

Linking Fisheries

to the Tourism Economy



Sardinia, 22-24 October 2013

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- ▶ **Why link fisheries to tourism?**
 - ▶ **What impact can tourism have on the fisheries sector/area?**
 - ▶ **What can FLAGs do?**
-
- ▶ **Project examples & seminar agenda**

Fisheries areas:

- ☺ Nature (coast, water, landscape, wildlife...)
- ☺ Fishing activity and heritage
- ☺ Fresh fish
- ☺ Attractions, water sports....
- ☺

Tourism:

- ☺ Growing industry
- ☺ Jobs and income
- ☺ Potentially greater added value
- ☺ Tourists looking for new experiences
- ☺



Provide extra income and/or jobs

Allow to gain more from less fishing

Promote consumption of local fish

Strengthen identity and visibility of fisheries

Help fishermen make links with other actors in the area

Competition for scarce resources (space, housing, fish stocks, labour)

Mass tourism – cheap labour and supplies (often from outside the area)

Jobs created can be seasonal, low paid

Commodification and standardisation

Export revenues outside the area

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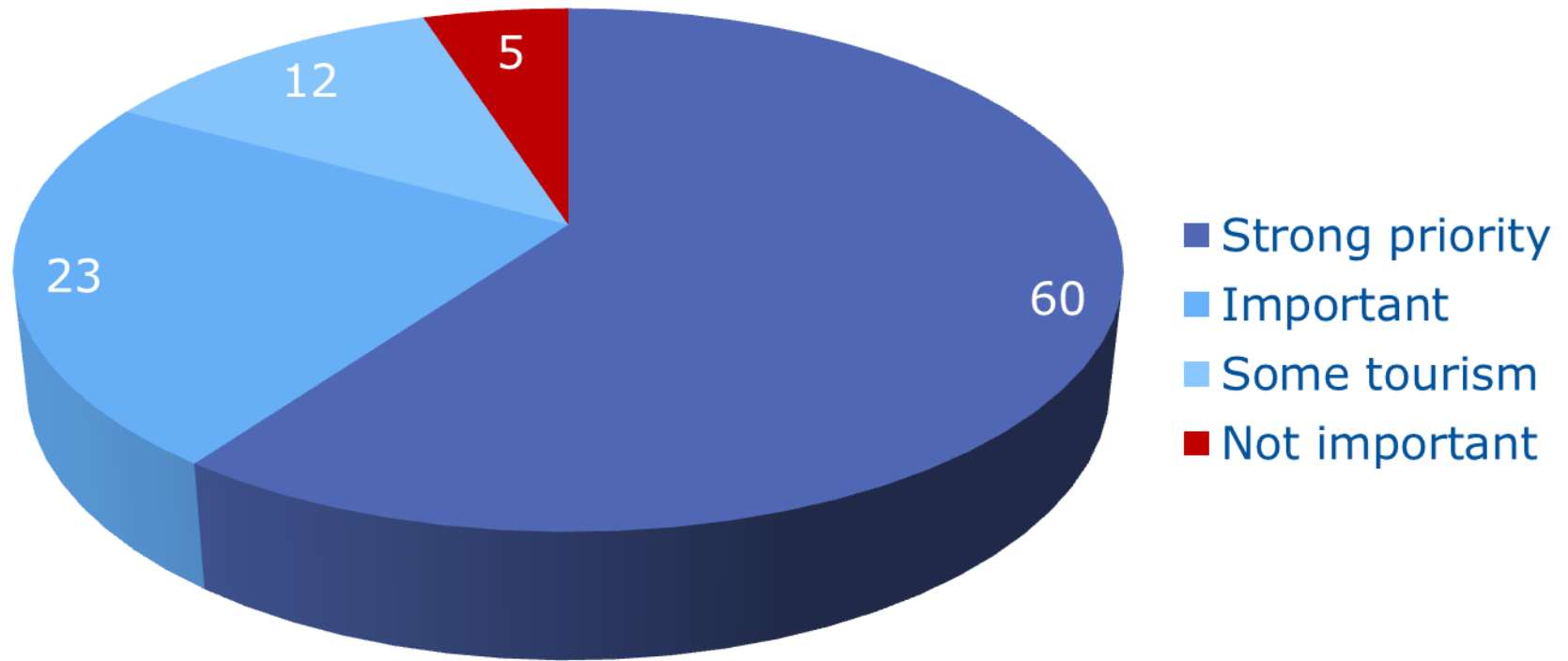
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**Export revenues
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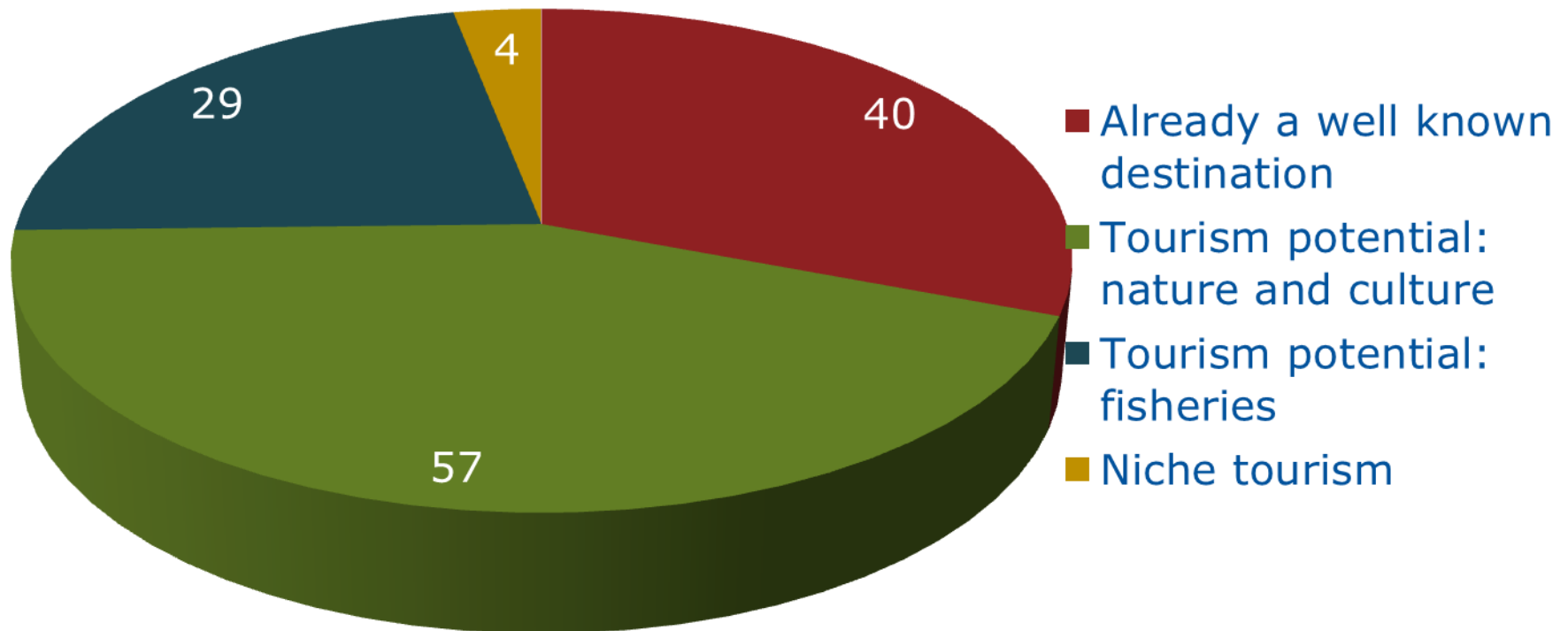
A scenic landscape featuring a large body of blue water in the foreground. A wooden pier with several vertical posts extends into the water. The background is dominated by a range of green, forested mountains under a clear sky.

This is the role of the FLAG!

