

# **TOURISMED**

*Fishing Tourism for a sustainable development in the Mediterranean area*

## **TRAINING PROGRAMME GUIDELINES**

### **WORK PACKAGE 3 – TESTING**

#### **Deliverable 3.3.1**



**SUSTAINABLE TOURISM**

**ENHANCING A SUSTAINABLE  
COASTAL AND MARITIME TOURISM**

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## INTRODUCTION

The training implemented in the framework of the project TOURISMED aims at transferring the appropriate knowledge to run a fishing tourism business activity to the target groups (fishermen and fishery associations members) who will be the main actors in implementing the fishing tourism business model through the pilot test envisaged by the project.

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.

Fishing tourism will contribute to promote local maritime traditions and pursue their preservation, by allowing tourists to discover the coastal natural heritage while getting in touch with the life and the work of the fishermen and their equipage.

The model proposed by the project will take into consideration the artisanal fisheries traditions in the concerned MED areas, valuing the local cultural identities and offering new attractive tourism services in the coastal areas.

Fishing tourism contributes to the economic growth by offering new sources of incomes and opportunities of employment. The project will produce a business model for implementing an entrepreneurial activity able to diversify revenues for fishermen and fishing communities.

Fishing tourism will also help MED regions to include services that are not strictly affected by the seasonality of tourism flows, as well as providing a different response to an increasing demand for sustainable tourism products. These activities can foster the cooperation between fishing, accommodation and gastronomy providers toward a conjoint offer thus benefiting all the local community.

Fishing tourism favors practices that avoid the massive exploitation of fish resources and allow fish repopulation; only fishing techniques that don't have a negative impact on the ecosystem can be used.

The training will highlight as well that the business activity needs to be in compliance with the current regulation for the maritime and coastal environment protection. Also, responsible consumption of seafood and fish products that do not cause harm to the marine ecosystem (i.e. oily fish) will be stressed to increase environmental awareness of both fishermen and customers.

Partners implementing the training and the pilot test are:

- LP1 - Municipality of Trabia
- PP2 - Promimpresa srl
- PP4 - University of Piraeus
- PP6 - Durres Municipality
- PP8 - Petra Patrimonia Corsica
- PP9 - Haliéus
- PP10 - Valenciaport Foundation

## **1. Recruitment and selection of trainees**

The training is addressed as a primary target group to fishermen. The recruitment of fishermen will be based on the following criteria:

- Possession of a fishing license;
- Motivation to set up a fishing tourism enterprise;
- Active involvement in project activities since the beginning of the project (meetings, events, focus groups, etc.)
- Compatibility of the fisherman's boat with the requirements for the pilot test of the business model (as envisaged by the national legal framework in order to run fishing tourism activities)
- Gender balance, when possible. The participation of women as well as younger people is strongly encouraged.
- Some sessions will be open to stimulate the participation of local stakeholders (notably tourism operators)

Recruitment of trainees need to be accomplished by the end of December 2017.

## **2. Recruitment and selection of trainers**

The training will involve in each region 2 professionals that will be recruited through a call for experts. Candidates will be invited to fill an application form and/or send a CV and will be then selected by each partner organization. The profile and the expertise needs to correspond to the subjects/areas to teach, e.g. fishing tourism and sustainable tourism, enterprise set up and development.

Selection of trainers needs to be accomplished by the beginning of December 2017. They will deal with content development for some modules and the implementation of the training.

## **3. Development of the training content**

Promimpresa srl – PP2 as a responsible partner of the WP3 TESTING activity 3.3 “Transferring the knowledge to implement the model”, will coordinate the development of the training. As for the content, Promimpresa will develop the common modules, while those strictly related to local realities and peculiarities will be assigned to each project partner's training expertise in the regions that will implement the training and the pilot test (partners involved: University of Piraeus-PP4, Durres Municipality-PP6, Petra Patrimonia Corsica-PP8, Haliéus-PP9, Valenciaport Foundation-PP10).

The content will be developed in the framework of the manuals for trainers and for trainees. Partners involved in content development will gather the developed training material and will provide it in English to Promimpresa, that will be in charge for the issue of the final version of the products.

In particular, tasks division occurs as follows (detailed table of the programme - paragraph n.4):

<i>MODULE A: National legislation on fishing tourism (4h)</i>	PP2, PP4, PP6, PP8, PP9, PP10
<i>MODULO B: Safety on board for fishing tourism vessels (3h)</i>	Promimpresa srl – PP2
<i>MODULE C: Fishing tourism enterprise and professional activities (12h)</i>	Promimpresa srl – PP2
<i>MODULE D: Good practices for fishing tourism operators (3h)</i>	Promimpresa srl – PP2
<i>MODULE E: How to promote your fishing tourism business (4h)</i>	Promimpresa srl – PP2
<i>MODULE F: Sustainable sea-based tourism (4h)</i>	Promimpresa srl – PP2
<i>-Topic MODULE F n2. Valorisation and protection of fishery products, traditions and local environmental resources</i>	PP2, PP4, PP6, PP8, PP9, PP10

