

TOURISMED

Fishing Tourism for a Sustainable Development in the Mediterranean area

Activity 1.1: Quality Management

Deliverable 1.1.1: Quality Plan

Partner responsible: PP8 - Petra Patrimonia Corsica

Document Information Summary

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Local fishermen societies/ agencies in East Attica, Greece	Error! Bookmark not defined.

Abbreviations

Acronym	Explanation

Abstract

The main aim of deliverable 1.1.1 “Quality Plan” is to put in place excellent procedures for quality assurance and to facilitate the evaluation of the quality of the project during its execution.

The Quality Plan is designed and developed in close collaboration with partner responsible for the evaluation of the project and with the Evaluation Plan (deliverable 1.3.1).

All project activities are analyzed and tools for the quality assessment are indicated.

The document is designed to be regularly modified and adapted during the lifetime of the project. It is in a open format and it will be finalized at the end of the project.

Introduction

The main aim of deliverable 1.1.1 “Quality Plan” is to put in place excellent procedures for quality assurance and to facilitate the evaluation of the quality of the project during its execution.

Each partners will track the project activity, the aims and the overall performance in each territory, trying to identify problems and risks to handle them.

The Quality Plan will also facilitate the project management and will guide all partners on quality and evaluation issues.

The Quality Plan is based on the 3P model (**Process and Project Management; Partnership; Products**).

The Quality Plan is designed and developed in close collaboration with partner responsible for the evaluation of the project and with the Evaluation Plan (deliverable 1.3.1)

Project aim, objectives, results and partnership

TOURISMED is a project aimed at testing and transferring a fishing tourism business model in the coastal territories of Italy, Cyprus, Greece, Albania, France and Spain as a way to promote a sustainable approach to tourism, while fostering the preservation of the marine ecosystem and traditional fishing culture of the MED region.

These areas face the common challenge of finding new solutions for the worrying depletion of marine resources, the decline of the artisanal fishing sector and the negative impacts of tourism such as social dislocation, loss of cultural heritage and ecological degradation. As a response, the project objective is to promote fishing tourism as a sustainable coastal and maritime tourism practice in the MED area.

Expected changes concern an improved use of resources by artisanal fishers, a diversification of income in the sector and a better valorization of coastal traditional heritage and local seafood.

The project will produce a pilot test of the model and an evaluation tool to assess its replication in the concerned area. A training course will involve fishermen to implement the touristic itineraries in synergy with local tourism operators. The final model will be promoted by a web tool to clients willing to set up a fishing tourism business, while an interactive map of itineraries will be used to reach tourists. Protocols with public bodies and fishing associations (MoU) will be followed by policy recommendations to ensure sustainability of project's impacts.

Overall objective:

The project overall objective is to promote fishing tourism as a sustainable coastal and maritime tourism practice in the MED area.

Specific objectives:

1. To preserve and value maritime culture and artisanal fisheries traditions
2. To contribute to local economies through innovative and alternative eco-tourism products
3. To boost a sustainable use of marine ecosystems and fishing resources

Main results:

- a) 90 fishermen trained in the management of a sustainable sea-based business
- b) 6 tourism itineraries linked to the maritime traditional heritage and valorization of local seafood products

- c) 1 integrated fishing-tourism business model linking sustainable fishing, local natural resources and traditional products
- d) 6 regional fishing tourism consortia adopting the integrated business model

Partnership

PP	Name	Acronym	Country
LP	Municipality of Trabia		Italy
PP1	International Promotion Sicily-World	PRISM	Italy
PP2	Promimpresa srl		Italy
PP3	Delfi Partners & Co		Cyprus
PP4	University of Piraeus		Greece
PP5	Cyprus University of Technology	CUT	Cyprus
PP6	Durres Municipality		Albania
PP7	Italian Chamber of Commerce for France in Marseille	ICCFM	France
PP8	Coopérative pour le développement de l'emploi dans les métiers du patrimoine	Petra Patrimonia Corsica	France
PP9	Haliéus	Haliéus	Italy
PP10	Port Institute for Studies and Co-operation of the Valencian	FEPORIS	Spain

Table 1: TOURISMED Partnership

Description of the project work plan

TOURISMED project is made up of 5 WPs distributed among 30 months of the project:

WP	Title	Coordinator
WP0	Preparation	LP
WP1	Project Management	LP
WP2	Project Communication	PP1
WP3	Testing	PP10
WP4	Transferring	PP5

Table 2: TOURISMED Work Packaging

An overview of project work plan divided for each WP is presented below. It is based on the Project Management Plan.

