnavarro@fundacion.valenciaport.com)

Promote your itineraries on the [www.fishingtourism.net](http://www.fishingtourism.net) platform:

The TOURISMED fishing tourism platform is a valuable promotional tool in the services of the local economic operators (fishermen, travel agents, restaurants). But in order to be attractive for tourists and web users, the platform should promote only updated information of the itineraries, the costs and the contact details of the fishermen. Be sure that the information concerning your itineraries are regularly up to date.

### Recommandations spécifiques pour la Corse (France)

#### Etape 1 - Evaluez la faisabilité pour le développement d'activités de pécaturisme

Personne ressource à contacter : Rémi BELLIA, Petra Patrimonia Corsica, 2 Chemin de l'Annunciade - 20200 Bastia, + 33 (0)4 95 38 05 70

#### Etape 2 - Obtention de la licence de pécaturisme

Contraintes légales à respecter pour pratiquer le pécaturisme et obtenir la licence :

La réglementation du pécaturisme est régie en France selon le chapitre 10 de la division 227 de l'arrêté du 13 mars 2012 portant modification à la division 226, relatif à la sécurité des navires armés à la pêche d'une longueur égale ou supérieure à 12 mètres et inférieure à 24 mètres, et la division 227, pour la sécurité des navires armés à la pêche inférieure à 12 mètres, par la création respective des chapitres 9 et 10.

Le pécaturisme est une activité réglementée au titre des activités de la pêche professionnelle. Seul un navire qui détient un Permis d'Exploitation Maritime peut le pratiquer.

Les conditions ont été complétées, par façade maritime, par des doctrines des Directions Interrégionales de la Mer lors de Commissions Régionales de Sécurité.

En Méditerranée, des conditions météo doivent être respectées selon la taille du navire:

- Pour les navires avec cabine, les conditions météo sont à l'appréciation du capitaine,
- Pour les navires de 8m50 à 12m, sans cabine, les conditions météorologiques sont limitées à vent force 3 et mer belle à peu agitée,

- Pour les navires de 7m à 8m50 avec ou sans cabine, les conditions météorologiques sont limitées à vent force 3 et mer belle à peu agitée,
- Pour les navires de moins de 7m, les conditions météorologiques sont limitées à vent force 3 et mer belle à peu agitée et navigation en 4ème catégorie limitée à 5 milles du port de départ et 1 mille de la côte.

Pour pratiquer le pescatourisme, un patron pêcheur doit demander auprès de la DIRM Méditerranée un dossier de demande d'activité "pescatourisme". Avant de le remplir, il doit demander auprès du Centre de Sécurité des Navires de la DIRM une visite spéciale de son bateau pour juger de la conformité de son état et de ses équipements selon les conditions de la division 227.

Suite à cette visite, le patron pêcheur devra déposer le dossier demande dûment complété, avec les pièces demandées :

- Permis de navigation du navire
- Rapport de visite de sécurité
- Rapport de visite de l'agence nationale des fréquences
- Facture d'achat des Vêtements de Flottabilité Intégrés (gilet de sauvetage)
- Document Unique de Prevention
- Attestation d'assurance civile professionnelle pour le transport de passagers
- Copie du rôle d'équipage
- Copie de la décision d'effectif
- Schéma des zones de travail sur extrait de carte Shom

#### Contraintes concernant l'équipement et l'aménagement du navire :

Les équipements obligatoires sont les suivants:

- Brassières de sécurité en nombre suffisant pour le nombre de passagers autorisé à bord,
- Vêtements à flottabilité intégrés, en nombre suffisant pour le nombre de passagers autorisé à bord, avec port obligatoire pour les passagers,
- Dotation(trousse) médicale C (division 217),
- Drone de sauvetage suffisante en fonction du nombre de membres d'équipage et de passagers,
- WC obligatoire pour toute sortie en mer de plus de 6 heures,
- Equipement du navire, Radio VHF ASN,
- Système d'arrêt d'urgence des moteurs,
- Barrière de sécurité d'une hauteur de 1m à la station d'assise des passagers,
- Un siège fixe (amovible) par passager de 45 cm de largeur libre d'assise (place en cabine autorisée),
- Une zone dédiée aux touristes lors de manoeuvres particulières, d'un minimum de 0,5 m2 par personne.

### **Etape 3 - préparation des itinéraires et excursions**

#### Sessions de formation :

Des sessions de formation d'une journée peuvent être réalisées chaque année, durant les mois d'hiver, lors de la basse saison de la pêche, à destination de tous nouveaux patrons pêcheurs souhaitant pratiquer le pescatourisme.

Ces formations pourraient être dispensées soit par le Comité Régional des Pêches Maritimes et des Elevages Marins de Corse qui a seule compétence en matière de pêche à l'échelle de toute la Corse, soit par les prud'homies de pêche à l'échelle des ports et des quartiers maritimes d'Ajaccio, Bastia, Calvi et Bonifaccio.

Toutefois, ces organisations ne disposent pas des moyens financiers pour assurer chaque année de telles formations. Un soutien pourrait être apporté par les communes portuaires ou les regroupement de communes (Pôle d'Equilibre Territorial et Rural, communauté d'agglomération). Toutefois, la question des moyens financiers demeurerait la condition à leur réalisation.

#### Conseils concernant le choix des itinéraires et l'organisation des excursions :

Toute activité de Pescatourisme doit être intégrée à son territoire. La découverte du métier de patron pêcheur à bord du navire doit se faire en tenant compte de l'histoire du port et du littoral marin.