#### 4. Training programme

<b>Objectives</b>	<p>Fishing tourism is a professional fishing activity that offers the opportunity to make the marine environment known to the public, valorizing and passing on the technical aspects of the fishing profession, as well as knowing the working practices of a professional fisherman.</p> <p>The training course is aimed at training professionals and enable them to establish a relationship with the customers of fishing tourism services, that are the tourists to whom transmitting, while accompanying them in the trip, the knowledge of the fishing world, the cultural traditions of fishermen, the cycles of biological fish species, the beauty of the natural landscapes and the cultural heritage of the area.</p> <p>Furthermore, those who work in the field will be “self-entrepreneurs” and therefore they need to know how to promote and present their activity also with the instruments offered by new technologies of the labor market.</p> <p>The aim of the course is to provide “guidance” to accompany the target group of fishermen towards the set up of this new entrepreneurial activity, which would create opportunities for higher income and stable employment, as well as to inform and raise awareness both of fishermen and customers about environmental issues, so that the company’s economic development can be combined (in compliance with current regulations) with the need of protecting the environment and natural heritage. Topics such as information on current legislation, safety, hygienic measures, administration and social security obligations, the supporting bodies and the needed documentation to submit in order to start the business, the modalities for welcoming and assisting the tourists will be addressed.</p>
<b>Target-groups</b>	Fishermen
<b>Countries</b>	Corse, Italy (Sicily, Puglia), Albania, Greece, Spain
<b>Content</b> <i>Detailed program on the next page</i>	<p><b>MODULE A: National legislation on fishing tourism – 4h</b></p> <ul style="list-style-type: none"> <li>• What is fishing tourism</li> <li>• Who can practise fishing tourism</li> <li>• Who can participate in the activities</li> </ul>

- Type of authorized fishing vessels and fishing systems
- When fishing tourism takes place
- What to do to get permission and who releases it
- Relevant regulations on fishing activities in the waters of the concerned territory (permitted and prohibited fishing systems)
- Local regulations on environmental protection

**MODULO B: Safety on board for fishing tourism vessels – 3h**

- Safety measures and standards
- Firefighting equipment
- Rescue signals
- Rescue vehicles
- Medical equipment
- Other equipment
- Maritime communication systems
- Notions of safety behavior

**MODULE C: Fishing tourism enterprise and professional activities – 12h**

- General framework on taxation and social security
- Tax obligations and administrative requirements for starting a business
- Entrepreneurial competences for running a business: the role of the fishermen as a self-entrepreneur
- The fishing tourism business model: functioning and expected outcomes
- Setting up the business: set of services and relevant stakeholders

**MODULE D: Good practices for fishing tourism operators – 3h**

- Reception and assistance to the tourist
- Topics to deal with during the outbound trips
- Leisure and educational activities
- Examples of structural provisions for a fishing tourism of excellence

**MODULE E: how to promote your fishing tourism business – 4h**

- Drawing up of a marketing plan
- Web marketing (web site, Facebook, Instagram, etc)
- Tell your story to create your own brand
- Affiliation with other strategic activities and alliances
- Creating experience and attractions
- Indirect marketing: collect and disseminate the testimonials of satisfied customers
- Culture and values: customizing the offer (offering exclusive discounts and promotions, bonus and group reductions)
- The definition of the offer: analysis of the market and customers

**MODULE F: Sustainable sea-based tourism – 4h**

- Basic concepts and elements of sustainable tourism
- Valorisation and protection of fishery products, traditions and local environmental resources
- Protection and safeguard of the marine ecosystem
- Environmentally-friendly fishing systems and gears

<b>Methods</b>	The course will be conducted with a highly interactive approach in order to involve learners, solicit their interest and encourage discussion on practical examples from their experience. They will alternate frontal lessons with the analysis and comparison of practical cases and experiences, practical applications, group simulations and role-playing games.
<b>Training material</b>	Cd-rom with teaching material, worksheets, videos
<b>Schedule</b>	The training will have a total duration of 30h and it can be distributed 10 meetings of 3h each, or 5 meetings of 6 hours each (according local needs and availability) between May and July 2018.
<b>Trainers</b>	The training will involve 2 trainers in each country
<b>Trainees</b>	15 participants (fishermen) in each country. Anyway is possible to open the participation to other relevant stakeholders for some modules as auditors.
<b>Proposals for improvements</b>	Follow up six months to evaluate training effectiveness and impact at work. Each implementing organization will fill a training report, the template will be provided by Promimpresa

## 5. Timeline of activities and deliverables

ACTIVITY	DESCRIPTION	TIMELINE
<b>Delivery Training programme guidelines (3.3.1)</b>	<i>Coordinators will outline the common features and partners will develop the modules according specific topics linked to local realities (e.g. legal aspects)</i>	30 October 2017
<b>Recruitment of trainers</b>	<i>The training will involve in each region 2 professionals that will be recruited through a call for experts.</i>	04 December 2017
<b>Recruitment of trainees</b>	<i>The training is addressed as a primary target group to fishermen and fishery associations members</i>	22 December 2017
<b>Delivery Manual for trainers (3.3.2):</b>	<i>This guide will introduce the training programme and methodology, with practical information on the modules, expected learning outcomes and how trainers can make the most out of the teaching material. It will be in all partner languages and English.</i>	March 2018 (February ready for translation)
<b>Delivery Manual for trainees (3.3.3)</b>	<i>The trainees' guide will provide the target group all the necessary practical information for the successful completion of the programme. It will be available in all the partner languages plus English.</i>	April 2018 (March ready for translation)
<b>Trainings</b>	<i>Training will last 30 hours and will be held by partners PP2, PP4, PP6, PP8, PP9, PP10</i>	May -July 2018
<b>Delivery Training participation certificate (3.3.4)</b>	<i>Partners will issue certificates to give to each participant at the end of the training course. The document will certify trainee's participation and acquired competencies in the training programme</i>	July 2018
<b>Delivery Training report (3.3.5)</b>	<i>Training report report It will be produced to retrieve information on training course delivery and performance at local level (length of the programme, implementation of sessions, topics addressed, number, profile and involvement of participants, evaluation results)</i>	July 2018