



PILOT ACTION

Fishing Tourism and Priority Axis 4 of the EFF on Sustainable Development of Fisheries Areas and Fisheries Local Action Groups

REGIONE MARCHE

FINAL REPORT





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INTRODUCTION

An important part of the diagnostic phase on fisheries, carried out in the framework of the MAREMED project by Marche Region as the Coordinator of the Fisheries Theme, was aimed at assessing the role played by fisheries in the local economy, and at determining how the different Mediterranean Regions use the Integrated Coastal Zone Management (ICZM) tool to harmonize all maritime economic activities and enhance the sustainable development of fisheries areas. Overall, the results of the diagnostic phase highlighted that the efforts carried out at the Mediterranean level in order to better conjugate fishing activities with integrated coastal zone management and the local economy are not yet satisfactory, and fisheries and all other activities that play either a direct or indirect role in the coastal economy (e.g. tourism, energy production, environmental protection, maritime transport) are not harmonized and coordinated by a common ICZM tool. In addition, initiatives aimed at the sustainable development of fisheries areas appear still scattered and not exhaustively developed in the Mediterranean area. An overall lack of dialogue and coordination between different economic sectors (e.g. fisheries and tourism), an inadequate regulatory framework for specific activities such as fishing tourism, the scarce development of regional, national and international networks and joint initiatives, are all critical issues that were pointed out during the diagnostic phase which preceded the development of the present pilot action. The planning of interventions for the sustainable development of fisheries areas should instead be put in perspective through the adoption of an integrated maritime policy, and through a strong interrelation between fishery activities and a territory's features, potential and vocation, as highlighted also by the Priority Axis 4 of the European Fisheries Fund (EFF) on sustainable development of fisheries areas (Council Regulation EC N. 1198/2006).

For all these reasons, Marche Region has deemed appropriate to develop and carry out two intertwined pilot actions to tackle some issues that may be crucial in improving the state of fishing communities, and more in general in favouring the sustainable development of coastal areas. These pilot actions were focused on **Fishing Tourism** and on **Priority Axis 4 of the EFF (Sustainable Development of Fisheries Areas and Fisheries Local Action Groups-FLAGs)**. Data and information on these issues were collected through (i) supplementary questionnaires submitted to MAREMED project partners, (ii) specific opinion gathering and (iii) relevant background material. The results of these intertwined pilot actions are presented, analysed and discussed in this report, also highlighting the main criticalities and possible ways of improvement.





GOALS OF THE PILOT ACTION

The **main goals** of the two intertwined pilot actions on **Fishing Tourism** and on **Priority Axis 4 of the EFF (Sustainable Development of Fisheries Areas and Fisheries Local Action Groups-FLAGs)** were **(i)** to highlight the role of the different governance levels (local, Regional, national, European) in favouring an integrated approach for the sustainable development of fisheries areas, **(ii)** to identify general principles and specific measures that could incentivize crucial actions such as Fishing Tourism, the creation of FLAGs, the development of integrated projects and initiatives, **(iii)** to develop a common framework for the coordination and networking of initiatives at the Mediterranean level, **(iv)** to enhance dialogue and cooperation between different sectors in order to find common and shared solutions and develop sound economic proposals, **(v)** to outline a more effective regulatory framework for Fishing Tourism and related initiatives.

The two intertwined pilot actions were developed in 2 phases:

- 1) elaboration and submission of supplementary questionnaires to MAREMED project partners and other experts;
- 2) data and information analysis, presentation and discussion of results, outline of the main criticalities and identification of possible ways of improvement.

Key actions and related time schedule for the two phases are described in the table below.

I PHASE	
January - February 2012	Elaboration and submission of supplementary questionnaires to obtain additional and more exhaustive information on section D (Towards a new conception of fishing activities at regional level) and section E (Territorial strand of the CFP: a new scenario for fishing) of the diagnostic phase questionnaire.
March - May 2012	Exchange of information and opinions with project partners and external experts, submission of completed questionnaires by partners.
II PHASE	
June 2012	Preliminary analysis of questionnaires, and presentation of preliminary results at the Maremed Meeting held in Ancona (21-24 June 2012).
July – August 2012	Further collection of data, information and background material on the state of the art of Fishing Tourism and FLAGs in the Mediterranean area, including a direct exchange with the FARNET Supporting Unit.
September – October 2012	Overall analysis and elaboration of data and information obtained, presentation and discussion of results through the present report, outline of the main criticalities and identification of possible ways of improvement at the local, Regional, national and Mediterranean level.





