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THE PROJECT ROBG 402 - FISHNAT  
„Fishing - cross-border touristic opportunity,  
product and sustainable use of the natural heritage and resources“  
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INFORMATIVE MATERIAL  
about the advantages of promoting  
the cross-border FISHNAT package holidays by tour operators



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**fishNAT**



## THE ADVANTAGES OF PROMOTING THE CROSS-BORDER FISHNAT PACKAGE HOLIDAYS ■

### 1. The features of the tourism category promoted by the FISHNAT cross-border packages;

#### What is recreational fishing?

Recreational (sport) fishing is an activity consisting in fishing fish and other aquatic life for recreational purposes. It differs from traditional fishing in that it does not lead to commercialization. Currently, there is a tendency to separate the two concepts (recreational / sporting) interpreted by the Romanian legislation as the same subject, as recreational fishing, practiced mostly by amateur fishermen, and recreational sport fishing, that is, only competition fishing.

But fishing is also an art, it means relaxation, passion and lots of patience. Regardless if they are amateurs or professionals, fishermen practice this hobby to relax in a different way, investing in fishing gear and tools. Usually, fishing is considered as an activity for getting rid of stress and for escaping from everyday life, from monotony. Many fishermen will sit for days on the pond for relaxation and to get the best catch, and some are willing to spend large amounts of money for their passion.

Before all, fishing is considered a sport, but many people treat fishing as an activity they can perform every weekend and even during summer holidays. Although it seems like a fairly simple activity, over time, many fishing techniques have been developed and introduced, each of them using a specific type of fishing gear.

As a sport, fishing has significant medical benefits, having the role of eliminating stress accumulated during demanding periods and to harmoniously form a strong connection between body, mind and soul. Basically, fishing helps you get to know yourself.

In addition to toning your arms and body muscles, practicing fishing reduces blood pressure, accelerates blood circulation and provides the body with the necessary comfort.

As a hobby, fishing has as an advantage the fact that it is an outdoor activity. Fishing can be a unique way of travelling and visiting new places, because there are numerous fishing techniques that can be applied to different types of waters. Regardless if you go on a pond or on a river/stream bank, fishing can help anyone feel closer to nature.

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Fishing gives you the opportunity to admire beautiful scenery and enjoy nature's peace and quiet.

The benefits that fishing can bring to those practicing it, are understood. But what benefits can it bring when it is transformed into tourism fishing, to tourists, professional fishermen, to the area where is practiced, to tour operators? Why should they be internalized and marketed by tourism operators, agencies, tour operators? What kind of tourism does it represent and whom it is addressed to? Can it bring added value, benefits to those promoting such package holidays, is it profitable? These are questions that we will try to answer.

Firstly, let's see where we can fit the FISHNAT cross-border package holidays in terms of type of tourism. Let's start with the types of tourism practiced. A first general classification defines it as follows:

- a) elite tourism - type of tourism that focuses on attracting customers with high financial possibilities;
- b) mass tourism - type of tourism that offers more people the possibility to visit certain places, due to the fact that prices are low.

Each of these types of tourism has advantages and disadvantages. Unlike elite tourism, mass tourism offers the possibility of vacationing to a larger number of people with different financial situations.

In this respect, the FISHNAT cross-border package holidays, fall into the category of mass tourism, promoting fishing and locations that are attractive and accessible to all social categories. The geographical area covered by these package holidays - currently in the middle of a campaign for integration and launch into domestic and international tourist circuits - offers the opportunity of affordable prices, in a very advantageous price / quality rate.

A wide range of touristic forms and arrangements are practiced within the domestic and international tourism activity, determined by the ways of satisfying the need for tourism, the conditions of achieving the supply-demand balance and the particularities of the travel organization.

Many places have opportunities for practicing special forms of tourism based on interesting or unusual local attractions or objectives. This is also the case of the FISHNAT cross-border

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package holidays that benefit from the leverage of some attractive fishing areas, firstly the Danube river - the joint element of the two countries involved in this project, but also ponds, lakes, pools where fishing can be practiced, to which a number of specific, interesting tourist objectives are added, but many of them still insufficiently promoted from a tourist point of view.

Tourism practice has a number of criteria and possibilities to group forms of tourism:

a) based on tourists' place of provenance or origin, the following are distinguished:

- domestic tourism practiced by the population of a country within national borders;
- international tourism resulting from persons travelling outside the borders of their country of residence.

