

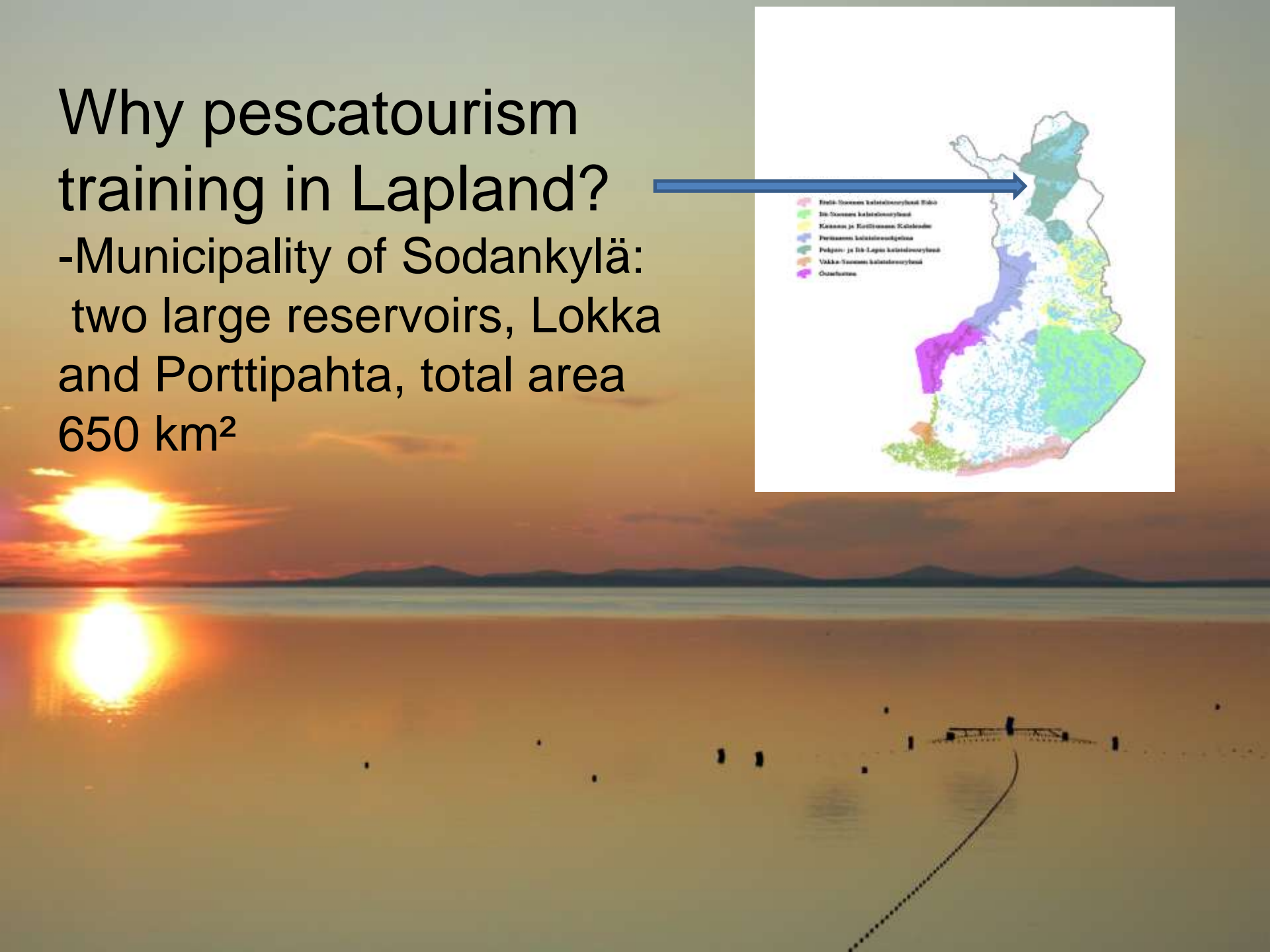
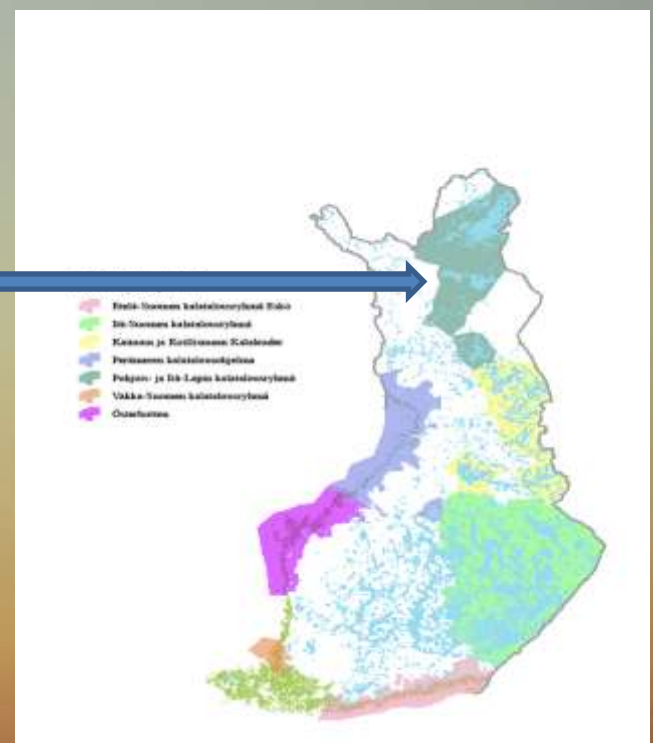
REVENUES FROM TOURISM – TRAINING PROJECT IN PESCATOURISM FOR FISHER- MEN IN SODANKYLÄ, FINLAND

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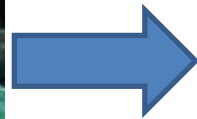


Why pescatourism training in Lapland?