PARTNERS INVOLVED

Overall, the project partners involved in the MAREMED project are:

FRANCE

- PACA Region: Maritime Service
- Corsica Region: Environment Office
- Conference of Peripheral Maritime Regions and Mediterranean Intercommission (CRPM and CIM)

SPAIN

- Valencia Region: Port Institute for Studies and Cooperation FEPORTS
- Murcia Region: Department of Public Works and Land Planning
- Catalunya Region: Department of Land and Sustainability

CYPRUS

- Larnaca District Development Agency

GREECE

- Crete Decentralized Administration Authority: General Direction of Spatial And Environmental Policy

ITALY

- Liguria Region: Department of Land Planning
- Toscana Region: Maritime System; International Cooperation
- Lazio Region: Department of the Environment
- Marche Region: Directorate of Fisheries, Agriculture, Forestry and Fisheries Services
- Emilia-Romagna Region: General Directorate of the Environment, Coast and Land Defence Service

All these partners except for CRPM and Catalunya were contacted with the supplementary questionnaires.

The institutional project partners that replied to the questionnaire provided opinions, data and information with the support of experts internal to the public administration bodies and external to them (research institutes and universities).





THE MEDITERRANEAN FISHERIES CONTEXT

The Mediterranean Sea is a semi-enclosed basin with a surface area of about 3 million km² (Black Sea included), which is about 0.8% of the world's total sea surface. The Mediterranean is considered one of the most important marine areas in the world for its peculiarities and biodiversity levels.

The two basic features of Mediterranean fisheries are **the large variety of caught species and the absence of large single-species stocks** (with some exceptions, such as the bluefin tuna). Fishing activities in the Mediterranean employ several hundreds of thousand of people and have **artisanal fisheries** characteristics. Mediterranean fleets are mainly composed of a large number of small (80% are <12 m) and relatively old fishing vessels, most of them are polyvalent and use a high variety of fishing gears. Fleets have a capillary distribution along the whole coastline, with fragmented landing sites and markets. The most significant catches in economic terms are represented by demersal fish caught by multispecific bottom trawlers; several groundfish species have traditionally held great commercial importance at the local level.

The Mediterranean area has high geographical and sociopolitical complexity, and it is also characterised by a strong human pressure: indeed, fishing vessels from more than 20 countries, spanning from EU Member States to non-EU Balkan countries to Northern African countries, share the same pool of fisheries resources. Therefore managing Mediterranean fisheries and related activities, including initiatives such as Fishing Tourism, is a complex process. **Mediterranean fisheries are highly diverse and show strong geographical variations, not only because of the existence of different marine environments, but also because of the diversity of socio-economic conditions.** Fishing activities have been carried out in the Mediterranean for thousands of years; current patterns are therefore the result of a long history, and not simply the outcome of specific and relatively recent management policies and orientations.

Today, **fisheries areas across the Mediterranean are facing relevant challenges.** The fishing sector has experienced a strong decline in income levels and job rates, further highlighting the need for innovative and sustainable solutions. The Mediterranean sea with its environmental and cultural peculiarities represents a unique and valuable resource, which can provide **new and diversified opportunities for sustainable economic growth.** For this reason, Priority Axis 4 of the European Fisheries Fund (EFF) has been specifically focused on providing support for the sustainable development of fisheries areas, adding value and creating jobs at all stages of the fisheries supply chain, as well as supporting diversification for fishermen





through initiatives such as Fishing Tourism. It is important to note that Axis 4 aims at providing local fishing communities with a tool for participating in and benefiting from the potential of blue growth and coastal development, as underlined also by the FARNET Support Unit, established by the European Commission to assist local communities and all other stakeholders in the implementation of Axis 4.

