



INTERREG MED TOURISMED

Pilot Testing Methodological Guidelines

Table of content

INTRODUCTION	3
1. PILOT TEST	6
1.1 Preliminary Phases of the Tourimed's Outputs	7
2. HOW TO CONDUCT THE PILOT TEST	10
2.1 Territories involved, period, duration	10
2.2 Preparation: info materials on board and Itinerary Template	10
2.3 Tourists Engagement Strategy	12
2.4 Multimedia marketing solutions	13
2.4.1 Radio	13
2.4.2 Television	14
2.4.3 Articles, newspapers and magazines	14
2.4.4 Local events and local partners	14
2.4.5 Web site/Social media	16
2.4.5.1 Platform	17
2.4.6 Timetable	18
3. THE LOCAL PILOT TOUR	20
3.1 Expected time per tour	20
3.2 Implementation: Operating guidelines to conduct the Local Pilot Tour	21
3.3 Quality Local Pilot Tour	25
4. AT THE END OF THE LOCAL PILOT TEST: PROMOTION AND REFINEMENT OF THE BUSINESS MODEL	28
FINAL RECOMMENDATIONS TO THE FISHERMEN	30

INTRODUCTION

According to the TOURISMED methodology, during the WP3 some of the partners will be involved in following phases: preparation, implementation, evaluation and closure of the “PILOT TEST”.

Indeed, this work package will define the methodology to implement and test the model for setting up a business fishing tourism activity in compliance with sustainable criteria.

In particular the WP aims to:

- Assess the feasibility of fishing tourism practice in the identified Mediterranean areas;
- Test the fishing tourism business model’s effectiveness and replicability across the territories involved in the pilot activity;
- Refine the Business model according to the target group’s feedbacks;
- Build the competencies of the main actors to set up a long term entrepreneurial activity in the fishing tourism sector.

Preliminary studies (Deliverable 3.2.1) provided the ground to include local context features within the common framework of the fishing tourism business model (Deliverable 3.1.1), which will be shaped on the basis of the previous projects results as well as through participatory approaches involving the main stakeholders, thus considering local needs and engaging target groups. Local focus groups, implemented in every testing area, gathered feedbacks on the features that the model should include, which have been defined by a partnership workshop before the pilot test. A training will transfer the competencies to fishermen for managing a business based on fishing tourism. A study visit in the concerned regions of Italy, France, Cyprus, Greece, Spain and Albania involving fishermen and fishery association members from other countries, will spread these practices by observing and exchanging information. The pilot will set up a commercial strategy for itineraries and fishing tourism trips in synergy with local tourism operators and facilities. The evaluation results will be collected and examined in

a transnational workshop (Deliv. 3.5.3) to produce the input for the final version of the business model.

WP Testing is divided in 4 phases:

1. Preparation (M1 – M15):

- a. State of art of fishing activities in partner countries and related tourism initiatives;
- b. Analysis of feasibility and identification of resources (local products, food itineraries related to fish, fishing tourism);
- c. Focus groups with stakeholders;
- d. Modelization of the previous project's results to build a common business model framework;
- e. Creation of a pilot testing evaluation tool to assess and forecast the sustainability of the business model at environmental and socio-economic level;
- f. Preparation of training course.

2. Implementation (M15 – 21):

- a. Training to 15 people working in the fishing sectors in each country piloting (LP, PP4, PP6, PP8, PP9, PP10) to build their competencies in implementing the model and setting up a fishing tourism business activity;
- b. Simulation to experiment itineraries and tourism services;
- c. Study visits.

3. Evaluation (M2–M23):

- a. Evaluation of activities;
- b. Evaluation of pilot test, results will be compared and examined in order to refine the model for the final version.

4. Closure (M22–M23)

- a. Transnational workshop to involve stakeholders in pilot testing results analysis, exchange information and collect feedbacks on the proposed model. In the last phase all the results emerged from the pilot will be shared with stakeholders and analyzed in order to apply the appropriate measures for refinement and transferring.
- b. Development of recommendation for improvements.