Only activities/deliverables with a high impact on project implementation will be tracked for quality and evaluation assessment.

WP1 Project Management

The main objective of this WP is to ensure the successful completion of the project goals on time within the limits defined by the budgetary framework and quality standards imposed by the EU. This work package will oversee the administrative and financial management and it will ensure scientific/technical coordination, project planning and evaluation of the project progress, while emphasizing quality assurance.

As shown below, 2 tools will be used for quality and evaluation assessment of the WP1: online questionnaire and the bi-monthly Milestone Report.

WP1	Tool for quality and evaluation assessment	Responsible	Deadline
Kick off meeting- Venue: Trabia, Italy	online questionnaire https://docs.google.com/forms/d/1eb0RR4K5zICiMP5WXhNvWJFQXA4GlxWzUjX5mUNy95Y/edit?usp=sharing	LP	3-2017
Committee meeting - Venue: Marseille, France	online questionnaire https://fr.surveymonkey.com/r/TOURISMED_2ndSteeringCommittee_Marseille	PP7	7-2017
Committee meeting- Venue: Limassol, Cyprus	online questionnaire https://fr.surveymonkey.com/r/TOURISMED_3rdSteeringCommittee_Limassol	PP5	1-2018
Committee meeting - Venue: Greece	online questionnaire https://fr.surveymonkey.com/r/TOURISMED_4thSteeringCommittee_Greece	PP4	7-2018
Committee meeting - Venue: Valencia, Spain	online questionnaire https://fr.surveymonkey.com/r/TOURISMED_5thSteeringCommittee_Valencia	PP10	12-2018
Final Meeting - Venue: Trabia, Italy	online questionnaire https://fr.surveymonkey.com/r/TOURISMED_Final_Meeting_Trabia	LP	6-2019
Partner Progress reports	bimonthly Milestone Report https://www.surveymonkey.com/r/BimonthlyMilestoneReport	ALL	Every 2 months

Table 3: WP1 Management

WP2 Project Communication

The WP is coordinated by the LP and it aims to promote the project and to ensure dissemination in a timely and effective way.

The framework document for this WP is represented by the Communication Guidelines where communication strategy, channels, target groups are set up.

As shown below, 3 tools will be used for quality and evaluation assessment of the WP2: insights based on target groups' clicks and interactions; number of articles appeared on press (web, paper, etc) and Paper and/or online questionnaire.

WP2	Tool for quality and evaluation assessment	Responsible	Deadline
Project newsletters (2.2.1)	Insights based on clicks, interactions, etc. (Mailchimp)	PP1	04-2017 / 10-2017 / 04-2018 / 10-2018 / 02-2019 / 07-2019
Radio/TV/Internet communication (2.2.2)	Insights based on clicks, interactions, etc (Insights Facebook, Instagram, etc)	PP1	10-2017 / 3-2018 / 1-2019
Press conferences (2.2.4)	Quality assessed according to the number of articles on press (web, paper, etc)	ALL	03-2017 (Opening) 07-2019 (Final) National conferences TBD
Articles (2.2.5)	Quality assessed according to the number of articles on press (web, paper, etc)	ALL	TBD
Local Events (2.3.1)	Paper and/or online questionnaire. We will analyze peaks of traffic on project social media and	ALL	6-2018

	website 2 days and 1 week after the end of the events		
	Paper and/or online questionnaire. We will analyze peaks of traffic on project social media and website 2 days and 1 week	LP	7-2019
Final Conference (2.3.2)			

Table 4: WP2 Communication

WP3 Testing

WP3 will test the model for setting up a business fishing tourism activity in compliance with sustainable criteria.

In particular the WP aims to:

1. assess the feasibility of fishing tourism practice in the identified Mediterranean areas
2. test the model's effectiveness and replicability across the territories involved in the pilot activity
3. build the competencies of the main actors to set up a long term entrepreneurial activity in the fishing tourism sector.