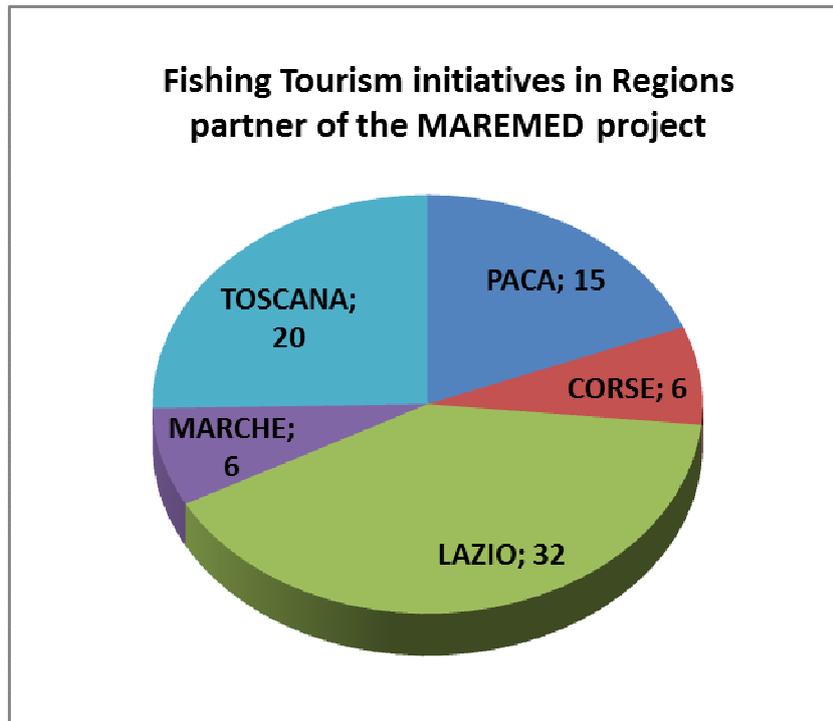
FISHING TOURISM: OVERALL STATE OF IMPLEMENTATION

Fishing Tourism can be defined as a set of tourism-related activities carried out by professional fishermen in order to differentiate their incomes, promote and valorize their profession and socio-cultural heritage, and enhance a sustainable use of marine ecosystems, by means of **boarding non-crew individuals on fishing vessels**. Although the “**tourism and recreational purpose**” of fishing tourism activities is apparent, this is not always formally stated by the relevant legislation, as it will be discussed in the regulatory framework section.

Fishing tourism has received increasing attention in recent years, and several national and international projects have included this issue among their key actions (e.g. Neptune, Pescaturisme 83, Coast to coast, Marimed, Sagital, Pinta, Fishingtourism, Fish Tourism, Marte+, Maremed). However, although very promising, the fishing tourism sector is still in its infancy stage at the Mediterranean level, as indicated also by the results of this study. The high socio-economic and conservation potential of fishing tourism demands for a **better regulation, coordination and integration of the sector**, at the Regional, national and international level.

According to the data provided by MAREMED project partners, official fishing tourism or ichthyotourism initiatives have not been developed in Cyprus, Crete (Greece) and Valencia Region (Spain) yet. In France and especially in Italy the fishing tourism sector is slightly more developed: **approximately 80 fishing tourism enterprises** are active in the five Regions of PACA (F), Corse (F), Toscana (I), Marche (I) and Lazio (I). **Italy has the highest proportion of initiatives (73%)**, with a strong prevalence along the Tyrrhenian coast (in Lazio and Toscana there are more than 50 active enterprises, but more than 100 fishing vessels have been authorised to carry out fishing tourism activities), and some initiatives along the Adriatic coast (4 fishing tourism vessels and 2 fishermen hospitality sites in Marche Region). These data are summarized in the graph below.





source: MAREMED questionnaire (in Toscana 74 fishing vessels have been authorised to carry out fishing tourism activities, but only those which are active have been indicated)

Overall, fishing tourism initiatives are scattered and occasional throughout the Mediterranean, and they are mainly carried out during the summer. **Promotional and coordination events** have been organised in order to connect fishermen enterprises and associations with tourism operators and public administrations and bodies, but more effort should be put in the organisation and development of **awareness raising and networking initiatives**. Indeed, this project highlights a **lack of information available and a scarce coordination among actors and stakeholders** that could play a leading role in boosting this activity, with special regard to the **weak links between fisheries and tourism sectors**.

Ichthyotourism (or Fish Tourism) is even less developed than fishing tourism, and the conceptual, regulatory and operational frameworks of ichthyotourism are still highly inadequate. **Spain** has not even shaped a formal definition of ichthyotourism yet. In **France**, ichthyotourism is defined as a differentiation of fisheries activities by means of tourism-related activities, including recreational, gastronomic and hospitality initiatives. One of the main differences between fishing tourism and ichthyotourism is that **ichthyotourism activities cannot be carried out on board fishing vessels**. In **Italy**, ichthyotourism is defined in a similar way by National Legislative Decree D.Lgs. n, 154 of 26 May 2004, art. 7, point 1b, which recognises it as a set of hospitality, recreational, educational, cultural services and activities, aimed at the





correct use of marine ecosystems and fisheries resources and at the valorization of socio-cultural aspects of fishermen enterprises, where fishermen use their own house or other structures to perform such activities. In **Marche and Toscana Regions**, ichthyotourism is exhaustively defined by the Regional legislation in compliance with the national law, but such an activity is not particularly well developed at the operational level yet.