1. PILOT TEST

A pilot is a test bench, a small-scale version of a larger project. It is an opportunity to value the target population's reaction to the project. This is the reason why it is better to select a pilot group that is demographically similar to project's specific target population. In our case, fisherman and tourists (but also other economic operators such as Hotel and restaurant owners, travel agencies etc.).

The feedback from these can offer a look into how the final group may respond to the project's aim: *"to spread a new business model in the fishing tourism activities"*. Most importantly, it can confirm whether or not the project is a good fit for the population targeted and whether adaptations to the project are appropriate and/or necessary.

Our pilot test is addressed to explore the Local fishing-tourism itineraries.

After exploring the local itineraries it will be useful to test other supporting tools, such as the:

- **Platform** (which will have the double role of promoting the project results, fishing-tourism itineraries to tourists, and of providing consultancy on the use and exploitation of the business model implemented during the project activities);
- **Brand** (A specific commercial brand will be created for the promotion of sustainable fishing tourism and products in the Med area on the basis of quality and sustainability (Q&S) practices. It will be used for marketing purposes to achieve the recognition of consumers).

The purposes of the Pilot are to test itineraries and local tours.

The Actors to involve in the pilot are:

- a. Fishermen and fishing associations;
- b. Tourists and Tourism operators;
- c. Amplifiers (journalists, policy makers....);
- d. Hotels, restaurants (belonging to the fishing-tourism brand).

According to the Tourismed project, **fishermen and fishing associations members** trained in the previous phase (selected in cooperation with fishing cooperatives/associations, see A2.4) will be the main actors in implementing the pilot, by providing fishing tourism trips and pursuing the promotion of itineraries.

Tourists, without/with a travel plan already organized, will be engaged and involved in the Pilot Test, through the Tourism operators channels and local accommodation structures.

Tourism operators will be involved in the pilot to promote fishing tourism within their channels and travel packages.

The **Amplifiers** (journalists, policy makers....) will promote the Local Tours and the Tourismed project through their communication channels and they will have a very important role to foster the Tourismed results and to promote the brand.

Local hotels, B&B, tourism accommodations and Local restaurants will be selected to participate in the promotion of itineraries. They will benefit from fishing tourism activities broadening the tourist offer and providing new services to their customers, with the opportunity to make reservation for their clients in the fishing tourism trips (free of charge).

Especially, the local hotel and restaurants will promote sustainable local fish products (i.e. oily fish) and will give visibility to the initiative to their customers.

1.1 Preliminary Phases of the Tourismed's Outputs

Based on the outputs, the Pilot test is preceded by the **Output 3.1: "Preliminary study"** that provides up to date information on fishing tourism an overview on feasibility of the fishing tourism practice in each region involved. This output provides also the relevant information to value regional maritime culture and artisanal fisheries traditions to include in tourism itineraries as well as to create a new eco-tourism product in compliance with the sustainable use of marine ecosystem and fishing resources.

Indeed, before beginning the Pilot test, University of Piraeus has already realized a **“Conducting Preliminary Studies” (WP3 – TESTING – ACTIVITY: 3.2).**

A state of art provided information on to which extent fishing tourism is practiced in the territories involved while a feasibility study assessed the pilot test in key areas such as:

- Natural and cultural resources characteristics;
- Environmental considerations;
- Permitting processes and necessary approvals;
- Safety concerns;
- Economic viability.

Furthermore, the Pilot test will be preceded by the **Output 3.4 “Training course”** that aims at transferring the appropriate knowledge to run a fishing tourism business activity to the target group (fishermen and fishery associations members) who will be the main actors in implementing the pilot. With the newly acquired skills the target group will be able to run a business that doesn’t damage the natural environment in which they operate while contributing in improving their economic condition and value their profession also under a different perspective.

Based on the results of the previous phases, it will be develop a “Pilot test activity for the implementation of the model” (**Output 3.2**). This model will be built on the basis of the results produced in the previous projects and will be developed within a framework to establish a business activity while keeping into consideration the preservation of local traditions and natural resources. Indeed the previous results will offer the ground to create itineraries and tourism packages according the specificities of each territory.