-Municipality of Sodankylä:
two large reservoirs, Lokka
and Porttipahta, total area
650 km²



- About 40 full-time professional fishermen in the end of 1990's
- New regulations for fishing in the end of 1990's : a shift from non-selective gear to selective gear
- Selective fishing led to problems with fish stocks and the incomes of fishermen decreased → now there are 20 professional fishermen left



- fishermen saw that they need to find new sources of supplemental incomes

- tourism was the most obvious possibility → fishermen contacted our FLAG in **June 2009**

(NOTE! The main principle of Axis 4: the bottom up – approach)

- **July 2009:**

- FLAG started preliminary talks with the municipality of Sodankylä, because

- expertise in tourism was needed and

- the municipality was the best candidate for project promoter

- **questionnaire to fishermen:** what kind of a project is needed and how many fishermen will be committed to take part in the project
- August 2009:** meetings with municipal authorities and fishermen:
 - to define the **contents of the project**
 - to agree about **administration:** the municipality of Sodankylä will be the project promoter
 - to agree who will **prepare the application:** Ms Marjo Helenius, chief of tourism development of the municipality, assisted by FLAG

-Municipality sent the application to regional EFF-authorities in **October**

-a positive statement from the FLAG and approval by EFF-authorities in **November 2009**

- total costs **78 000 EUR:**

- 39 % Axis 4
- 51 % national funding
- 10 % municipality

- project manager started her work in **January 2010**.
Main task was to arrange trainings and **find the best experts as teachers for every course.**

Main ideas:

- tourists will have the opportunity to **see fishermen doing their normal work** = **pesca-tourism!**

Fishermen can

- take care of the whole trip
- or act as subcontractors for tourism companies



-Fishermen did not have much, if any, experience in tourism → **the main objective of the project** was that fishermen would gain the basic skills required when working with paying guests:

- Skills and permits demanded by legislation
- Skills needed to get clients (product development, marketing, networking)
- Skills needed to provide good customer care

→ **1st phase of project (1 Jan 2010- 28 Feb 2011)**
included several training courses and exams in

1. Safety matters:

- First aid, levels 1 and 2: **2 days**
- Permit to take tourists aboard: participating training and passing an exam are needed to get the permit: **1 day**
- Safety at work certificate: **1 day**
- Safety documents needed, how to get them: **1 day**



2. Product development and marketing:

- Mutual training in product structuring, price setting, how to meet the client etc.: **10 days**
- Personal guidance for each participant in designing their own products: **7 days/person**
- Five study trips to established companies and travel fairs, creating connections to possible partners



Outcomes:

- 14 fishermen out of 20 participated the first phase project and got the required permits
- Five fishermen built seven marketable products that were showcased in a brochure
- Fishermen realized that they need to learn more about product development, customer care, marketing, networking...



Second phase project was needed

Second phase: 1 Jan 2012 – 28 Feb 2013

Budget: 85 420 EUR

- 39 % Axis 4
- 51 % national funding
- 10 % municipality of Sodankylä

Objective:

to increase and extend the fishermen's skills and knowledge in product development, customer care, networking and marketing

Participants:

11 fishermen of whom six designed their own tourism products

Training courses:

- Consumer safety legislation: **1 day**
- General aspects of developing fishing tourism product: **1 day**
- Manufacturing and using sport fishing equipment (lures, flies etc.): **3 days**

- English terminology specific to fishing tourism: 1 day
- Available funding for investments in tourism: 1 day
- Introduction to social media: 2 days
- First aid: 3 days
- Rescue activities on the water: 1 day
- How to show oneself to clients: 1 day
- Aurora borealis – the Northern Lights: 1 day

- Quality system manual for small fishing tourism enterprise: **2 months** (personal guidance)
- Running an excursion: **3 days**
- Russian culture and language: **2 days**
- Personal guidance in product design during the whole project.

Five study trips to tourism and fishing fairs and exhibitions: fishermen showcased their own tourism products

Outcomes:

-six fishermen built eleven marketable products that were showcased in a brochure which was delivered to all tourism companies in the area

-website: www.facebook.com/profishinglapland

-DVD: Pro Fishing Lapland

-fishermen now have a better understanding about tourism: customer care, safety, networking...

-tourism companies in the area now know what kind of products professional fishermen can offer to their clients

What did we learn as a FLAG?

The importance of the bottom-up approach: when the initiative for a project comes from the fishermen and they are equal partners in designing the project, they have a full commitment

When a need for a certain project emerges, it is crucial to **gather all the partners together** from the very beginning



Lessons on pescatourism

When having customers aboard, safety comes first

It is of utmost importance to have all the mandatory permits and insurances

Do not expect an immediate breakthrough and flocks of clients

Marketing is essential and expensive: cooperation with tourism companies is an inexpensive way to find customers

Fishing is a solitary profession, pescatourism is a service occupation – not all personalities are good at both

It is healthy for the solitary fisherman sometimes to socialise with the customers and enjoy it!



THANK YOU!

Product testing: winter net fishing on Lokka reservoir
t = -22°C



A happy client from Belgium