Aussi, il conviendrait pour tout nouveau patron pêcheur d'effectuer le pescatourisme selon ses habitudes de pêche mais aussi en intégrant un parcours qui pourrait retracer l'histoire du littoral et des pêcheurs locaux : découvrir des plages où autrefois les pêcheurs faisaient une escale pour se reposer, une crique fréquentée par des célébrités (chanteurs, acteurs...), un passage habituel des dauphins ou des cétacés...

Pour préparer ces itinéraires, un rapprochement avec les offices de tourisme est utile afin de disposer de toutes les informations nécessaires ou du moins pour que le patron pêcheur complete ses connaissances avec les professionnels de la promotion du tourisme local.

Une première sortie, une sorte d'éductour, peut être réalisée avec des agents des offices de tourisme afin de tester la sortie avant de recevoir les premiers touristes.

L'élaboration des itinéraires pourraient donner lieu à des formation sur la construction d'un récit relatif à l'histoire de la côte et/ou des aspects patrimoniaux portuaires. Cela renvoie à la problématique des moyens nécessaires pour les réaliser.

D'une manière générale, les pêcheurs, de part leur passion pour leur métier et lorsqu'ils s'engagent dans une démarche de pescatourisme, sont de bons communicants sur leur métier qu'ils illustrent souvent de récits personnels d'histoire familiale ou d'anecdotes locales.

#### **Etape 4 - Assurer la pérennité des activités de pescatourisme**

##### Vers des chartes locales de pescatourisme ?

Une charte du pescatourisme doit reposer sur un consortium local transversal aux domaines d'activité du pescatourisme en tant qu'activité de la pêche professionnelle : communes portuaires, affaires maritimes, organisations professionnelles de la pêche, organisations de la promotion du tourisme local.

Par expérience en France, c'est lorsque le pescatourisme est pris en charge par les acteurs du territoire qu'il fonctionne le mieux, comme par exemple le SIBA du pays Val de l'Eyre dans le bassin d'Arcachon.

Pour la Corse, les PETR et les communes, dont les offices de tourisme dependent, sont les plus légitimes à s'engager dans une démarche de charte.

Promouvoir ses itinéraires sur la plateforme [www.fishingtourism.net](http://www.fishingtourism.net)



Une fois les itinéraires définis, il est important de les communiquer aux Offices de Tourisme et de les télécharger sur la plateforme [www.fishingtourism.net](http://www.fishingtourism.net) afin d'en faire la promotion et de toucher un public plus large. La mise à jour des informations une fois par an, avant chaque nouvelle saison, est un minimum requis.

## Specific recommendations for Rafina (Greece)

### Step 1 - Evaluate the feasibility of fishing tourism activities

Resource person to contact for advice and support: Vassileios Tselentis, University of Piraeus, Karaoli & Dimitriou 80, Piraeus, 18534, +306974022062

Contact details of the responsible administrations:

East Attica and Northern Athens Sector Fishing Office, 17th km Marathonos Avenue, Pallini, 15351, +302132005190

Piraeus Regional Unit, Fishing Office, Psaron & Mpotsari 7, Drapetsona, 18648, +302131602662

### Step 2 - Fishing tourism licence procurement

Check-list of the legal constraints to be respected to practice fishing tourism and to obtain the licence:

- Own a professional fishing vessel up to 15 meters max.
- Own a professional fishing license for gear that excludes trawlers and beach seines
- The vessel must comply with the professional tourist vessels requirements
- The stability test is conducted with fishing equipment operating
- Carry up to 12 passengers
- Own a certificate of seaworthiness
- There must be enough space for the passengers' accommodation without hindering the fishing activity
- During fishing trips, the professional fishermen are demonstrating fishing techniques according to the standing national or communal legislation, using the gear and techniques that are defined in the professional licence of the vessel (excluding trawlers and beach seines). The fishing licence also includes the gear that passengers are allowed to use
- The fishing gear must be accommodated in a way that does not hinder the passengers' free and safe movements on-board
- The passengers are allowed to fish only with hooks on nylon lines (pulled by the vessel or set from the vessel) with no mechanical support
- The passengers are allowed to participate in fishing activities only if their safety is not at risk
- The captain is responsible for the passengers' safety
- Boarding for recreation trips with whole charter or daily sea trips are prohibited

Check-list of the equipment that must be on board to practice fishing tourism:

- Fishing equipment (according to the professional license of the vessel)
- Create enough space for the passengers' accommodation without hindering the fishing activity
- Accommodate fishing gear in a way that does not hinder the passengers' free and safe movements on-board
- Navigation lights (for night trips according to the Port Obligations)



- Electronic systems (radio, radar, sounder, GPS, satellite phone, EPIRB) depending on the type of the vessel
- Life jackets
- Round life savers with 15 m. rope
- Towing rope with ready to tie hooks (at least 20 m. long)
- Anchor with rope and chain
- Floating anchor
- Signaling flares and smoke signals
- Satellite phone with additional battery
- Fire distinguish equipment
- Medical equipment
- Radio
- Water pumps
- Jackknife
- Flashlight with additional batteries
- Oars
- Floating device for the 50% of the passengers (depending on the type of the vessel)

Check-list of legal constraints to be respected before departure:

- Verification of crew responsibilities:
  - Adequacy of food, water and fuel supply
  - Machinery and electric parts
  - Electronic systems (radio, radar, sounder, GPS, satellite phone, EPIRB)
  - Fire distinguish equipment
  - Rescue equipment
  - Navigation equipment
  - Steering, engine and transmission (also after departure)
  - Water pumps
  - Power generator
  - Emergency power systems, lights and fire pump
  - Compressed air systems
  - Vessel structure
  - Hull, hatches, ropes, anchors, propeller
  - Weather/tide conditions and forecast
- Fishermen must ensure that embarking/disembarking is safe and count the passengers in every embark/disembark
- Fishermen must inform the passengers for safety, acting on emergency occasions, rescue equipment, sun protection (for daytime trips), dangerous marine species.

