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Interreg
Mediterranean



EUROPEAN UNION



TOURISMED

Document Information Summary	
WP:	WP4 – Transferring
Activity:	Activity 4.2 Transferring the tested model
Deliverable Number:	4.2.3 (recommendation document)
Deliverable Title:	Practical guide and toolbox for the implementation of the fishing tourism model
Partner responsible:	PP7 – Italian Chamber of Commerce for France in Marseille – Mathilde Woillez
Participants:	Municipality of Trabia, University of Piraeus/Research Centre, Cyprus University of Technology, Municipality of Durres, Italian Chamber of Commerce for France in Marseille, Petra Patrimonia Corsica, Haliéus, Valenciaport Foundation, Promimpresa, PRISM
Project website	www.interreg-med.eu/tourismed
Status:	Final draft



Introduction



Elements and recommendations from the plan of results transferability :

Strategic line 2 – to support the fishing tourism model dissemination in other territories

- Operative goals : **implementation of the fishing tourism model in other testing areas**, coordination and standardisation of pre-existing practices, emergence of new policies supporting fishing tourism development at regional and transnational level

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

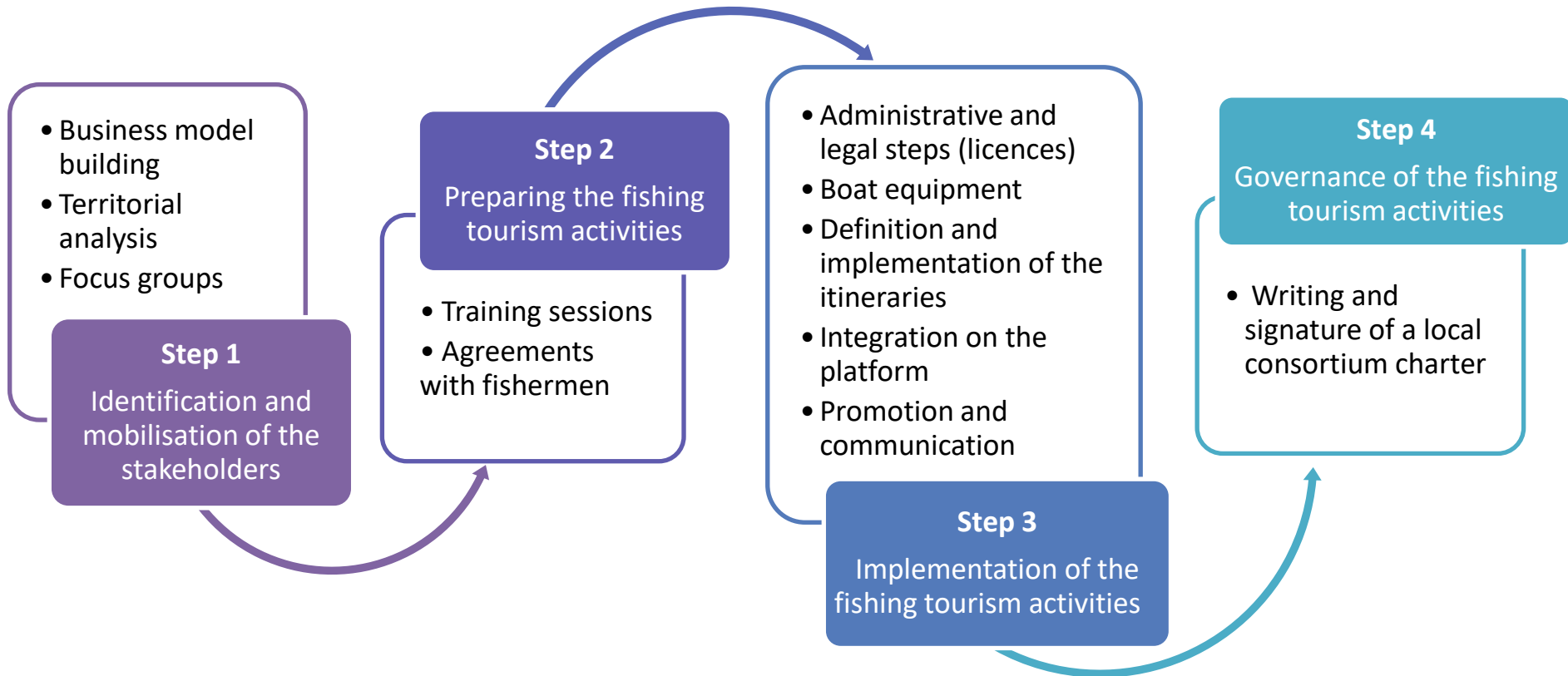
We agreed to design this recommendation document as a **practical guide and a methodological operational framework** for the implementation of the fishing tourism model at local level. It will contain:

- A **synthetic and clear methodological note** describing **step by step** the actions to be conducted
- 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.

Shape of the output: digital and integrated in the crowdsourcing platform; as it is destined **for local professional end-users** (fishermen, fishing organisations, tourism organisations), it **should be disposable both in english and in each partner's language.**



Steps and actions



Recommendations



Step 1 - Identification and mobilisation of the stakeholders

- 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.



Recommendations



Step 2 - Preparing the fishing tourism activities

- 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.**



Recommendations



Step 3 - Implementation of the fishing tourism activities

- 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.**



Recommendations



Step 4 - Governance of the fishing tourism activities

- **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.
- To be completed when the local charters will be operative.

