

## OUR PROJECT IN NUMBERS

**2.1 M €**

Project budget

**1.7 M €**

ERDF / IPA

**30 Months**

Project duration

## OUR MAIN AIMS & GOALS:

TOURISMED aims to test a **fishing tourism business model** that can fit the needs of the coastal territories of Italy, Cyprus, Greece, Albania, France and Spain.

All those countries are challenged to find new solutions to similar problems, from the progressive consumption of sea-related resources to marine degradation and decline in tourism number. As a response, the project objective is to promote fishing tourism as a sustainable coastal and maritime tourism practice in the MED area.



**TOURISMED**

WE ARE TESTING A DIFFERENT AND UNIQUE  
TOURISTIC EXPERIENCE THAT COULD PROVIDE  
AN ADDITIONAL INCOME FOR THE FISHERMEN AS  
WELL AS A DIVERSIFICATION OF OFFER FOR  
INSTANCE FOR THE TOURIST OPERATORS, ALL WITH  
A SUSTAINABLE IMPACT ON FISHING RESOURCES:  
IN A WORD, **TOURISMED!**

We believe that a sustainable, more  
responsible way to live in harmony  
with the sea it's possible.

If you do too, read on!

## project partners



comune di Trabia



ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΕΙΡΑΙΩΣ  
UNIVERSITY OF PIRAEUS



corsica  
PETRA



DELFI PARTNERS & CO.



Haliéus



**TOURISMED**

## GET IN TOUCH:

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Regional Development Fund





## TOGETHER FOR A NEW FISHING ECONOMY

We are selecting fisherman's vessels and tourism operators to involve them in a pilot test promoting fishing tourism within their channels and travel packages. During these trial trips we estimate to take on board up to 160 tourists in each country according to all the required safety measures concerning navigation, boarding of passengers and related services.

The trip include:

- 1) [Introduction to the fishing sea zone, maritime ecosystem and typical fish varieties;](#)
- 2) [Demonstration of fishing techniques;](#)
- 3) [Fishing;](#)
- 4) [Promotion of sustainable consumption of local fish](#)
- 5) [Leisure activities](#)

We are selecting also local hotels, B&B, tourism accommodations to participate in the promotion of itineraries: the win is broadening the tourist offer and providing new services to the customers, with the opportunity to make reservation for their clients in the fishing tourism trips.



**Local restaurants will promote sustainable local fish products and will give visibility to the initiative to their customers.**



## AN INNOVATIVE FRAMEWORK

We are developing itineraries, marketing strategies and services in order to assess the effectiveness of a fishing tourism model that can help us spreading an innovative way to think and use the coastal resources. It's an ambitious business model involving the expertise of a partnership from six EU countries, whose background can benefit socio-economics actors of different (but similar) coastal areas in Italy, Greece, Cyprus, Albania, France and Spain.



## THE TRAINING CONTENTS

The training will be delivered within a 3-months time frame for a total amount of **25 hours**.

Topics addressed will cover various aspects related to the management and promotion of fishing tourism activities, such as:

- 1) [Legal aspects of licensing](#)
- 2) [Management of tourists on board](#)
- 3) [Promotion of local itineraries and fishing products](#)
- 4) [Development of local network of operators working in the field of tourism](#)



## STUDY VISIT

After the training, we will select 4 stakeholders - balanced between fishing associations and tourism operators - to take part in a 3-day visit in another country, so that all the expertise, information and ideas arose during the training can be shared.

The visit will be focused on exchanging views and approaches on how to set up a fishing tourism business, necessary equipment and measures for tourists on board, creation of itineraries, trial of fishing tourism trips and much more.