### **Step 3 - Prepare the itineraries**

Training session and support for fishermen:

In case the consortium could get public funding for organising training sessions, this would enable the consortium to deliver systematic courses. We are considering to deliver training material produced within TOURISMED in the website of the project or in other local websites. When a new fisherman will show interest to the activity, he will

be able to examine the studies and the training material. After that, we could organise more personalised meetings in order to support the new fisherman in the entire process of getting a licence or promoting his business.

#### Advice and recommendations for the preparation and the organisation of new itineraries:

Depending on the type of the new itineraries, fishermen should cooperate with local environmental and cultural associations and with the municipality at a higher extend in order to support them for labelling the new routes.

The new itineraries should be organised in such a way in order to be compliant to the weather and wind conditions of each area and each month. The tourism season is open from May till September but not all of the coastal places are safe and suitable for families the entire summer period.

The fishermen should take into account that an all-inclusive ticket is more convenient for the tourists. Before planning the itinerary, they should consider potential services and costs, discuss it with their travel agent/s and restaurants they want to cooperate with, and then advertise their day at the sea under a single price per person/per family.

Fishermen need English speaking staff for all the vessels, regardless of the itineraries or the storytelling they choose. There are of course Greek tourists, but they could never really arrange to have only greek speaking customers or only english speaking tourists. So, they need to have english speaking staff all the time.

Storytelling can have a range of topics, such as:

- ✓ the fishing methods,
- ✓ the type of local fish, biology of the main local species
- ✓ the difficulties met depending on the weather conditions,
- ✓ the real job of the fisherman from catching the fish till selling it to the local market and the restaurants,
- ✓ recipes, fish products, healthy diet based on fish
- ✓ historical/cultural/natural characteristics of the spots they visit
- ✓ local maritime history

Storytelling should not be identical for all the fish trips and all of the tourists. The staff should understand the tourists' interests and focus more on the topics the tourists would like to discuss and learn about.

#### **Step 4 - Insure the viability of your fishing tourism activities**

##### Become a member of the local fishing tourism consortium:

Prof. Vassilis Tselentis will be the consortium manager. The process (not yet defined by all the members) should be:

- a) discussion with prof. Tselentis about the fisherman's interests, area of fishing, itineraries, way of cooperation with other members,
- b) completion of an application,
- c) meeting with existing members,
- d) signing the cooperation agreement,

e) provide details, offers and images for the [www.fishingtourism.net](http://www.fishingtourism.net) portal.

Promote your itineraries on the [www.fishingtourism.net](http://www.fishingtourism.net) platform:

The TOURISMED fishing tourism platform is a valuable promotional tool in the services of the local economic operators (fishermen, travel agents, restaurants). But in order to be attractive for tourists and web users, the platform should promote only updated information of the itineraries, the costs and the contact details of the fishermen.

The fishermen should promote the platform in social media, in tourism agents' websites, in hotel's websites.

The fishermen should check on a systematic base the information provided in the platform and update the context. Further, they could add new images and comments of the tourists.

## Specific recommendations for Trabia (Italy)

### Step 1 - Evaluate the feasibility of fishing tourism activities

Resource person to contact for advice and support: all participating fishermen from Trabia (please check the platform [www.fishingtourism.net](http://www.fishingtourism.net))

Contact details of the responsible administration: Capitaneria di Porto di Termini Imerese (Port Authority), Via Lungomolo, 1, 90018 Termini Imerese PA, +39 091 814 1007

### Step 2 - Fishing tourism licence procurement

Check-list of the legal constraints to be respected to practice fishing tourism:

- Not over 6 miles for vessels authorised to fish locally on the coast
- Not over 20 miles for vessels authorised to engage in close coastal fishing
- Practice is allowed all year round every day, including public holidays, during the daytime; if the vessel is equipped with accommodation of the same characteristics as those provided for the crew, also at night
- For the period from November 1 to April 30, the boats must be equipped with accommodation, fixed or removable, for sheltering under cover of persons embarked.
- The participation of tourists to fishing activities is permitted.

Check-list of the legal constraints to be respected to obtain the license:

***Documents to include in the application:***

- a copy of the vessel's safety notes;
- a copy of the stability test and/or a copy of the occasional stability test;
- copy of the safety notes, exclusively for the purposes of fishing tourism.

The authorisation does *not* have a pre-established duration by law, but it should be renewed after the expiry of the safety notes for the fishing tourism, i.e. every three years. However, each Port Authority is free to establish an expiration for the license. ***In the case of the Port Authority of Termini Imerese, the renewal is required every year, making it unsustainable for the fisherman that is forced to engage in bureaucratic processes year after***

year.

In addition to the specific safety notes for fishing tourism, the practical stability test carried out by the Italian Register of Shipping (RINA) is also required for authorisation to be granted.

Fishing tourism authorisation must be issued by the head of the compartment within sixty days of submission of the application.

Fishing tourism operators are required to update their safety documentation and, in the event of changes to the technical characteristics of the vessel, to submit a new application for authorisation.

Generally, the Maritime Authority requires, at the time of the issue of the authorization to exercise the activity of fishing tourism, an insurance policy in the name of the owner, which must be extended to the captain of the boat and the persons embarked, based on the maximum number authorized. The insurance contract must have as its object the coverage of civil liability against damage that may be caused involuntarily to persons on board, to port facilities or to third parties, both during navigation and during operations at the quayside.