FISHNAT cross-border package holidays can be classified under the international tourism, as each package includes destinations from 2 countries, so that - regardless of the starting point of the stay - tourists will access tourist attractions also from the neighboring country.

b) based on the method of commercializing vacations, the following forms of tourism are distinguished:

- organized tourism is characterized by early-booking of the vacation, respectively of all or the main services related to the travel and stay. This booking is done through contracts (voucher, rest and treatment ticket) or other types of contracts agreed between the tourist and the travel agency or other vacation organizers (hotels, airlines). This is precisely the objective of the project: to create and provide the logistics necessary for commercializing and practicing an organized tourism for the FISHNAT cross-border package holidays.
- on-your-own type of tourism, sometimes also called non-organized, does not imply prior booking of some tourist benefits. This form of tourism is already practiced occasionally in the cross-border areas covered by the project, strictly targeting the fishing activity, which has led to creating the opportunity for expansion in an organized framework.
- semi-organized (mixed) tourism is characterized by combining the specific features of the two forms already presented.

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c) based on the tourist's degree of mobility, we can mention:

- itinerant or traveling tourism, characterized by a high degree of mobility, where the schedule includes visiting several places, with short stays within the same perimeter. FISHNAT cross-border package holidays can fall into this category, with the mention that the duration differs: FISHNAT SIL-CA 3 days, FISHNAT GI-RU and FISHNAT TE-TAR 7 days each.

- stay tourism, with a low degree of mobility, which implies spending the vacation in the same locations, regardless of its duration.

d) from the point of view of manifestation periodicity or frequency of the demand, the following are distinguished:

- continuous (permanent) tourism organized throughout the year (for example cultural, business tourism);

- seasonal tourism related to the existence of certain natural conditions or cultural, artistic, sport events. It is grouped in: winter tourism, summer tourism and circumstantial tourism (occasional);

- circumstantial tourism has a relatively short duration, from a few hours to a few days, and can be organized throughout the

year.

In respect of the FISHNAT cross-border package holidays, we can speak of seasonal tourism, but not summer or winter tourism, but limited by fishing prohibition period, a relatively short period between April 11th - June 9th, and also by the winter period, when fishing and access to certain locations is difficult or unattainable, and also of circumstantial tourism, i.e. the FISHNAT festival.

e) based on motivation, the following are distinguished:

- recreational and leisure tourism;

- balneary tourism;

- cultural-scientific tourism;

- sports tourism.

From this point of view, the FISHNAT cross-border package holidays elaborated within the project can be considered a mix of recreation and leisure, cultural - scientific and even sporting, if we consider fishing a sport.

In conclusion, the FISHNAT cross-border package holidays can be characterized - based on the type of practiced tourism - as: mass, international, organized, itinerant, seasonal and

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circumstantial, a mix of recreation and leisure, cultural, scientific and even sporting, if we consider fishing a sport. These features give these packages a major advantage by increasing the degree of addressability and also satisfaction of both the final beneficiaries - tourists - and also of tour operators and fishermen associations, as promoters or beneficiaries.

Usually, amateur fishermen go fishing alone or in small groups without resorting to a tour operator, organizing ad-hoc or on social networks, or through fishermen associations

Statistics show that passion for fishing is more characteristic of men. However, the new FISHNAT package holidays propose - through the tourism-mix centered on FISHING - extension to all categories of tourists: fishing enthusiasts, individually or in tourist groups - families with and without children, seniors or young people, organized formally or informally, companies or other entities that organize group activities.

### **2. Cross-border specificity, the cultural combination adjacent to fishing activities;**

The focusing of the FISHNAT package holidays on fishing, to

which other recreational and cultural activities are added, started from the existence of fishing areas on the Danube, as well as in the inland waters from the neighboring counties on the Romanian and Bulgarian shores, respectively Călărași - Silistra, Giurgiu - Ruse, Teleorman - Veliko Tarnovo, but also from today's practice of unorganized fishing.

The huge development potential of tourism in these areas, both from the point of view of recreational fishing and also tourist objectives, accommodation and dining units (see the study elaborated within the project) is worth considering, although it was under-exploited to date, the exception being of course the Veliko Tarnovo area and part of the city of Ruse, even though a number of promotion actions have been undertaken both internally as well as internationally, both by the Romanian and the Bulgarian sides.