Preliminary studies will provide the ground to include local context features within the common framework of the fishing tourism business model, which will be shaped on the basis of the previous project's results as well as through participatory approaches involving the main stakeholders, thus considering local needs and engaging target groups. A local focus group will gather feedbacks on the features that the model should include, which will be 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 to produce the input for the final version of the model.

As shown below, WP3 is divided in 4 phases:

WP3	Phase 1: Preparation
3.1.1	State of art of fishing activities in partner countries and related tourism initiatives
3.1.2	Analysis of feasibility and identification of resources (local products, food itineraries related to fish, fishing tourism)
3.1.3	Focus groups with stakeholders
3.1.4	Modelization of the previous project's results to build a common business model framework

Creation of a pilot testing evaluation tool to assess and
 3.1.5 forecast the sustainability of the business model at
 environmental and socio-economic level

3.1.6 Preparation of training course

WP3	Phase 2: Implementation
3.2.1	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;
3.2.2	Simulation to experiment itineraries and tourism services
3.2.3	Study visits

WP3	Phase 3: Evaluation
3.3.1	Evaluation of activities
3.3.2	Evaluation of pilot test, results will be compared and examined in order to refine the model for the final version.

WP3	Phase 4: Cloture
3.4.1	Transnational workshop to involve stakeholders in pilot testing results analysis, exchange information and collect feedbacks on the proposed model
3.4.2	Development of recommendation for improvements

WP3 represents the core activity of TOURISMED project.

As shown below, several tools will be used for quality and evaluation assessment of the WP3:

WP3	Tool for quality and evaluation assessment	Responsible	Deadline
Preliminary Study Guidelines	Quality assessed according to number of downloads	PP4	3-2017
State of art on fishing related tourism activities	Quality assessed according to number of downloads	PP4	4-2017
Feasibility study report (3.2.1)	Quality assessed according to number of downloads	PP4	6-2017
Pilot fishing tourism business model (3.1.1)	Quality assessed according to number of downloads	PP2	1-2018
Pilot testing evaluation tool guidelines (3.1.2)	Quality assessed according to number of downloads	PP3	1-2018
Pilot testing evaluation tool (3.1.3)		PP3	1-2018
Pilot testing methodological guidelines (3.1.4)		PP2	1-2018
Selection of Participants (Training Courses)	Quality assessed according to number of downloads	LP/ PP4 / PP6 / PP8 / PP9 / PP10	TBD
Training programme guidelines (3.3.1)	Quality assessed according to number of downloads	PP2	10-2017
Manual for trainers	Quality assessed according to number of	PP2	3-2018

downloads

WP3	Tool for quality and evaluation assessment	Responsible	Deadline
Manual for trainees	Quality assessed according to number of downloads	PP2	4-2018
Trainings	online questionnaire	LP	7-2018
Training participation certificate		LP/ PP4 / PP6 / PP8 / PP9 / PP10	7-2018
Training report		LP/ PP4 / PP6 / PP8 / PP9 / PP10 / PP2	7-2018
Pilot testing methodological guidelines	Quality assessed according to number of downloads	LP	1-2018
Commercial brand (3.4.1)		LP / PP1	4-2019
Itinerary guide template (3.4.2)		LP	4-2019
Brochure (3.4.3)	Quality assessed according to number of downloads	PP1 + ALL	7-2018
Outdoor sign displays (3.4.4)	Quality assessed according to number of pictures in front of displays shared on social media with project hashtag	LP / PP4 / PP6 / PP8 / PP9 / PP10	7-2018