***Necessary documentation for the issue of the fishing tourism authorisation and safety notes for fishing tourism to be presented to the Local Maritime Office of the Harbour Master's Office:***

- The application, in accordance with the stamp duty applicable to the vessel, must be referred to a single vessel and must be duly signed by the ship owner;
- License for smaller and floating ships, certifying the service and qualification of the unit in regular course of validity;
- Crew file, certifying the actual composition of the crew in relation to the service performed by the unit. In order to guarantee an optimal level of safety, no fishing tourism authorization will be issued to armed units with a single crew member. For this purpose, ***a second crew member will have to be taken on board already when the safety notes for fishing tourism are issued. This requirement is unsustainable for most vessels that have very limited capacity.***
- Fishing license, issued by the Ministry of Agricultural, Food and Forestry Resources, Directorate General for Fisheries and Aquaculture, in regular course of validity, i.e. Provisional Certification for Fishing;
- Photocopy of the certificate Safety notes for the fishing service, valid for the entire period. For vessels of less than three tons, a copy of the unit's safety notes shall also be provided;
- Photocopy of the certificate Safety notes for the Pesca Turismo service. In the same must be reported:
  - o the time limit of operation, i.e. a period, in any case between 1 May and 31 October; if there are removable accommodation for the covered shelter of the persons embarked, it must be indicated and the activity is permitted throughout the year;
  - o the maximum number of persons carried must not exceed 12;
  - o the possibility of possible use at night;
  - o the exclusion of the TRAIN fishing systems;
  - o any other information required by current legislation.
- Declaration for the purpose of issuing safety notes for fishing tourism, issued by the recognised body, valid for a regular period;
- Declaration of practical proof of stability for the sole purpose of fishing, issued by the recognised organisation, valid for a regular period;

- Declaration of practical proof of stability for the sole purpose of tourism fishing, issued by the Recognized Body, in regular course of validity;
- Copy of the audit report, if there are self-inflating life rafts;
- Test report/radiotelephone inspection, if any, in regular validity;
- License to operate the on-board radiotelephone system, where applicable;
- Limited certificate of radiotelephone operator for ships as per Decree 2005 for the use of on-board radio equipment;
- Photocopy of the old fishing tourism permit, if issued previously;
- Civil insurance for third parties transported in regular course of validity to cover the risks and accidents that may occur on board even during the use of fishing equipment;
- Signed declaration by the skipper of the vessel on the intended exclusion of the ban on the use of trawling systems during the tourist fishing season ;
- Fees charged for the current year;
- Stamp 14.62 euro to be affixed on the fishing authorisation for tourism.

If the issue of Safety notes to fishing tourism is requested, the following documents must be received:

- The application, in compliance with the foreseen stamp duty referring to the unit, shall refer to only one unit, the same shall be duly signed by the ship owner;
- Inspection report made by the local office, in the same must attest to the presence on board:
  - o of the safety equipment of the collective and individual type, the latter also referring to the embarkation of children;
  - o the medical equipment provided for by Ministerial Decree no. 279 of 25 May 1988;
  - o of the radiotelephone station of the obligatory type or of the portable VHF apparatus in marine band of the homologated type MM.PP.TT. (also indicating type and serial number);
  - o fire-fighting equipment, signaling, etc.;
  - o the existence of anything else required by current legislation on the subject;
- Stamp 14.62 euro to be affixed on the certificate safety notes for fishing tourism;
- Photo static copy of the certificate of payment of taxes for the purpose of the visit carried out for the issue of safety notes to fishing tourism.

The inspections related to the exercise of fishing tourism by verifying the documentation (records, invoices, etc..), proving the embarkation of persons for these purposes, cannot be separated from the more general checks at the dock by the representatives of the port authority offices.

Check-list of the equipment that must be on board to practice fishing tourism:

- The equipment for first aid is required by current legislation.
- Each boat must be equipped with a lifejacket with light for each person on board.
- All boats authorized to operate at a distance of more than 3 miles from the coast, must be equipped with survival craft or life rafts of sufficient capacity for all persons on board.
- Each vessel, except those operating within one mile from the coast, shall also be equipped with lifebuoys. The number of lifebuoys is proportional to the size of the vessel:
  - o Less than 10m: 1 annular lifebuoy with floating line
  - o Equal to or greater than 10 m and less than 24 m:
    - 1 Ring lifebuoy equipped with an ignition light
    - automatic and buoyant smoke-forming

- 1 annular lifebuoy with floating line
  - o Equal to or greater than 24 m:
    - 2 lifebuoys equipped with an ignition light
    - automatic and buoyant smoke-forming
    - 2 lifebuoys with floating line
- All boats must have on board fire extinguishers, distress signals, compass, charts of the area and must be equipped with VHF radiotelephone apparatus, including portable type.

### Step 3 - Prepare the itineraries

#### Training session and support for fishermen:

Trainings and meetings could be organised by the consortium either once a year or upon specific request. The opportunity of a tutoring program could also be included, in order to transfer fishing tourism competences from one more experienced fisherman to another through the mediation of the local consortium.

#### Advice and recommendations for the preparation and the organisation of new itineraries:

- Get info on the requirements
- Get in touch with local tour operators and info points
- Design an itinerary that includes beautiful and/or historically relevant stops, and plan the steps of the itinerary in a logical way
- Design multiple itineraries\options with different durations and focal points to fit the needs of your customers
- Research material for storytelling
- Research popular\traditional stories and/or historical\scientific facts related to the areas you visit
- Be clear and thorough
- Be open to questions and interaction with the tourists.

### Step 4 - Insure the viability of your fishing tourism activities

#### Become a member of the local fishing tourism consortium:

Contact details of the consortium representant / manager : Agostino Vallelunga, Tel.: +39 328 2380161

An application form will be provided to become a member of the Consortium. The form will include contact info and the declaration of agreement to the aims and commitments of the consortium. The Board will then approve the application.