The FISHNAT cross-border package holidays bring an innovative promotion approach, having the same theme, of two cross-border areas in Romania and Bulgaria, crossing from one side of the Danube to another, from one country to another being particularly easy, either by the Giurgiu-Ruse Friendship

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Bridge, or by ferry or passage boat, in a short time.

The approach of creating cross-border package holidays concentrates both the efforts of the two parties, and also the diversity of tourist attractions and objectives, enhancing the effects, considering that the packages have taken account of a supply balancing.

The newly created brand - FISHNAT - opens up new marketing possibilities with an impact on the collective consciousness if it is well managed by the tour operators, given that by means of this project, it is already promoted both at media level - through press releases or TV channels - but also on the Internet - through Social Media channels.

A large number of Romanian tourists were registered in recent years on the Bulgarian seacoast or in mountain resorts, hospitality and services offered, increasing Romanian tourists' confidence and also their desire to visit Bulgaria. On the other hand - although in a much smaller number - Bulgarian tourists have also visited Romania and showed an increasing interest. All this prove the availability of Romanian and Bulgarians tourists to spend their weekends or holidays in the other neighbor-

ing country, if offers are diversified and include destinations other than those already visited. Foreign tourists coming to either Romania or Bulgaria, can also enjoy a 3 or 7-day stay in 2 neighboring countries, with diversified tourist attractions, diverse traditions and customs, but also with similarities due to cultural interconnections throughout history.

This is a great advantage both from the point of view of tourists as well as tour operators and travel agencies, which can have much more marketable tourist products, combining consecrated tourist areas with the least exploited ones, jointly promoting less-known areas, benefiting also from the extended seasonality.

Also, the cultural mix is a great asset of the FISHNAT package holidays. Each package holiday is specific, both in terms of fishing areas but especially regarding the diversity of tourist objectives and, last but not least, culinary variety. Each of the tourist objective included in each of the FISHNAT package holiday adjacent to fishing, offers the opportunity of learning about the cultural diversity of the cross-border region where the Danube - although separating the two countries - played

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an important role as a binder.

An element of similarity is the predominant Orthodox Christian faith, with its common values, both at behavioral level and also in terms of places of worship. In the Silistra area however, apart from Bulgarians, we meet Turks in a ratio of 36% of the population, and Romanians in a 5% ratio, which is reflected both by the existence of specific places of worship, but also in the local gastronomy. However, Turkish communities are smaller in the other Bulgarian districts within the FISHNAT area (Russe - 7.5%, Veliko Tarnovo - 3.6%), which leads also to architectural and gastronomic differences.

The Romanian counties included in the FISHNAT package holidays have a more homogeneous population, the majority being represented by the Orthodox Christians, but the Romany population is quite numerous (Călărași - 6%, Teleorman - 3.2%, Giurgiu -3.89%). The village of Buzescu (Teleorman) can be an example of their influence in the architecture of the area, which amazes visitors through its architecture. This multiculturalism of the area gives a special beauty and a very attractive diversity from the tourist point of view.

### **3. Degree of accessibility: operation, costs, flexibility, profitability.**

When it comes to accessibility, we mean the accessibility of the FISHNAT cross-border package holidays for tourists, both in terms of distances - easily accessible if we consider the road distances to the main cities from which tourists can be taken-over, the main national / international airports, the means of transportations - but also in terms of prices, taking into account the price / quality, price / attractiveness ratios, from the point of view of both a tourist and also a promoter, travel agency.

Let's analyze each cross-border package holiday separately:

#### **PACKAGE HOLIDAY FISHNAT SIL-CA:**

The FISHNAT SIL-CA package holiday can be organized in different versions, based on the targeted groups:

**1) Family Version** - addressed exclusively to families. The minimum number of tourists suitable for organization would be 12 to 14 persons, travelling by minibus (max. 15 people), accommodation in guesthouses or hotels and emphasis on fishing and leisure activities.

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There may be variations regarding the schedule, with a margin of flexibility in terms of leisure activities for those who are not interested in fishing or for spare time for fishermen, with proposals such as: visits to museums, parks, playgrounds, beach, etc. It is an affordable, relatively-easy-to-organize version, with a strong potential for success, given the partnership with accommodation units such as guesthouses or hotels and with locals from the areas concerned, that can give, if needed, support as guides and advisers to those present.

