

Fundación Valenciaport

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The TOURISMED project will help to boost fishing tourism in the Mediterranean

On 24th and 25th January, the second TOURISMED project meeting was held in Cyprus. The project is financed by the European Commission through the Interreg Mediterranean Programme, and Fundación Valenciaport is participating as a partner. The overall aim of TOURISMED is an in-depth examination of possible business models for fishing tourism. These business models should ensure sustainable coastal tourism practices in the Mediterranean and enable diversification of the traditional fishing activity; the potential for growth is substantial, especially in areas with a significant fishing tradition.

To that end, TOURISMED will test a business model for fishing tourism (with the activity carried out on board a boat) in coastal regions of Italy, Cyprus, Greece, Albania, France and Spain. It will underline the value of sustainable tourism, while at the same time promoting the conservation of marine ecosystems and traditional fishing in the Mediterranean, and providing an additional source of income for fishermen.

The introduction of complementary tourism services by the fishing sector can help create new jobs, give a new value to fishing products and fishing-related occupations, and revive the culture and traditions linked to fishing in the Mediterranean.

In addition to the development of the fishing-tourism business model mentioned above, the main expected results of the project include: the design and development of training actions aimed at strengthening fishermen's capacity to start up fishing-tourism activities; and the enhancement of the tourist offer in the pilot areas through the introduction of six fishing tourism itineraries, in Spain, France, Italy, Greece, Albania and Cyprus.



2nd meeting of the TOURISMED project