#### Promote your itineraries on the [www.fishingtourism.net](http://www.fishingtourism.net) platform:

- Include as many info as possible in your online registration
- Use a nice picture
- Update your info regularly
- Check your booking channels regularly
- Networking with other fishermen (share tips and ideas).

## Specific recommendations for Puglia (Italy)

### Step 1 - Evaluate the feasibility of fishing tourism activities

Resource person to contact for advice and support: Marialucrezia Colucci, deputy president and responsible for Tourism of Cooperative Serapia, Via Mario Pagano, s.n. - Ostuni (BR), +39 328 6474719

Contact details of the responsible administrations: Port Authority – Fishery and Safety Section, Viale Regina Margherita, 1 – Brindisi (BR), +39 0831 521022/23

### Step 2 - Fishing tourism licence procurement

Steps to be respected to practice fishing tourism and to obtain the licence:

- Invite the Certification body (RINA/BureauVeritas) to visit the vessel to:
  - provide you indications on the improvements to be done for obtaining the authorization;
  - perform stability tests;
  - issue a first “Safety notes” document (which is sent – for information – to the Port Authority as well)
- Buy the necessary equipment and realize the requested improvements to the vessel
- Invite the (Responsible) Port Authority to visit the vessel to:
  - verify the compliance with the requirements laid down in the Certification body “Safety notes” document;
  - issue a second “Safety notes” document;
  - issue the final authorization for fishing-tourism

Check-list of the equipment that must be on board to practice fishing tourism:

The exact list of equipment and improvement to the vessels should be checked with the Certification body, because it depends on the features of the vessel and the number of persons to be hosted. In general terms it normally includes:

- Life jackets (for the number of people allowed on board)
- Life buoys, life jackets, dan buoy
- Inflatable life rats
- First-aid kit
- Shots of distress
- Floating ropes
- Non-slippery deck surfaces
- Compasses
- VHF devices
- Telescopic ladder
- Fire extinguishers
- Cover awning (where possible)
- EPIRB (for vessels sailing over 6 miles)



### **Step 3 - Prepare the itineraries**

#### Training session and support for fishermen:

The release of the license for fishing tourism at present does not requires compulsory training certification.

There are not pre-scheduled training offered, but under request we can organize private informative sessions. Feel free to contact us for receiving details on the modalities and eventual costs.

#### Advice and recommendations for the preparation and the organisation of new itineraries:

Collect and valorise stories and fables from the local tradition concerning the surrounding territory (on rocks, caves, lighthouses, etc).

Make sure to have and provide correct information on the marine ecology of your territory (fishing tourism is an opportunity to convey messages in terms of environmental protection, natural phenomena, fish species and fish consumption, etc.).

You can offer basic tours or premium tours hosting marine biologists on board that could improve the service offered to the tourist. Moreover, they can let you offer the service in English, French or Spanish.

Prepare a set of itineraries with different options (with or without lunch, longer or shorter) in order to respond to the needs of tourists, but make sure to always include the demonstration of the fishing activities (otherwise you can't call it "fishing tourism").

Make use of social media for sharing images of the trips. They can represent a plus for the tourist on board (if they give consensus) and attract new tourists.

Link up with other activities on land (restaurants, hotels, parks, etc).

Make agreements with other fishermen who practice fishing tourism in the area, for coordinating the activities. This could be particularly relevant in case of:

- Requests from groups larger than the number of people that you can host on board;
- New requests for dates in which you already took other reservation;
- Problems that hampers you to realise services booked and that can't be postponed (the other fishermen can substitute you).

Joining our consortium could facilitate you in this perspective, coordinating several fishermen in the area.

During the itinerary, try to use histories and storytellings when the tourist can see the central element of the story (a fish or a cave, etc). You can ask to tourists if they have similar stories from their territory. They would feel more involved and they could bring new stories from other territories that you can mention in your trips.

### **Step 4 - Insure the viability of your fishing tourism activities**

#### Become a member of the local fishing tourism consortium:

Please contact Maria Lucrezia Colucci from Cooperativa Serapia at the contacts above.

You'll get information on the procedures advantages and disadvantages to join the Consortium.



Promote your itineraries on the [www.fishingtourism.net](http://www.fishingtourism.net) platform:

Invest in having high quality pictures of your fishing tourism activity, so that you can upload them on the platform (as well as on social media).

Add more than one itinerary, in order to respond to the request of the tourists.

Specify the boarding spot with precision, but trying to keep some steps away from any other fishermen already present in the platform (otherwise the profiles are overlapped).

The platform demands whether you offer services of pick-up and “keep the catch”. Make sure to have proper arrangements for them (and specify that they should be requested) if you want to activate them.

## Annex II: POLICY RECOMMENDATION

This part of the document contains **recommendations** for improving the **policies** affecting the **regulatory framework** regarding the combination of touristic and fishing-related activities, both at European and national level, to facilitate the dissemination of the fishing tourism model in the whole MED area. The document will be submitted to the competent authorities and promoted through the project's web portal and communication channels. The document will focus on:

- **Problems related to the absence of a common legislative framework at EU and Mediterranean level**
  - the lack of a common and coherent regulatory framework on a transnational level;
  - the need for a harmonisation and simplification of the pre-existing legislation;
  - the legal and administrative obstacles encountered in each testing Country;
- **Development strategies**
  - suitable policies and strategies to **facilitate** the initiation and development of fishing tourism activities.

### Problems related to the absence of a common legislative framework at EU and Mediterranean level

The absence of a common regulation on transnational level causes discrepancies such as:

- Spain is the only testing Country in which the participation of **trawlers** to fishing tourism activities was allowed
- Not all territories allow the participation of the tourists to the fishing activities.