**2) Business Version** - generally addressed to fishing enthusiasts who do not want to bring their families. The minimum number of tourists suitable for organization can be between 4 and 8 tourists, and transportation could be done by off-road / specific vehicles, and accommodation should be in hotels or premium guesthouses.

Emphasis should be on fishing and available entertainment offers, and meals can be organized in public dining units of the mentioned hotels or guesthouses, or in units with scoring on websites such as Trip Advisor and the like. It is a premium priced version that can be offered to large organizations /

foreign tourists, in partnership with other travel agencies abroad.

**3) Economy Version** - addressed both to families and also fishing enthusiasts / seniors, who can benefit from holiday vouchers. In terms of content, it is similar to the Family version, addressing a minimum of 12-14 tourists for optimal organization, with accommodation in guesthouses or hotels, and with a well-organized schedule, also with small margin of flexibility. It is a low-priced version that can be offered to all types of customers. To a great extent, it allows payment with vacation vouchers for part of the package's cost (about 50%), for accommodation units from Romania that have joined this national program.

Cost estimation for the 3 proposed versions for the FISHNAT SIL-CA package holiday was presented in the methodology.

The profitability calculation related to the 3 versions - from the point of view of the travel agency - shows the following.

**The 3-day FISHNAT SIL-CA cross-border package holiday - 12 persons, versions 1, 2, 3:**

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Component	Estimated unit cost - Family Version 1 (12 persons)	Estimated unit cost - Business Version 2 (12 persons)	Estimated unit cost - Economy Version 3 (12 persons)
Transportation by minibus - approx. 600 Km x max 1-1,5 Euro/Km	900 Euro	900 Euro	600 Euro
Transportation by off-road vehicles - 1-day x 100 Euro	100 Euro	100 Euro	100 Euro
Transportation by passage boat or ferry	100 Euro	100 Euro	100 Euro
Accommodation 2 nights: 1-night Călărăși / 1-night Siliștra or Tutrakan	70 Euro (2 nights x 35 Euro on average, breakfast included)	150 Euro (2 nights x 75 Euro on average, breakfast included)	50 Euro (2 nights x 25 Euro on average, breakfast included)
Meals (lunch + dinner, 3 days) (person) (pers)	60 Euro	105 Euro	50 Euro
Guide salary cost (stay)	90 Euro	90 Euro	90 Euro
Subsistence costs - guide + driver	200 Euro	200 Euro	200 Euro
TOTAL / version:	2950 Euro	4450 Euro	2290 Euro
Cost / person / version	245,83 Euro / person	370,83 Euro / person	190,83 Euro / person

Profitability calculation FISHNAT SIL-CA (12 persons)	Estimated unit cost - Version 1 - Family	Estimated unit cost - Version 2 - Business	Estimated unit cost - Version 3 - Economy
Income from selling the SIL-CA package (12 persons-version)	2950 Euro	4450 Euro	2290 Euro
Internal organization costs for SIL-CA (12 persons version)	2480 Euro	3560 Euro	2080 Euro
Profit	470 Euro	890 Euro	210 Euro
Profit ratio	15.93%	20.00%	9.17%

A simple calculation shows that a travel agency could get a minimum turnover of about 54,960 de Euro (24 stays - one per week), for 288 fishing enthusiasts, respectively 576 overnights sold in one year, just for Economy version. This is the pessimistic version, because, as mentioned above, the package offers a high degree of flexibility, and income could double if two stays are organized per week, resulting in 109,920 Euro (2 stays per week), 576 tourists and 1.152 overnights.

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If we also take into account the fact that at least 8 stays from the Business and Family versions will definitely be requested, the turnover that could be generated by this package may increase by more than 59.000 de Euro, with more than 192 visitors and more than 384 overnights. Compared to any other type of stay, even the Economy version is more competitive, because the price paid by the tourist includes all costs (transportation, food, accommodation) and all the experiences proposed by the FISHNAT SIL-CA cross border package holiday. If 5 travel agencies would take over this package and sell, in the pessimistic version, the added value of this package in the economy would be over 570,000 Euro, and the contribution to the occupation of the accommodation units in Romania and / or Bulgaria would be of 4.800 overnights/year.

These „pessimistic“ figures can easily be achieved by a single agency, with a good marketing policy, and that is set to develop this packages segment as a form of specialization, both within the current cross-border area, but also in other areas.