► Estimated from FLAG fact-sheets:



► Estimated from registration forms:



For the fisheries sector, promoting tourism in the area can mean:

An opportunity to create links with other actors in the area (and outside it)	23
A chance to learn how to create and market a new product	19
Diversification of income, extending the season, creating jobs	13
Getting more visibility, educating people about fisheries	6
Selling more fish	5



So how can the FLAG help?

At the stage of strategy/project design (1)

► **Make sure the fisheries sector is involved from the beginning (in the planning and discussion stage)**

- Encourage and animate
- Create suitable conditions
- Build ownership



► **Encourage a wide range of local actors to participate in fisheries tourism development**

- Explain the importance of fisheries tourism for the wider area
- Promote joint ideas and action
- Use board members as „ambassadors”





▶ **Ensure capacity building, especially for fishermen**

- If necessary, build the capacity yourself



▶ **Identify local assets important for fisheries-related tourism**

- especially under-utilised assets



▶ **Have a clear view who your target groups are and what they are looking for**



▶ **Make sure your products fit together up-front (and not ex-post)!**

► Prioritise projects that:

- Bring benefit to (a large part of) the fisheries sector
 - always ask: what exactly is the benefit?
 - try to benefit especially those most at risk
- Benefit the wider local community: create quality jobs, use local products, especially locally caught fish...
- Create or strengthen linkages
 - within the fisheries sector as well as outside it
 - also with non-tourism activities
- Help overcome seasonality



► Check if the project is viable

- Is there really a market?
- Has it been estimated correctly?
- Have all the costs been taken into account and can they be covered?
- Remember this is also important for public sector projects (e.g. maintenance costs)!
- Is there adequate management capacity? etc.....



► Look at the wider impact of the project

- Carrying capacity
- Knock-on effects
- Synergies and displacement





Help the fisheries tourism succeed (1)



► Support/strengthen individual marketing efforts



Promote cooperation between tourism actors

- Encourage joint promotion (including cross-promotion) and marketing – „Co-opetition” between tourism actors

► Think of your area as a tourist destination

- Make sure your (fisheries-related) tourist products fit together
- Define your area’s „unique selling point”
- Have your own marketing plan (including budget!)
- Ensure your promotion activities are cost-effective
- See who else does similar things in your area (e.g. local tourist board?) and ensure links/complementarity



► Ensure wider community support

- Strengthen the sense of identity and local pride
- Develop a „welcoming attitude”
- Encourage involvement of volunteers
- Help to look at the area with the visitors’ eyes
- Create space for reflection and evaluation