<i>Active participation of tourists is allowed</i>	<i>Active participation of tourists is forbidden - Only observation</i>
<ul style="list-style-type: none"> <li>● Italy</li> <li>● Greece - only with hooks on nylon lines (pulled by the vessel or set from the vessel) with no mechanical support</li> <li>● Albania - no legal specification</li> </ul>	<ul style="list-style-type: none"> <li>● Spain</li> <li>● France</li> </ul>

- Unsustainable legal requirements at national level

	<ul style="list-style-type: none"> <li>● The authorisation does <b>not</b> have a pre-established <b>duration</b> by law, but it is advised to renew it after the expiry of the safety notes for the fishing tourism, i.e. every three years. However, each Port Authority is free to establish an expiration for the license.</li> </ul>
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<p>Trabia - Sicily</p>	<p>In the case of the Port Authority of Termini Imerese, in charge of the release of fishing tourism licences in Trabia, <b><i>the renewal is required every year, making it unsustainable for the fisherman that is forced to engage in bureaucratic processes year after year.</i></b></p> <ul style="list-style-type: none"> <li>• No fishing tourism authorization will be issued to armed units with a single crew member. For this purpose, <i>a second crew member will have to be taken on board already when the safety notes for fishing tourism are issued. This requirement is unsustainable for most vessels that have very limited capacity.</i></li> </ul>
<p>Durrës - Albania</p>	<p><b>Complete absence of regulations:</b> this causes confusion and a high risk of discouraging the activity or, to the contrary, of the rise of unregulated and unsafe fishing tourism activities.</p>

## Suggested Development Strategies

On the basis of the above-mentioned framework, we, as TOURISMED project team suggests to:

- Establish a common and coherent legislative framework that imposes feasible and sustainable requirements
- Promote the inclusion of fishing tourism within the EU/National/Regional/Local development strategies through the active involvement of public authorities and policy makers
- Provide funds for the training of local fishermen towards the development of entrepreneurial and social skills as well as tools to implement touristic activities
- Encourage the establishment of fishing tourism association and the collaboration between fisherman and local actors in the touristic sector
- Capitalise the tools created within TOURISMED project in order to stimulate the creation of fishing tourism businesses in MED area

## **Annex III: Methodological Guide to Draft a Business Model**

# What is a Business Model?

A **Business Model** describes the **logic** with which an enterprise is able to create, distribute and capture the **value** of its product or service and address its target audience.

This model is developed through the **Business Model Canvas** approach, which describes in **nine elements** the four main **areas** of business:

- the product or service
- the customers
- the financial viability
- the infrastructures required

## The nine elements of a Business Model Canvas

- Customer Segments (CSG)
- Value Proposition (VP)
- Communication and Sales Channels (CH)
- Customer Relationship (CR)
- Revenue Streams (RS)
- Key Resources (KR)
- Key Activities (KA)
- Key Partners (KP)
- Cost Structure (CST)

The Business Model created through the "Canvas" method is particularly versatile as it allows the construction of a specific business model starting from **different perspectives**. It is in fact possible to adopt one of the nine elements as a **starting point** and then develop all of the others in light of the starting element. The Business Model is a system in which different elements influence each other based on internal variables and relations. Thus, the model acquires significance only if considered in its general and cohesive representation and can ensure its internal consistency both for the logical processes it must undergo, and for the possibility to update and arrange its fundamental parts.

The business models are potentially endless since they are adapted to the **fisherman**, a specific **territorial** context and a specific **customer** segments.

This information can be gathered through:

- **Preliminary analysis** of the **positioning** of the **fishing tourism activity** - touristic market in general in the area;
- **Analysis** of the **territorial strengths** of the cultural tourism proposals in the area, to integrate the fishing tourism offer into the system.

## Positioning and Preliminary Analysis

## Territorial Analysis

## Business Model

## Preliminary Analysis and Positioning

<i>The tourism sector situation in the operational area</i>		Absent	Growing	Steady	Decline
<i>Possible competitive advantages deriving from the connection with the tourism sector in an area</i>					
<i>Resources of the fishing area (fishing vessels, buildings, other structures) useful for tourist activities</i>					
<i>Presence of interest among fisheries operators to collaborate more closely with tour operators</i>				YES	NOT
<i>Presence of the skills necessary to carry out a tourist activity</i>				YES	NOT



## Preliminary Analysis and Positioning

Classification	Basic strategy in processing the Business Model	Classification	Basic strategy in processing the Business Model
Areas where tourism is poorly developed or absent	<p><i>The appropriate conditions must be created for the development of tourism in general and of fishing tourism activities in particular.</i></p> <p>It will be necessary to envisage a Business Model that supports the promotion, development or consolidation of infrastructures, services and basic tourism activities</p>	Areas with "high potential" for tourism	<p><i>These are less known fishing areas but have a considerable potential for the tourism development.</i></p> <p>The Business Model must provide for initiatives to promote knowledge of the area and to attract more visitors by exploiting fishing activities as a central point of the identity of the area.</p>

Classification	Basic strategy in processing the Business Model
Areas with a strong tourist presence	<p><i>The Business Model must develop interventions to prevent that the development of "traditional" tourism could bypass the fishing communities.</i></p> <p>To promote fishing tourism activities it is necessary to work in close contact with the areas where tourism is already a well established activity.</p>

## Preliminary Analysis and Positioning

PROS	CONS
<ul style="list-style-type: none"> <li>• Creation of income and work opportunities</li> <li>• Promoting consumption of local products and fish</li> <li>• Increasing economic and environmental sustainability of fishing</li> <li>• Cooperation on the area</li> </ul>	<ul style="list-style-type: none"> <li>• Competition for resources</li> <li>• Seasonal job</li> <li>• Conflicts in case of high touristic activity</li> <li>• Commodification of local assets</li> </ul>