After the implementation of the Pilot Test, it will be created the **Output 3.3** the “Pilot testing evaluation”. The evaluation will be carried out through a tool including a set of indicators to measure the level of sustainability of the pilot model, e.g. Ecosystem –

catches for fishing gears and species; Social dimension – fishing efforts, number of vessels and fishers; Economic dimension – Cost and earnings, sector employment. The production of such tool is finalized to assess the forecast impacts and ensure that the model is able to guarantee the preservation of the maritime ecosystem.

NB: It is crucial to sign specific **agreements with Hotels and Restaurants** in the areas involved in the pilot test, BEFORE starting the pilot activities, taking into consideration that the business model, and the BRAND we are going to test, cannot be implemented without the involvement of these economic operators, that are integral parts of the sustainable touristic package we are going to test and promote.

2. HOW TO CONDUCT THE PILOT TEST

The main important phases/tools of the Pilot test are:

- A. Overview: Territories involved, period, duration, fishermen
- B. Preparation: Info Materials on board: Itineraries Template;
- C. Preparation: Tourists Engagement Strategy;
- D. Implementation: Operating Guidelines to conduct the Local Pilot tour;
- E. Quality Local Pilot Tour;
- F. At the end of the Local Pilot Tour: Promotion.

2.1 Territories involved, period, duration

Testing areas: Sicily (Trabia), Corse, Puglia, Albania (Durrës), Rafina (Greece), Valencia.

Period: September/October 2018.

Number of vessels: At least 5 vessels per testing area.

Number of tourists: at least 160 tourists involved per testing area.

Number of trips: it depends on the size of the selected vessels and on their capacity to host tourists on board.

2.2 Preparation: info materials on board and Itinerary Template

Each partner will print the leaflet and brochure useful to present the Tourismed Project and brand related to the project (For project partners: Available on google drive shared folder – WP2 Communication + other material will be created in the coming weeks).

In these leaflet and brochure all the information about project are explained.

Each partner will create a “Itinerary Plan” useful to present the information about each local Itinerary.

In order to do so, an “**Itinerary Template**” is created as a guideline to help each partner to collect and present the “Itineraries” to the tourists (For project partners: available on google Drive shared folder).

The Local Itineraries are chosen by the fishermen (with the supervision of the project partners) will be reported in the templates and they show the following elements:

- the information about TOURISMED project;
- the history and geography of the territories;
- the culture of the territories;
- the cities and the main attractions;
- the explanation of the itinerary;
- the fishing activities;
- the traditional Foods & Cooking (restaurants);
- the tourist accommodations (hotels);
- the partners’ contacts.

During the Pilot Test, it will be involved a minimum of nr. 5 boats per piloting area that have to guarantee nr. 160 tourists in total to test the itineraries and collect the final feedbacks. During every tour a member (or more than one according to the local needs) of partner staff will be present, and he will observe and collect all useful data from pilot group present on every vessel. Apart of the itineraries template, in fact, it is also provided a questionnaire to submit to people present on the boat and an evaluation tool to help our staff in construing data collected by questionnaire.

The main recommended target groups of itineraries involved will be (a part of the fishermen):

- tourists without/with a travel plan already organized in which it can be easily introduced a short fishing tour;

- a panel representative of amplifiers such travel specialized journalists, policy makers, marine ecosystem researchers (to be sure about the sustainability of the fishing tour proposed).

2.3 Tourists Engagement Strategy

In order to grab the attention of local consumers, attracting them and ensure their engagement and their participation to the Pilot test we are building a solid strategy based on multimedia marketing solutions (how we have already explained in the Communication Plan). This strategy is very useful to spread information about the Pilot, brand and Tourismed project as well.

There's a whole host of multimedia marketing solutions at our disposal to develop the best strategy, both online and off. With the right combination, we can harness the best of all the media types and make sure we're getting noticed by our target customers.