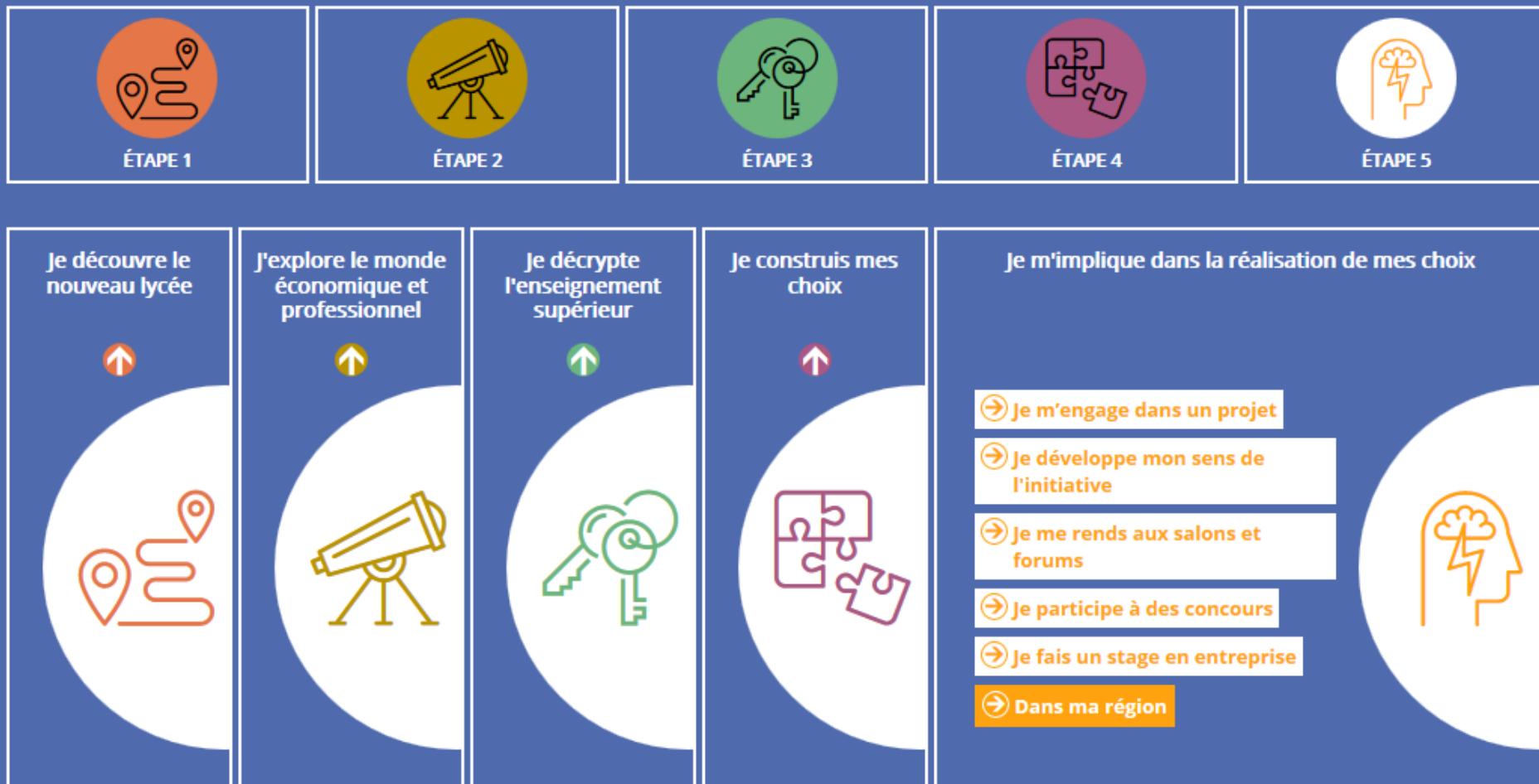


STEP	Tools, templates and guidelines	Useful outputs, documents and examples
Identification and mobilisation of the stakeholders	Refined fishing tourism business model (synthetic and extended versions) (En) Territorial analysis guideline (En) Focus groups	Territorial analysis report (En)
Preparing the fishing tourism activities	Agreement with fisherman template (En) Training programme guideline (En) Manual for trainers (En, It, Fr, Al, Sp, Gr) Manual for trainees (En) Certificate template (En)	Training Materials (It, Fr, Al, Sp, Gr) Certificates (It, Fr, Al, Sp, Gr)
Implementation of the fishing tourism activities	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)	Itinerary plans (En, It, Fr, Al, Sp, Gr) Local Interpretative panels (En, Gr) Local brochures and flyers (En, It)
Governance of the fishing tourism activities	Fishing Tourism Agreements Guideline (En)	Fishing tourism agreements (It, Fr, Al, Sp, Gr)



Integration in the platform

web ergonomoy example



Integration in the platform

STEP 1 TITLE

Synthetic description of the step and methodological recommendations

→ Action 1

→ Action 2

→ Action 3

→ Action 4

→ Action 5



Guidelines, Tools and Templates

Title of guideline 1



Title of tool 1

Title of template 1

Documents and examples

Title of document 1



Title of example 1

Années Personnelles