### **PACKAGE HOLIDAY FISHNAT TE-TAR:**

The FISHNAT TE-TAR package holiday can be organized in dif-

ferent versions, based on the targeted groups:

**1) Intensive Fishing Version** - mainly addressed to inveterate fishermen. The minimum number of tourists indicated for organization would be 18 persons, travel by minibus (max. 20 persons), accommodation in guesthouses / 2-3\* hotels and the emphasis on fishing activities at Lazar Pond - at least 3 days and near the two 2 dams in Bulgaria (at least 2 days), plus 2 days for exploring the city of Veliko Tarnovo. It is an affordable, relatively-easy-to-organize version, with a strong potential for success, given that the partnership with accommodation units such as guesthouses or hotels and with locals from the areas concerned, that can give support as guides and advisers in fishing to those present, can become mutually beneficial and can generate significant savings for group offers.

**2) Mix Fishing Version** - addressed mainly to passionate fishermen and their families, with an emphasis on fishing, but also on leisure. The minimum number of tourists indicated for organization can be in groups of 12-18 tourists, generally families. We propose 4 days for fishing (about 2 days of sightsee-

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ing and fishing in Romania and 2 days in Bulgaria) and 3 days of exploring the tourist areas (1 day in Romania and 2 days in Bulgaria). Prices are slightly higher than in the Intensive Fishing version, but there is a potential for success resulting from organizing the package as a group offer.

**3) Intensive Tourism Version** - addressed to people who want to fish for recreational purposes and assign greater importance to visiting the mentioned areas, to the Danube cruise and to other attractions. For them, we propose 5 days of exploring the objectives and attractions in the cross-border area of Alexandria - Veliko Tarnovo, group activities and flexible program, as well as 2 days of recreational fishing. Prices are a bit higher, and the package mainly addresses people who want to absorb as much information and as many experiences as possible in a short time. From the perspective of target groups, we appreciate that this third version will be preferred by tourism and fishing enthusiasts, while the others will be concentrated on niches and will mainly target inveterate fishermen, which will put pressure on specialized and personalized marketing, especially in the online environment.

Cost estimation for the 3 proposed versions for the FISHNAT TE-TAR package holiday was presented in the methodology. The profitability calculation related to the 3 versions - from the point of view of the travel agency - shows the following.

**The 7-day FISHNAT TE-TAR cross-border package holiday - 18 persons, versions 1, 2, 3:**

Component	Estimated unit cost - Version 1 Intensive Fishing (18 persons)	Estimated unit cost - Version 2 Mix Fishing (18 persons)	Estimated unit cost - Version 3 Intensive Tourism (18 persons)
Transportation by minibus - approx. 600 Km x max 1-1,5 Euro/Km	1500 Euro	1500 Euro	1500 Euro
Transportation by off-road vehicle	600 Euro 5 days x 2 vehicles x 60 Euro/day	480 Euro 4 days x 2 vehicles x 60 Euro/day	240 Euro 2 days x 2 vehicles x 60 Euro/day
Licenses and permits (entire group, for max. 6 objectives)	300 Euro	300 Euro	300 Euro
Accommodation 6 nights, breakfast included	240 Euro/pers (3 nights RO x 35 Euro on average, + 3 nights BG x 45 Euro on average)	300 Euro/pers (3 nights RO x 50 Euro on average, + 3 nights BG x 50 Euro on average)	500 Euro/pers (2 nights RO x 50 Euro on average, + 4 nights BG x 100 Euro on average)

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Component	Estimated unit cost - Version 1 Intensive Fishing (18 persons)	Estimated unit cost - Version 2 Mix Fishing (18 persons)	Estimated unit cost - Version 3 Intensive Tourism (18 persons)
Meals (lunch + dinner, 7 days) (person) (pers)	175 Euro/pers (25 Euro/pers x 7 days)	175 Euro/ pers (25 Euro/pers x 7 days)	175 Euro/ pers (25 Euro/pers x 7 days)
Guide salary cost (stay)	200 Euro	200 Euro	200 Euro
Subsistence costs guide + driver	600 Euro	600 Euro	600 Euro
TOTAL / version:	10670 Euro	11630 Euro	14990 Euro
Cost / person / version	592.78 Euro / person	646.11 Euro / person	832.78 Euro / person

A simple calculation shows that a travel agency could get a minimum turnover of about 359.760 Euro (24 stays per week - one per week, Intensive Tourism version), for 432 fishing enthusiasts (including guide and driver), respectively 2.592 overnights sold in one year, only for this Version.