## Territorial Analysis

Resources related to fishing		YES	NO
Natural resources:	rivers, lakes		
	beaches and bathing establishments		
Traditions	fishing vessels seaport		
	fishing vessels and their activities		
	farms and fish farms		
	shipyards and boat building		
	fishing festivals and traditions		
	maintenance and repair of nets		
	sport fishing places		
	fish processing plants		

Fish resources:	fresh fish and seafood		
	worked or canned traditional delicacies		
	local tradition recipes		
	fish markets and auctions		
	smoke facilities		
	seafood restaurants		
	fish bar and gastronomy take away		
	fish processing plants		

Local tourist context	tour operators and organizations		
	accessibility and infrastructure		
	services		

From each basic "starting element" it is possible to create different business models based on the interrelations that the focus point develops with the other basic elements.

### The Business Model Canvas

Designed for: \_\_\_\_\_

Designed by: \_\_\_\_\_

Date: \_\_\_\_\_

Version: \_\_\_\_\_

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		

## Building the Business Model: Key Resources (KR)

**Who are you? What material and immaterial resources do you own?**

vs.

**"What do I need to build and maintain my fishing tourism activity?"**

- physical resources
- financial resources
- intellectual resources - knowledge and competence
- human resources

<b>KR - KEY RESOURCES:</b> physical, intellectual, human financial	<b>VP - VALUE PROPOSITION</b> <b>CR - CUSTOMER RELATIONSHIP</b> <b>CH - COMMUNICATION CHANNELS</b> <b>CSG - CUSTOMER SEGMENTS</b> <b>RS - REVENUE STREAMS</b>
KR I hold	KR I do not hold
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

## Building the Business Model: Key Actions (KA)

**"What do you do?"**

These are the basic actions that must be taken to successfully implement the fishing tourism activity.

- Activities related to the implementation of fishing tourism;
- Activities related to the creation of solutions related to requests from customers;
- Activities related to the provision of services that allow the realization of the fishing tourism activity and its management and promotion.

<b>KA - KEY ACTIONS:</b> implementation, solutions, services	<b>VP - VALUE PROPOSITION</b> <b>CR - CUSTOMER RELATIONSHIP</b> <b>CH - COMMUNICATION CHANNELS</b> <b>CSG - CUSTOMER SEGMENTS</b> <b>RS - REVENUE STREAMS</b>
KA I do	KA I do not do
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

## Building the Business Model: Customers Segments (CS)

These are different groups of people or organizations that we want to reach and serve with the activity of fishing tourism, both “internal” and “external” customers.

**For whom do we want to create value?**

**Who are our most important customers?**

The segmentation allows to improve the tourist offer of the area trying not to duplicate activities or services already available. The proposal of individual tourist packages or oriented by customer segments can also:

- encourage tourists to stay in the area longer
- encourage visitors to make use of local resources that otherwise would not have known
- favour the division of marketing costs between individual operators
- allow all operators to take advantage of reservations and advance payments
- propose a more attractive tourist offer.

## Building the Business Model: Value Proposition (VP)

**“How are you useful?”**

This is the set of **products** and **services** and overall “**benefits**” that represent a “**value**” for a specific customer segment. This value is the reason why a customer chooses our fishing offer. Important elements to remember are:

- Quality of the service
- Seasonality
- Timeline and Change

What value do we transfer to the customer?	
What customer needs do we meet?	

What set of products and services do we offer to each customer segment?	
Segment:	
Segment:	

Personal values that I can transmit in the activity of fishing tourism	
--	--

Some elements that can contribute to the creation of value for customers in the fishing tourism business:

- Innovation
- Customization
- Price
- Accessibility

## Building the Business Model: Communication and Selling Channels (CH)

A Communication Plan is based on the differentiation between **national** and **international** audience, as well as **online** and **offline** communication tools. Its purpose is to:

- make the service recognizable to current and potential customers
- communicate the offer to the other tour operators in the area
- communicate to the local community the presence of the activity.

### Choice of Communication Channel

In which environment do I act?	
Where can I identify opportunities, dangers, competition and complementary activities? Which public markets do I address?	
How many different groups can be interested in my product and what are their dimensions?	
What are their characteristics?	
Through which Communication Channels do the Customer Segments want to be achieved?	
How are they currently achieved?	
How are the different communication channels integrated?	
Which Communication Channels are the most effective?	
What are the most convenient communication channels?	
How do they integrate with customer habits?	

## Communication Tools Characterisation

Services and Products Awareness	How can we raise public awareness about the services offered in our fishing activity?
They help customers in the evaluation of products and services	How can we help customers evaluate us in order to have continuous improvement prompts for the Customer Segment?
They allow customers to make the purchase	How do we give customers the opportunity to purchase our services?
They deliver the Value Proposition to Customers	How do we disclose (distribute) our value to customers?
Through the assistance they assure the Post sale satisfaction	How do we maintain the relationship with the customers after the experience of fishing in order to favour their return or encourage them to become our best distributors to get new customers?