According to the Management Plan, all partners will be responsible for implementation of the Communication strategies in their countries, coordinated by PRISM, that is especially responsible of the following activities (**WP 2.2 - Digital and written communication**):

To do	Who
Project newsletters (2.2.1)	Prism
Radio/TV/Internet communication (2.2.2)	Prism + Every partner
Flyers, Posters, gadgets (2.2.3)	Prism

These activities will be implemented to promote the:

- Link to the platform (to pre-book the trips);

- Indication about the on line registration form;
- Deadline of the registration (at least 15 days before the beginning of the Pilot Tour);
- Downloaded all the information materials;
- Get familiar with Safety rules;
- Get familiar with Equipments suggested/recommended;
- Etc.

The promotion activities will be divided into:

1. **Promotion of the activities of the web-based company services**, in order to facilitate the interactions with territories and with future potential customers and stakeholders in the programme area at transnational level;
2. **Dissemination of the project results** in accordance with other projects operating under the same topic, in order to optimize the impact of the message to be communicated among the different projects communities;
3. **Communication at project level.**

2.4 Multimedia marketing solutions

2.4.1 Radio

According to the Communication Plan, we have underlined the importance of the radio advertising to spread project information. People can tune into the radio for local news, traffic and weather when you're in your car. Radio advertising can in fact, deliver more users than any other type of ad campaign.

Each partner is in charge to spread the information about the Pilot Test on local radio in order to engage the customers (the partner responsible of the Radio/TV/Internet communication is Prism)

As demonstrated by the data reported on by LinkedIn from a recent Nielsen and Katz Radio Group study, the consumers reached with a radio ad as part of an integrated

campaign were 43 percent more likely to remember a slogan and associate it with a “brand”, demonstrating that radio can cut through the saturated field to establish brand awareness. A radio ad can go a long way to driving engagement and conversions.

2.4.2 Television

Furthermore, our Communication Plan takes into consideration the TV advertising, especially at local level. So, each partner has to use this channel to promote the local fishing – tourism tour (Pilot).

The TV advertising, used in combination with digital video and display ads, it can really add some punch to our local tours. This tool is very important to engage tourists for our local fishing – tourism tours.

2.4.3 Articles, newspapers and magazines

Since that many consumers regularly read newspapers and magazines, so work with local and national publications' advertising sales reps to create prominent, attention-grabbing advertisements.

Each partner has to select publications that appeal to our target customers, and then inquire about online advertising or native advertising on their websites.

2.4.4 Local events and local partners

In each partner country, at least one Local event, will be organized for the members of the target groups as well as for main stakeholders of the project. Project results, such as the itineraries, will be presented to the participants.

The aim of these events is twofold:

- To give visibility to the project itself and to its products.

- To reach specific target groups and stakeholders in each territory involved and to get in contact with them, in order to create synergies and potential future development of the project results and new initiatives

One of the most important “tool” to extend our local presence is based on our local partnerships with businesses (hotel and restaurants, etc.) and public entities.

Each partner has to involve the local stakeholders both to foster their participation in the local tour and to promote the local tour to the other tourists.

For example each partner has to furnish the leaflets and other promotional materials to the local stakeholders’ headquarters (hotel, restaurants, etc) and assign these materials to the tourist during other local public events, in order to spread information about the tour, promote the tour to the tourists and engage them.

Each partner will drive customers from local events to the project’s website/platform or social media pages will give project consortium the opportunity to increase customer engagement.

In order to involve some of the most experts and amplifiers of the project and pilot tours each partner will prepare an invitation letter to be sent (by email) to the journalists, policy makers, marine ecosystem researchers to foster their participation and engagement to the pilot tour.

Recommendation:

- It is recommended to provide a registration office/point where tourists can find all the information about tour, prices, duration, affiliated shops, equipment rent and book it. It can be organized in simple way (just a small gazebo or desk with clear signal) but with excellent visibility and positioned in strategic city points.

- It is recommended to create a local event in order to present the Tourismed project and the Pilot Tour and foster the involvement of these amplifiers during these events.

2.4.5 Web site/Social media

Each partner can use its own web sites and/or social media pages to build relationships with the target consumer populations in order to attract participants in the Local Pilot Tours.