If we also take into account the fact that at least 8 stays from versions 2 and 1 (Mix Fishing and Intensive Fishing) will also be definitely be requested, the turnover that could be generated by this package may increase by more than 1.784.000 Euro

Profitability calculation FISHNAT TE-TAR (18 persons)	Estimated unit cost Version 1 - Fishing Intensive	Estimated unit cost Version 2 - Mix Fishing	Estimated unit cost Version 3 - Intensive Tourism
Income from selling the TE-TAR package (18 persons-version)	10670 Euro	11630 Euro	14990 Euro
Internal organization costs for TE-TAR (18 persons version)	8640 Euro	9800 Euro	12340 Euro
Profit	2030 Euro	1830 Euro	2650 Euro
Profit ratio	19.03%	15.74%	17.68%

(93.040 Euro from the Mix Fishing version, respectively 85.360 from the Intensive Fishing version), with a total no. of more than 288 visitors and 1.728 overnights/year.

If 5 travel agencies would take over this package and sell it, in the pessimistic version, the added value of this package in the economy would be over 2.690.800 Euro, and the contribution to the occupation of the accommodation units in Romania and / or Bulgaria would be of 21.600 overnights/year (12.960 overnights for Version 3, 4.320 for Version 2 and 4.320 for Version 1).

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These „pessimistic“ figures can easily be achieved by a single agency, with a good marketing policy, and that is set to develop this packages segment as a form of specialization, both within the current cross-border area, but also in other areas.

### **PACKAGE HOLIDAY FISHNAT GI-RU:**

The FISHNAT GI-RU package holiday can be organized in some different versions, based on the targeted groups:

**1) All-Inclusive Family Version** - addressed exclusively to families, all costs included. The minimum number of tourists suitable for organization would be 12 to 14 persons, travelling by minibus (max. 15 people), accommodation at guesthouses and emphasis on fishing and leisure activities. There may be variations regarding the schedule, in the sense that there is an offer for fishing enthusiasts and one for their companions, with a few periods of time when the two types of tourists come together to explore certain areas and objectives among the proposed destinations. It is an affordable, relatively-easy-to-organize version, with a strong potential for success, given that the partnership with accommodation units such as guest-

houses or hotels and with locals from the areas concerned, that can give support as guides and advisers in fishing to those present, can become mutually beneficial and can generate significant savings for group offers. It has the advantage that it allows payment with vacation vouchers for part of the package's cost (about 50%), for accommodation units from Romania that have joined this national program.

**2) All-Inclusive Business Version** - generally addressed to fishing enthusiasts who do not want to bring their families. The minimum number of tourists suitable for organization can be on groups of 4 tourists (optimal 8 or 12 people). Travel is compulsory with off-road vehicles, and accommodation should be in hotels or premium guesthouses.

Emphasis should be on fishing and available entertainment offers, and meals can be organized in public dining units of hotels or guesthouses, or in units with scoring on website such as Trip Advisor and the like. It is a premium priced version that can be offered to foreign tourists in the form of an individual or group offer for various organizations, in partnership with other travel agencies abroad.

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**3) Flexible Offer Version** - addressed to people who do not necessarily want to be part of a group or join group activities.

From the start, this version does not include costs related to fishing permits, respectively costs for access to certain tourist attractions. Also, as fishing is allocated a shorter time, tourists can choose to spend more time on the Romanian side or on the Bulgarian side, depending also on the objectives they have in mind: visits, beach or simply relaxation.

Cost estimation for the 3 proposed versions for the FISHNAT GI-RU package holiday was presented in the methodology.

The profitability calculation related to the 3 versions - from the point of view of the travel agency - shows the following.

