



Project overview

#### Summary:

TOURISMED is a project aimed at testing and transferring a fishing tourism business model in the coastal territories of Italy, Cyprus, Greece, Albania, France and Spain as a way to promote a sustainable approach to tourism, while fostering the preservation of the marine ecosystem and traditional fishing culture of the MED region.

**Start Date:** 01-02-2017 **End Date:** 31-07-2019



## Expected results:

- 90 fishermen trained in the management of a sustainable sea-based business
- 6 tourism itineraries linked to the maritime traditional heritage and valorization of local seafood products
- 1 integrated fishing-tourism business model linking sustainable fishing, local natural resources and traditional products
- 6 regional fishing tourism
  consortia adopting the
  integrated business model

# Achieved results:

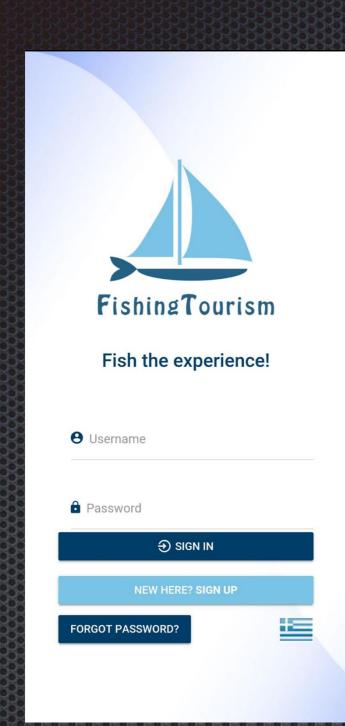
- ✓ 120 fishermen trained (expected 90) in the management of a sustainable sea-based business
- 6 tourism itineraries linked to the maritime traditional heritage and valorization of local seafood products
- I integrated fishing-tourism business model linking sustainable fishing, local natural resources and traditional products
- ✓ 1 international fishing tourism association adopting the integrated business model with local branch offices (instead of 6 regional consortia)

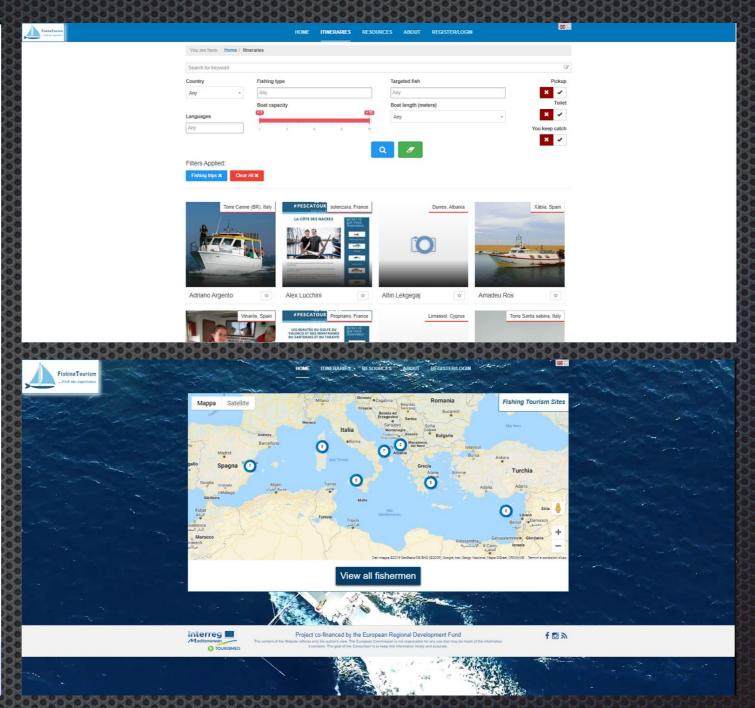


#### Pilot tests

Partners and Location	N. of Tourists involved	N. of Vessels involved
University of Piraeus, Greece	151	4
Haliéus, Italy	161	7
Coopérative pour le développement de l'emploi dans les métiers du patrimoine - Petra Patrimonia Corsica, France	121	5
Durres Municipality, Albania	135	5
Municipality of Trabia, Italy	160	6
Port Institute for Studies and Co-operation of the Valencian, Spain	123	7
тот	851	34 (30 exp.)















### Key of success: Target groups and stakeholders involvement

- Stakeholders and target groups engagement plan
- Public authorities: direct contacts with our public partners: events, round tables, MoU.
- Fishing cooperatives, Fishermen: Mapping, Call for interest, ad-hoc visual communication material, training, job-shadowing, involvement in the platform, MoU, creation of International Association.
- Private operators in tourism: Mapping, call for interest, Agreement, training, job-shadowing, Tourismed Label, Involvement in the platform.
- Communities: Press, web-based activities; transnational workshop with public and private stakeholders to gather feedbacks for the refinement of the business model.