Furthermore, both partners' web sites/social media pages and the project's website and social pages will be use to promote the Pilot Test and to foster the engagement and the participation of the participants in the Local Pilot Tours.

When we use effective web sites and social media pages, we provide our customers with a means of connecting with our "*brand*" more personally.

In order to be effective on social media, and identify the best way to engage our customers, each partner has to:

- Public the main and the most interesting information about the local fishing – tourism tours, to attract the customers and foster their participation to the local pilot tour;
- Engage the participants to foster their participation to the local pilot fishing – tourist tours;
- Share relevant material that will interest people in the target audience;
- Ask open-ended questions that encourage responses and conversation and participate in the resulting dialogue;
- Engage with those who comment on our platform; answer questions, provide resources, and show we care about our followers;
- Encourage people to interact with us by offering contests for coupons or other specials.

2.4.5.1 Platform

The Platform will be one of the most important way to communicate and promote the local itineraries and the brand linked to them. It is recommended to design the draft version in time for the pilot test by CUT.

Furthermore, through the Platform the “customers/tourists” will book (after their registration on the platform) their local Pilot Tour and each Partner will be able to download the lists of the participants to the local Pilot Tour.

The partner will be able to monitor the number of participants to each Local Pilot Tour and the people interested in the Pilot tour.

The Platform will be useful tool to figure out if the promotion and the communication strategy and tools to promote the Local Pilot Tour and to engage the participants are efficient or not.

For example if one month before the beginning of the Local Pilot Tour the number of participants are lower than expected each partner will publish new articles or to send other emails in order to attract and engage other “customers” and to reach the project results.

The promotion through the platform should contain a section in which report all the press review, pictures of tours, tourists’ comments. Think about the possibility to create a blog space to communicate the value and the mission of the project and to report professional interventions. It is possible to engage external blogger/influencer of the tourism sector in exchange of free tours, that are our product.

2.4.6 Timetable

According to the Management Plan, all partners will be responsible for implementation of the Communication strategies in their countries, coordinated by PRISM, in order to engage the participants in the Local Pilot Tours. Each partner has to follow these timesheet in order to spread the Pilot Tours information:

TIMETABLE	
TO DO LIST	WHEN
RADIO AND TELEVISION	
Radio	<ul style="list-style-type: none"> - At least one radio advertising spot, one month before the beginning of the Pilot test; and - At least one radio advertising spot, during the Pilot test.
Television	<ul style="list-style-type: none"> - At least one TV advertising spot, one month before the beginning of the Pilot test, and - At least one TV advertising spot, during the Pilot test.
PRESS RELEASE	
Articles, newspapers and magazines	<ul style="list-style-type: none"> - At least one, one month before the beginning of the Pilot test; and - At least one, during the Pilot test.
Local Events and Local Partners	
Local events	At least one Local event: one month before the beginning of the local Pilot test (and/or during the Pilot test).
Commercial Partners (hotel, restaurants, etc) – each partner has to furnish leaflet/brochure/	<p>At least 2 months before the beginning of the Pilot Tour each partner has to furnish the leaflet/brochure/etc. to the commercial Partners headquarters.</p> <p>1 month before the beginning of the Local Pilot Tour each partner has to contact the Commercial Partners in order to figure out if their “customers” are interested in the local Pilot Tour.</p>

etc. to the commercial Partners headquarters	
Amplifiers (journalists, policy makers....):	Sending formal email invitations to the Amplifiers (journalists, policy makers....), at least 2 months before the beginning of the Pilot and at least 1 month before the beginning of the Pilot (to recall the invitation)
SOCIAL MEDIA PAGES	
Web site/ Social media	<p>The partners' website/social media pages and Project's website/social media pages have to be updated with the information about the Pilot test especially:</p> <ul style="list-style-type: none"> - 3 months before the beginning of the Pilot; - 2 months before the beginning of the Pilot; - 1 months before the beginning of the Pilot; - During the Pilot.

At the end of the Pilot test each partner has to publish other spot or articles or messages in order to spread the results of the Pilot test.

