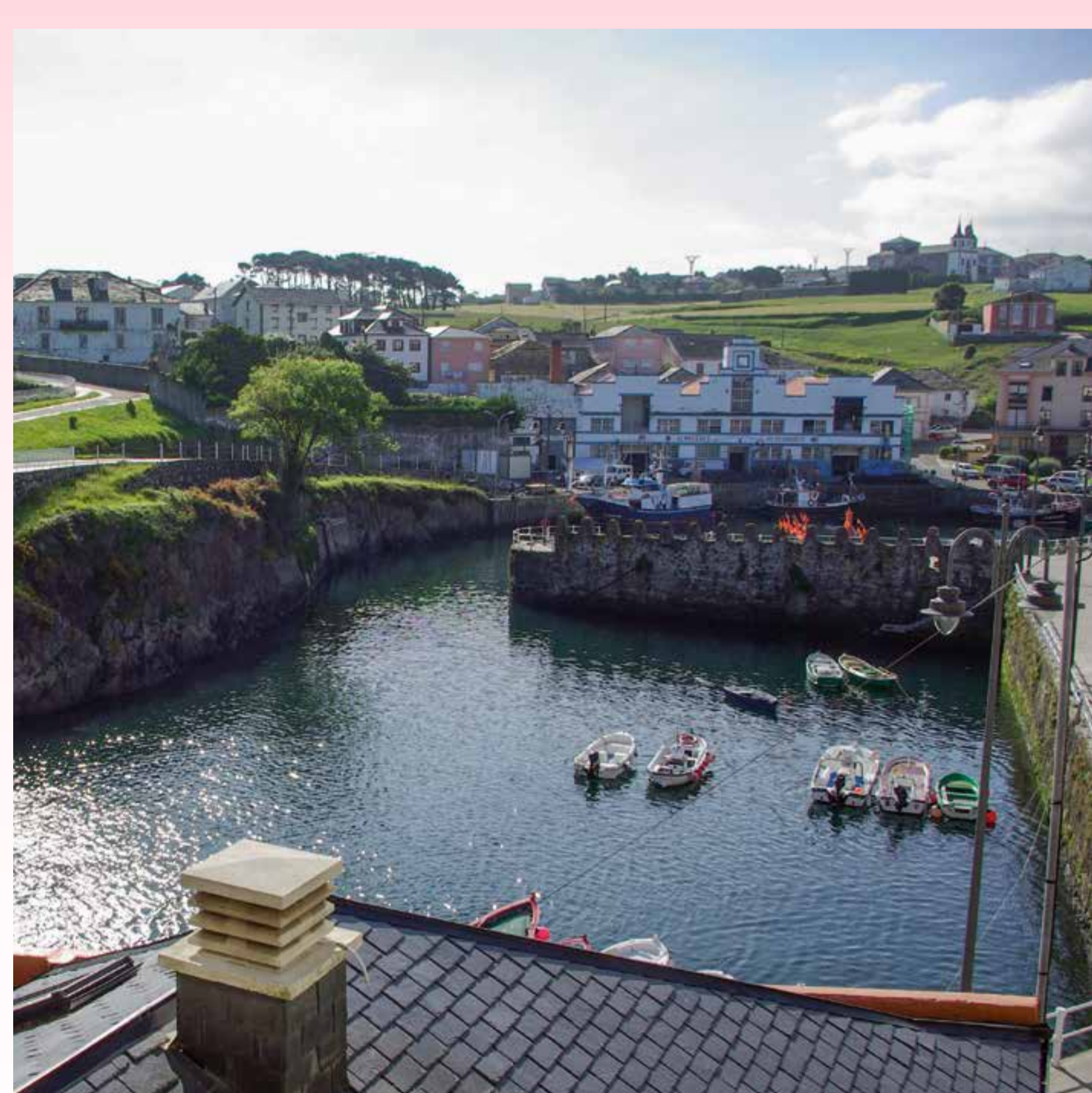


# Guided tours and education



## Visiting Vega Fishing Port

**A *cofradía* (fishermen's organisation) from Spain's Asturias has worked to increase the touristic and cultural value of the local fisheries sector by equipping the local auction house for guided tours and educational activities.**

The project has developed an interactive route around the local auction house allowing visitors to experience and learn about the daily work of local fishermen. For €3 per adult (free entrance for children up to 12 years old), visitors are offered a guided tour by an employee of the *Cofradía*, experienced in local fisheries activities.

A didactic room was also constructed and equipped to illustrate features and practices of local fisheries, using audio-visual material to make the tour more attractive to visitors, especially families with children and local schools. The project has gained wide coverage in the national media and become an important tourism attraction in the area. Even local hotels purchase tickets in bulk to offer the tour to their clients for free. In the future, the *Cofradía* expects to expand this guided tour by also organising excursions on fishing boats for tourists.

### NAVIA-PORCÍA FLAG, SPAIN

#### RESULTS (AFTER 6 MONTHS):

- > A total of 600 visitors during summer (July-August)
- > €4 000 of income generated
- > Around 25% of the visitors are children.

#### SUCCESS FACTORS:

- > Use of a local fisheries expert for the guided tour
- > The interactiveness of the tour

#### TOTAL PROJECT COST: €135 400

- > EFF Axis 4: €101 550
- > National / regional co-financing: €33 850

#### Project promoter

Cofradía de pescadores «Nuestra señora de la Atalaya» and the Navia-Porcía FLAG

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