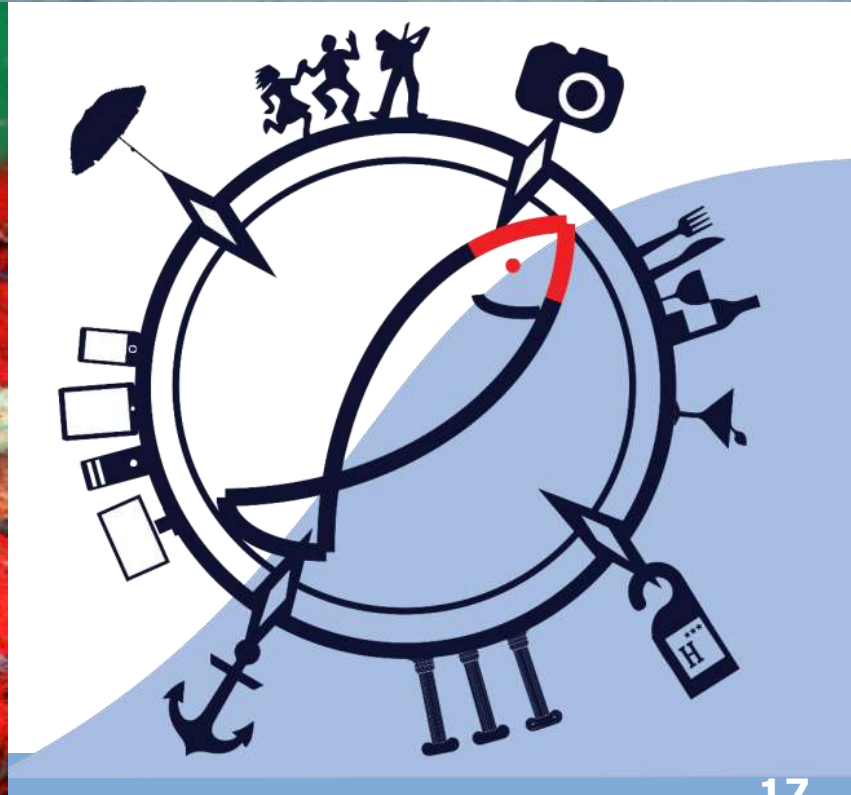


► Remember capacity building

- Don’t underestimate skills needed for a quality offer
- Analyse needs
- React quickly and flexibly
- Avoid general-purpose training, tailor it to context
- ...including language skills if you have international tourists



► Measure the costs and benefits of your activity and adapt your plan if needed!



Day 1: Tuesday 22nd

18.30 - 21.30 | **FLAG Fair of tourism material & projects & Buffet dinner of local products**

- **Pesca-tourism** and related activities
- **Recreational activities** in fisheries areas
- **Museums & exhibitions** to showcase an area's fishing & marine heritage
- **Accommodation** developed by fishermen and their families (e.g.s in Spain and Bulgaria)
- **Restaurants** using local and sustainably caught fish
- **Equipping local markets and ports** to receive tourists and sell their fish directly



- **Promotional material and techniques:** websites, festivals, competitions, television shows, attending fairs...
- **Making the area more attractive** for tourism – using its fisheries identity
- Initiatives to **package the different products and assets** of a fisheries area and foster **cooperation** between fisheries and other sectors such as tourism
- **Educational activities** for the public
- **Training activities for the sector** and other sectors delivering fisheries-related tourism services





9.00 – 10.30	<ul style="list-style-type: none"> - Linking fisheries to the tourism economy - Sardinian FLAG presentation (area, fisheries and tourism)
10.30 – 10.45	Coffee break
10.45 – 12.00	WG1: Identification of resources & assets. Identifying potential markets.
12.00 – 15.30	Visit to the port to see Italian pesca-tourism boats and to the Nora Lagoon & fisheries tourism (" ittiturismo ") restaurant.
15.30 – 16.45	Plenary session presentations: <ul style="list-style-type: none"> - Product development - Working with tourism actors to market your product - Using marketing tools to reach your target audience
16.45 – 18.30	Learning through projects: mini tourism exhibition.



- 1 – Pesca-tourism
- 2 – Web tools
- 3 – Shellfish Visits
- 4 – Festivals & Gastronomy
- 5 – Integrated Tourist Packages / trails (working with local actors)
- 6 – Sardinian FLAG territories & tourism
- 7 – Accommodation & Restaurants
- 8 – Capacity Building for Fishermen





7.00 – 14.00	Pesca-tourism trip (including lunch on board)
9.00 – 10.00	Plenary session presentations: <ul style="list-style-type: none"> - Margalaica (packaging & marketing fisheries tourism) - Lapland's training programme for fishermen
10.00 – 11.30	WG 2: developing tourist products in fisheries areas
11.30 – 12.00	Coffee break
12.00 – 13.30	WG 3: marketing fisheries-related tourism
13.30 – 14.45	Lunch
14.45 – 15.45	Focus on pesca-tourism – plenary session <ul style="list-style-type: none"> - Video of pesca-tourism in le Var, France - Panel feedback from pesca-tourism trip - Technical presentation of pesca-tourism implementation in Italy
15.45 – 16.00	Coffee break
16.00 – 17.00	WG 4: finalising your area's tourism package
17.00 – 18.00	<ul style="list-style-type: none"> - Presentations of your tourist packages & comments by tourism experts. - Conclusions from DG Mare

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