3. THE LOCAL PILOT TOUR

3.1 Expected time per tour

We suggest to organize three typologies of duration tour to better respond to tourists needs: short duration (2-3 hours); medium duration (to be decided according to fishermen); daily duration. This also depends on the kind of vessels selected and on the type of fishing-tourism license obtained (i.e. small vessels not having hygienic services on board, can only implement short tours of 3hrs maximum).

The three typologies respond also to a previously analysis of the customer requirements collected through various on line tourism booking platforms and to a study on best-selling tourist packages/more listed. Tourists often are weekend tourists and have short time to dedicate to more activities as possible. We have to offer a suitable solutions to their time necessity that allows them to not give up a unique experience, although short.

Every tour, depending on his duration, will offer some on-board services:

Short duration – explanation of the itinerary by fisherman with particular attention to fishing story and activities and observation of a brief demonstration of these; coastal tour with the possibility to take a swim in the sea. Give information on hotel/restaurants/commerce services affiliated with the BRAND.

Medium duration - explanation of the itinerary, history, geography, fishing activities (and observation of a brief demonstration of these) and so on by fisherman during the coastal tour; possibility to take a swim in the sea or to stop in local coastal coves; taste an aperitif (made of simple finger food such as bruschettas with oil and fish and a white wine glass for boats that can contain a little fridge) prepared by restaurants affiliated with the BRAND.

Daily duration - all the planned activities in the other two typology tour; participation in the fishing activity (launch and withdrawal of fishing nets), explanations of the catch. These fishes will be prepared and cooked by restaurants affiliated with the BRAND where the tourists will have dinner, at the end of the day as a part of the tour.

If tourists do not have any fishing equipment, think about the possibilities of rent a fishing rod from our fishermen, complete with a spinning reel and fishing line. This could be a part of services on land before tour start.

The staff members present during the pilot tour, whatever it is, will report the reactions of people on board through submission of questionnaire (Prepared by Delfi Partners & Co), but also by taking pictures and videotapes of the tour. The staff members will record the start and end time so it can shows how long it took to complete each survey. He also will pay attention to the cultural background of the tourists and origin country traditions to capture some special requests/needs depending of their customs.

All the information collected will be analyzed and evaluated through the evaluation form (prepared by Delfi Partners & Co)

Once evaluations will be done, and all the recommendations arise from the questionnaires will be taken in consideration, we will proceed with the final version of the Itineraries and Template.

3.2 Implementation: Operating guidelines to conduct the Local Pilot Tour

In order to conduct the local pilot tour day, each partner has to follow the following operating guideline:

Phase	To do list
Preparation	<p>Each partner has to:</p> <ul style="list-style-type: none"> - prepare and print the Itinerary Plan; - print the brochure and leaflets to be given to the customers/tourists; - choose the staff member participants to the local tour.

Promotion and Booking of the Local Pilot Tour	<p>Promotion and involvement of tourists has been previously explained.</p> <p>Thought the registration on the Platform, the customers/tourists will be able to find the general information of the local pilot tour.</p> <p>The customers/tourists will book the local pilot tour through the platform.</p> <p>NB: it is crucial to prepare the Itinerary plans and send them to CUT on time to add them on the platform.</p>
The day before the tour	<p>The day before the tour each partner will send an email to the tourists to confirm their participation to the tour and remind them the main information about the logistic:</p> <ul style="list-style-type: none"> - Meeting point; - Meeting hour; - Duration of the tour; - How to reach the meeting point: Means of travel or means of transport and explanation of many itineraries; - How to contact the partner in case of problems or other questions (telephone numbers and email); - Which is the partner staff responsible; - Which is the fishermen responsible of the tour; - Which is the boat (the boat name and its place in the port); - Etc.
Start the local pilot tour day	<p>Each partner staff has to go to the Meeting point 30 minutes before the beginning of the tour.</p>