**The 7-day FISHNAT GI-RU cross-border package holiday - 12/18 persons, versions 1, 2, 3:**

Component	Estimated unit cost - Version 1 Family All Inclusive (18 persons)	Estimated unit cost - Version 2 Business All Inclusive (12 persons)	Estimated unit cost - Version 3 Flexible Offer (18 persons)
Transportation by minibus - approx. 600 Km x max 1-1,5 Euro/Km	1500 Euro	1500 Euro	1500 Euro
Transportation by off-road vehicles - 3 days x 100 Euro	300 Euro	300 Euro	300 Euro
Licenses and permits (entire group, for max. 4 objectives)	250 Euro	250 Euro	-
Accommodation 6 nights, breakfast included	150 (6 nights x 25 Euros on average)	420 (6 nights x 70 Euros on average)	240 (6 nights x 40 Euros on average)
Meals (lunch + dinner, 7 days) (person) (pers)	140 Euro	245 Euro	175 Euro
Guide salary cost (stay)	200 Euro	200 Euro	200 Euro
Subsistence costs guide + driver	600 Euro	600 Euro	600 Euro
TOTAL / version:	8070 Euro	10830 Euro	10070 Euro
Cost / person / version	448,33 Euro / person	902,5 Euro / person	559,44 Euro / person

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Profitability calculation FISHNAT GI-RU (18 persons)	Estimated unit cost - Version 1 Family All Inclusive (18 persons)	Estimated unit cost - Version 2 Business All Inclusive (12 persons)	Estimated unit cost - Version 3 Flexible Offer (18 persons)
Income from selling the GI-RU package (12/18 persons - version)	8070 Euro	10830 Euro	10070 Euro
Internal organization costs for GI-RU (12/18 persons - version)	7190 Euro	8510 Euro	8180 Euro
Profit	880 Euro	2320 Euro	1890 Euro
Profit ratio	10.90%	21.42%	18.77%

A travel agency could get a minimum turnover of about 151.920 Euros (24 stays - one per week, All Inclusive Family version), for 336 fishing enthusiasts (including guide and driver), respectively 2.016 overnights sold in one year, just for the All-Inclusive Family version. This is the pessimistic version, because, as mentioned above, the package offers a high degree of flexibility, and income could double if two stays are organized per week, resulting in 303.840 Euros (2 stays per week), 672 of tourists and 4.032 overnights.

If we also take into account the fact that at least eight stays from Versions 2 and 3 (All-Inclusive Business, respectively Flexible Offer) will definitely be requested, the turnover that could be generated by this package may increase by more than 149.280 Euro (86.640 Euro from the All-Inclusive Business version, respectively 62.640 Euro from the Flexible Offer version), with more than 224 visitors and over 1.344 overnights / year.

If 5 travel agencies would take over this package and sell, in the pessimistic version, the added value of this package in the economy would be over 1.506.000 Euros, and the contribution to the occupation of the accommodation units in Romania and / or Bulgaria would be of 16.800 overnights / year.

These „pessimistic“ figures can easily be achieved by a single agency, with a good marketing policy, and that is set to develop this packages segment as a form of specialization, both within the current cross-border area, but also in other areas. Although fishing as a profession in the area promoted by the FISHNAT package holidays is not a significant segment, in the coming years, related activities, related to fishing, can be a

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good source of business development, especially of tourism, following the model of other countries.

Numerous analyzes have been carried out at EU countries level regarding the promotion of such tourism, which is however most often applied in marine fishing areas (Spain, Italy, Croatia). However, on a much smaller scale, it can also be applied in Romania or Bulgaria, i.e. fishing in the Danube river or in heavily populated lakes (ponds).

Some appraisals from a report of the Fishing Committee on the role of fishing tourism in the diversification of fishing activities (2017 - Renata Briano) we consider to be relevant in the context of the proposal for the development of the FISHNAT cross-border holiday packages, of which we mention:

- *„Specialized agencies, such as Turismo marinero - Costa del Sol, have been set up in Spain to promote the fishing traditional industry and to help locals to develop tourism activities related to this sector and to advertise them“;*

- *„Fishing festivals in Croatia help promote fishing traditions, cultural and historical heritage, local gastronomy and the traditional way of living“;*

- *„The Commission is requested to support the emergence and development of tourism in the fishing sector (...) by making efforts to create a new form of tourism in which the essential issues are - amongst other aspects - the quality, flexibility, innovation and conservation of the historical and cultural heritage of the fishing areas, as well as the environment and health“.*

Travel agencies that will operate the FISHNAT package holidays will ensure their profitability through a correct management of the support materials offered within the project, through a balanced and flexible pricing policy, but also through marketing actions aimed at the target groups.





*Association  
"TOURIST  
FISHING  
CLUB"*



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