WP3	Tool for quality and evaluation assessment	Responsible	Deadline
Interpretive panel (3.4.5)		LP / PP4 / PP6 / PP8 / PP9 / PP10	7-2019
Fishing vessels equipment (3.4.6)		LP / PP4 / PP6 / PP8 / PP9 / PP10	8-2018
Fishing tourism trials (3.4.7)	Quality assessed according to number of pictures in front of displays shared on social media with project hashtag as well as Social Media questionnaire	LP / PP4 / PP6 / PP8 / PP9 / PP10	09-2018 / 10-2018
Customer satisfaction survey (3.4.8)	paper questionnaire	LP / PP4 / PP6 / PP8 / PP9 / PP10	10-2018
Pilot testing report (3.4.9)		LP / PP4 / PP6 / PP8 / PP9 / PP10	11-2018
Itinerary guide (3.4.11)	Quality assessed according to download	LP / PP4 / PP6 / PP8 / PP9 / PP10	7-2018
Focus groups guidelines		LP / PP4 / PP6 / PP8 / PP9 / PP10	6-2017
Focus groups	online questionnaire	LP / PP4 / PP6 / PP8 / PP9 / PP10	7-2017
Focus group report (3.5.1)		LP / PP4 / PP6 / PP8 / PP9 / PP10	7-2017

Partnership workshop report (3.5.2)	online questionnaire	PP2	7-2017
WP3	Tool for quality and evaluation assessment	Responsible	Deadline
Transnational Workshop report (3.5.3)	online questionnaire	PP2	12-2018
Study Visits	online questionnaire	LP / PP4 / PP6 / PP8 / PP9 / PP10	10-2018
Study visits report (3.5.4)		LP / PP4 / PP6 / PP8 / PP9 / PP10	10-2018
Pilot testing evaluation form (3.7.1)	online questionnaire	PP3	4-2018
Trainers' evaluation questionnaire (3.7.2)	online questionnaire	PP3	7-2018
Trainees' evaluation questionnaire (3.7.3)	online questionnaire	PP3	7-2018
Training evaluation report (3.7.4)		PP3	8-2018
Pilot testing evaluation report (3.7.5)		PP3	12-2018

Table 5: WP3 Testing

WP4 Transferring

Transferability of the project relies mainly on the transfer of the business model among potential final users in the MED regions directly involved in the project and also at MED level.

This WP aims to:

1. transfer the fishing tourism business model to new MED areas,
2. create synergies among public authorities, tourism operators and the fishing tourism sector;
3. ensure the sustainability of fishing tourism activities in the MED area;
4. promote the implementation of the fishing-tourism business model through a web-based consultancy service offered (free of charge during the life of the project, and under payment after the end of the project) to private and public operators.

Pilot activities' results will provide the ground to apply improvements to project products and deliver the final version. These will be transferred and promoted to different stakeholders according specific measures included in the plan of results transferability. The creation of a crowd sourcing web portal will sustain the produced model as well as the tourism itineraries developed with the fishermen involved, who will establish consortia locally to promote fishing tourism.

A EuroMed Map of itineraries will collect the ones produced and will constitute a guide for tourists. A MoU between public authorities, fishing associations and tourism operators will reinforce the mutual support in sustaining the newly born activities. Agreements with regional public authorities will support the promotion of fishing tourism in development plans, policy recommendations will be produced to foster the creation of specific regulatory frameworks on fishing tourism so to strengthen the recognition of this activity in the MED area. Also, fisherman and fishery associations will be supported in creating consortia related to fishing tourism, in order to sustain their activities.

As shown below, several tools will be used for quality and evaluation assessment of the WP4:

WP4	Tool for quality and evaluation assessment	Responsible	Deadline
Plan of results transferability (4.2.1)		PP7	8-2018
Refined fishing tourism model (4.2.2)		PP1	5-2019
Recommendation document (4.2.3)		PP7	5-2019
Transferability Protocol (4.2.4)		PP7	5-2019
MoU with fishing associations and public authorities (4.2.5)	Quality assessed by the number of stakeholders that sign the MoU	PP7	6-2019
Web tools for TOURISMED Portal (4.2.6)	Insights based on clicks, interactions, etc	PP5	8-2018
EuroMed Map guide of Mediterranean fishing tourism itineraries (4.2.7)	Insights based on clicks, interactions, etc	PP7 / PP5	1-2019
Policy recommendations document (4.2.8)	Insights based on clicks, interactions, etc	LP / PP6	2-2019
Fishing tourism consortium charters x 6 (4.2.9)		PP7	4-2019
Regional seminars	online questionnaire	LP / PP4 / PP6 / PP8 / PP9 / PP10	5-2019
Regional Seminar	online questionnaire	LP / PP4 / PP6 /	5-2019

report (4.3.1)

PP8 / PP9 / PP10

Table 6: WP4 Transferring