	<p>He/she has to bring:</p> <ul style="list-style-type: none"> - Copies of Itinerary Plan, brochure and leaflets (one for tourist): - The list of the participants. <p>Each partner staff has to contact the fishermen to ensure that all is perfect to realize the tour.</p> <p>Before to reach to the boat the staff member has to do a roll call of the participants to be sure that everybody are presents.</p>
Get on the boat	<p>Before to get on the boat the staff member has to give the most important information about the rules that the participants have to follow on the boat and some important information about their safety.</p>
On board	<p>The staff member has to introduce the fisherman to the participants and they will start to talk about itinerary that the fisherman had chosen.</p> <p>The fisherman starts to talk about all the Itinerary Tour:</p> <ul style="list-style-type: none"> - why the places chosen (of the itinerary) are important; - which are the stories of these places; - which are the legends; - which are the natural beauty; - type of fishing techniques; - main type of fish fishing; - fishermen stories; - fishermen traditions; - fishermen legends; - etc.

During the pilot tour	<p>During the tour the participants can be given some information about the pilot tour or the brand.</p> <p>This phase are more important to stimulate their interest and to foster that they spread the information about the tour to their friends and other tourists in order to engage other of them.</p> <p>The tourists will assist to the fish techniques and if they want they will eat the fish caught.</p>
Satisfaction Questionnaire	<p>Almost at the end of the pilot tour it will be asked to the participants to fill in the Market Research – Service Testing Template – Satisfaction Questionnaire that will be useful to evaluate the pilot tour and to understand if it will be necessary to change or to improve something of the tour.</p> <p>One of the most important part of the pilot is to receive the feedback from the participants.</p> <p>These questionnaires will be sent to the partner responsible of the evaluation in order to verify the quality of the tour and the weakness and strengths of the brand as well.</p>
At the end of the tour	<p>At the end of the tour, each partner staff will be in charge to come to the participants to the “Meeting point” (the same place where they have been met at the beginning of the tour).</p>

3.3 Quality Local Pilot Tour

Almost at the end of the pilot tour it will be asked to the participants to fill in the Market Research – Service Testing Template – Satisfaction Questionnaire that will be useful to evaluate the pilot tour and to understand if it will be necessary to change or to improve something of the tour.

One of the most important part of the pilot is to receive the feedback from the participants.

These questionnaires will be sent to the partner responsible of the evaluation in order to verify the quality of the tour and the weakness and strengths of the brand as well.

Market Research – Service Testing Template	
Satisfaction Questionnaire	
1. What is your first reaction to the fishing – tourism tour ?	<input type="radio"/> Very positive <input type="radio"/> Somewhat positive <input type="radio"/> Neutral <input type="radio"/> Somewhat negative <input type="radio"/> Very negative
2. How would you rate the quality of the tour?	<input type="radio"/> Very high quality <input type="radio"/> High quality <input type="radio"/> Neither high nor low quality <input type="radio"/> Low quality <input type="radio"/> Very Low quality
3. How innovative is the tour?	<input type="radio"/> Extremely innovative

	<input type="radio"/> Very innovative <input type="radio"/> Somewhat innovative <input type="radio"/> Not so innovative <input type="radio"/> Not at all innovative
4. When you think about the tour, do you think of it as something you need or don't need?	<input type="radio"/> Definitely need <input type="radio"/> Probably need <input type="radio"/> Neutral <input type="radio"/> Probably don't need <input type="radio"/> Definitely don't need
5. How much would you be willing to pay for the experience you've just experienced?	Free answer
6. If the tour were available today, how likely would you be to buy the tour?	<input type="radio"/> Extremely likely <input type="radio"/> Very likely <input type="radio"/> Somewhat likely <input type="radio"/> Not so likely <input type="radio"/> Not at all likely
7. How likely are you to place in your plan this tour?	<input type="radio"/> Extremely likely <input type="radio"/> Very likely <input type="radio"/> Somewhat likely <input type="radio"/> Not so likely <input type="radio"/> Not at all likely
8. How likely is it that you would recommend our new tour to a friend or colleague? (0 absolutely not; 10 absolutely yes)	

0	1	2	3	4	5	6	7	8	9	10
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9. In your own words, what are the things that you like most about this new tour?