OFFLINE TOOLS	ONLINE TOOLS
<ul style="list-style-type: none"> <li>• brochures, posters, leaflets, maps and other printed material</li> <li>• presence in publications specialised in tourism</li> <li>• press and professionals in the tourism sector visit programs</li> <li>• brand to identify the fishing activity</li> <li>• business cards</li> <li>• word of mouth.</li> </ul>	<ul style="list-style-type: none"> <li>• Website: to provide information and sell</li> <li>• E-mail: direct marketing and contact with customers and adapt to their preferences. A good database is indispensable.</li> <li>• Online advertising</li> <li>• Social media: use Facebook to learn more about the customer's preferences, or to communicate with potential customers, promote events.. Twitter can help increasing visibility. It is important to guarantee interactivity and invest the creation of content.</li> <li>• Online communities: chat rooms, forums and social networks</li> </ul>

## Building the Business Model: Communication and Selling Channels (CH)

From the point of view of the Personal Business Model Canvas, the question to ask becomes:

**"How do I get customers to know me? How do I bring the Value Proposition to Customers?"**

This question therefore contains the five classic phases of the sales process in direct marketing, namely:

- How potential customers can learn how you can help them and satisfy their needs
- How they decide whether to purchase the services we want to offer them
- How can they buy them
- How we deliver what customers buy
- How customer satisfaction is ascertained by the post-sales service

How do my Customers get to know the service I offer?	<input type="checkbox"/> TV <input type="checkbox"/> radio <input type="checkbox"/> leaflets <input type="checkbox"/> websites <input type="checkbox"/> e-mail <input type="checkbox"/> phone calls... <input type="checkbox"/> word of mouth <input type="checkbox"/> _____
How do they decide whether or not to buy my products/services?	
How do you describe and communicate the service you offer?	
How do they buy them?	<input type="checkbox"/> From the website <input type="checkbox"/> by a tour operator <input type="checkbox"/> in a hotel <input type="checkbox"/> talking to you <input type="checkbox"/> _____
How do you supply the purchased service?	<input type="checkbox"/> they must come to you <input type="checkbox"/> take them at the hotel <input type="checkbox"/> _____
How can I make sure they are really satisfied?	

## Building the Business Model: Customer Relationship (CR)

**"How do you interact with customers?"**

- Acquire customer
- Keep clients faithful customers
- Increase sales

What kind of relationship does each segment of our customers expect to establish and maintain with us?	
What relationships have we established?	
Are these relationships expensive?	
How do these relationships integrate with our Business Model?	

- **Research about customer segments**
- **Maintaining multiple lines of communication**
- **Be as clear as possible when interacting with a customer**
- **Always look for feedback**
- **Avoid discussing with a client**
- **Always be honest with the customer.**



### Customers relationships in the Personal Business Model

I interact above all:	<input type="checkbox"/> face to face <input type="checkbox"/> by e-mail <input type="checkbox"/> by telephone <input type="checkbox"/> _____
Development of relationships over time	<input type="checkbox"/> occasional <input type="checkbox"/> ongoing <input type="checkbox"/> to provide assistance <input type="checkbox"/> to give information <input type="checkbox"/> to propose new services <input type="checkbox"/> _____
You tend to take care of the customers <i>you already have</i> , focusing especially on their requests	
Do you tend to <i>increase the number of new Customers</i> ?	

## Building the Business Model: Key Partners (KP)

### "Who helps you?"

- Alliances between non-competitors
- Collaborative competition: partnership between competitors
- Development of new businesses
- Buyer-supplier relationships to ensure reliable suppliers

Who are my Key Partners?	
Who are my Key Suppliers?	
What key resources do I get from Partners?	
What Key Activities are performed by Partners?	

Three reasons for creating partnerships:

- Optimization and economies of scale
- Reduction of the risk and uncertainty
- Acquisition of particular resources or activities

## Building the Business Model: Revenue Streams (RS)

### "What do you get?"

"For what Value is each customer segment really willing to pay?"

- Selling of the Service
- Registration fees
- Renting
- Sale of goods
- Advertising
- 

Naturally, personal and "Intangible" benefits must also be included.

### The value that generates revenue streams

For what value are our customers really willing to pay?	
What do they pay for now?	
How do they pay currently?	
How would they prefer to pay?	
How does revenue stream contribute to general revenue?	

### Determination of price and price list based on certain variables

<b>Price List:</b>	<i>Dependent on product characteristics:</i> the price depends on the number or quality or characteristics of the value proposition
Fixed prices for individual products, services or other offered value propositions	<i>Dependent on the Customer Segment:</i> The price depends on the type and characteristics of a customer segment
	<i>Dependent on the Amount:</i> The price varies according to the quantity purchased

## Building the Business Model: Cost Structure (CS)

**"What do you give?"**

Costs must be subtracted from revenues to create profits.

What are the most important costs of our Business Model?	<input type="checkbox"/> _____ <input type="checkbox"/> _____
Which key resources are more expensive?	<input type="checkbox"/> _____ <input type="checkbox"/> _____
Which key activities are more expensive?	<input type="checkbox"/> _____ <input type="checkbox"/> _____

The cost structures can have different characteristics:

- Fixed costs
- Variable costs
- Economies of Scale

## Identification of the main costs compared to the different areas of activity

**What do you have to do to keep your business going?**

**What are your costs?**

	<b>COSTS OF</b> <b>KEY RESOURCES</b> <b>KEY ACTIONS</b> <b>KEY PARTNERS</b>	<b>Monthly Cost</b> <b>Evaluation</b>
<b>Fixed costs:</b> Costs that remain unchanged regardless of the value of the goods or services produced	<input type="checkbox"/> Salaries <input type="checkbox"/> Rent <input type="checkbox"/> Boat Costs <input type="checkbox"/> _____	_____ _____ _____ _____
<b>Variable Costs:</b> Costs that vary proportionally to the amount of goods or services produced	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	_____ _____ _____
<b>Economies of scale:</b> Possible cost reduction when activities expand	<input type="checkbox"/> _____ <input type="checkbox"/> _____	_____ _____

## PROJECT PARTNERS