10. In your own words, what are the things that you would most like to improve in this new tour?

4. AT THE END OF THE LOCAL PILOT TEST: PROMOTION AND REFINEMENT OF THE BUSINESS MODEL

Positive effects of the pilot tours can be shared with those in the community who are interested in our project, such as fishermen cooperatives, associations in the field of tourism, policymakers and, in general, all the stakeholders involved in the other phases of the project.

Spread the information that our project was well-received but with the caveat that the pilot test results are preliminary findings. The pilot test is also a good opportunity to begin building community awareness and strengthening key partnerships, which will be important and helpful for a successful full-scale implementation as well as with sustainability of the project. For these reasons, the partners might consider:

- inviting members of the community to participate at a public event of the Tourismed project (to present the project results; pilot test results; platform; brand identity; etc.) once we have compiled the results and prepared its final version;
- Prepare an article to publish on newspapers/magazines;
- Upgrade project's website and social pages with the main results obtained.

The mainly information that have to be communicated and promoted after the pilot test:

- Number of fishermen involved in pilot test;
- Number and typologies of participating tourists;
- Number and typology of fishing tours: itinerary, duration, etc.
- Activities and services done on board: fishing, swimming, aperitif.
- Percentage of positive feedback received;
- Commercial activities involved and affiliated in the pilot phase;
- Pictures of tours and, eventually, of services on land: dinner with the catch, info point, equipment rent.

At the end of pilot test, we have to be able to understand how much the tours are well known. This is possible to achieve by the implementation of survey pre- and post-pilot activity. This survey could be conducted toward a little panel of representatives

at many levels: public, private, commercial. The final indicator could show us the rate of awareness, specially of the local people. This rate will be, than, enhanced thanks to promotion activities.

Promotion activities should be conducted even through the project duration. In addition to the platform's promotion (see blog), there are many other recommended activities:

- Participation to trade shows in the sector of tourism, both national and European;
- Guest posting - be present in external blog in the sector of tourism. More we are present in the sector and more the BRAND will become familiar;
- Special offer - discount for large groups, set up free days (such as FAO days);
- To engage a testimonial. Involving a well-known person, even at local level, could be an attractive way to draw attention on the BRAND.

Finally, the revised version of the Business Model will be finalized according to the feedbacks collected during the pilot phase, and it will be discussed during the Transnational Workshop that will be held in December 2018 (in Valencia).

FINAL RECOMMENDATIONS TO THE FISHERMEN

Final considerations on *What makes a great fishing tour?*

Know your customers what they expect.

The key to running a great tour is giving customers what they want and expect. At the very least, do what you said you would do. Your guests want to know you are committed to their safety and comfort. They want to see that your operation causes no environmental harm, and that you follow relevant codes of ethics or regulations, such as maintaining required distances from wildlife.

Get personal.

Your target customers are buying much more than a seat on a boat for a few hours. They are paying for an experience, an interaction with the sea and the coast of Trabia (and so on) and above all, you. They are buying your knowledge, your stories, your skills, your humor, your connections, your conversation, and your love of this place. They enjoy learning in the outdoors, and they want to connect with people who live and work here. Your customers expect you to talk to them a lot! This is important to consider in your decision to start running tours. Without plenty of interaction with your customers, you will fall short on the vast majority of their expectations, and lose their business.

Provide good interpretation.

Talking is only part of the art of engaging people in a learning experience using all their senses. Give meaning to the facts. Tell stories that personalize what guests see; make it relevant to their lives; ask questions that make them think and talk to each other and to you. Be positive. If they learned or felt or saw just one new thing, they are more likely to recommend you.

Elevate the customer service.

Tourism research shows that good customer service makes customers come back. Be professional, courteous, and informative at every step of the way. Be clear about trip details (fees and cancellation policy, trip timing, safety, etc.). Your passengers likely have been on other boat tours before yours, and they expect certain industry standards: a clean head, a beautiful place, food and drinks. Be prepared to answer questions about any thing and everything, from where to eat that night to what species of bird just flew by. Have fun, be polite, and answer in a way that makes people want to come back for more and specifically with you.