Regulatory framework

In some Mediterranean countries, such as France and Italy, fishing tourism is included in the national legislative framework; in Italy some Regions have also developed Regional regulations. In other countries, such as Cyprus, Greece and Spain this novel sector is not formally regulated yet, although governmental debates for the development of specific regulations are currently ongoing. A **more exhaustive and appropriate legislative framework** for the development of fishing tourism activities in the Mediterranean is thus required at the **Regional, State and European Community level**. International directives should also provide a **common definition of “Fishing Tourism”** and consequently of “fishing activity”.

In many cases, the existing fishing tourism regulations are not completely satisfactory, but this is understandable since the activity is still at a pioneering stage, and it has become more popular only in recent years. **Specific amendments to the rules** should be made, also taking into account recommendations drawn by fishermen, operators and experts. For instance, in **France** fishing tourism is regulated by the National Regulation on fisheries of 23 November 1987 as a mere transport of passengers on board fishing vessels, whereas in this case non-crew individuals are present **on board for recreational and tourism purposes**. Ichthyotourism activities have not been included in the legislative framework yet.

In **Italy**, fishing tourism and ichthyotourism activities are included in several regulations. Fishing tourism is defined for the first time in the National Law n. 41 of 17 February 1982, modified by National Law n. 165 of 10 February 1992, as the set of activities carried out by owners of coastal fishing vessels who embark on board non-crew members for tourism-recreational purposes. Formal authorization is given by the Head of the maritime compartment where the fishing vessel is registered (Harbour Authority), as stated by the Ministry Decree D.M. n. 293 of 13 April 1999 (art. 5), which provides also a definition of fishing tourism (art. 1). Scope and aims are further defined in two subsequent regulations, which identify fishing tourism as an activity that consists of embarking on fishing vessels non-crew individuals for tourism and recreational purposes, underlining that fishing activities should have a priority role on fishing tourism activities: National Legislative Decree D.Lgs. n. 226 of 18 May 2001 (art. 3) and D.Lgs. n. 154 of 24 May 2004. The National Law n. 96 of 4 June 2010, art. 28, defines principles and criteria for the multifunctionality of fisheries and aquaculture enterprises aimed at creating alternative sources of income, especially focusing on generational renewal and business





FISHING TOURISM: MAIN CHALLENGES AND WAYS FORWARD

According to the results of this project, the **main goals** of fishing tourism are (i) to diversify **income sources** within the professional fisheries sector, (ii) to decrease the overall **fishing effort**, (iii) to promote the **environmental, socio-cultural and economic values** of coastal areas through the fishermen which represent them, (iv) to develop **innovative and attractive tourism offers**.

The lead actors to achieve these goals should be in all cases **professional fishermen**, so that the socio-economic benefits of fishing tourism initiatives remain within the fisheries sector.

The main **positive impacts** of fishing tourism activities are (i) the **sustainable development of the coastal territory** and the valorization of its historical and socio-cultural vocation and heritage, (ii) the development of an **innovative concept of tourism**, (iii) the recognition of the **leading role of professional fishermen** in shaping coastal areas, and the added value given to **local fisheries products** and, in many cases, to traditional artisanal fisheries, (iv) the **reduction of fishing effort** and thus a better conservation of fisheries and marine resources, (v) the **higher incomes of fishermen**, associated to the differentiation of economic activities, lower fuel and vessel consumption and less working hours, and, possibly, the higher employment rates of young people and women, (vi) the development of **environmental and cultural education** activities.

Main challenges and ways forward

A highly critical issue is related to the international, national and Regional **regulatory framework**, which is still poorly developed and not exhaustively focused on the specific characteristics and requirements of fishing tourism, as discussed in the dedicated section.

In addition, **bureaucratic, administrative and taxation** issues should be simplified and made more coherent and crystalline both at national and Regional levels.

The development of **joint actions involving public administrations, local communities, professional fisheries associations and tourism operators** would help to find the appropriate solutions and to better coordinate actions and initiatives.

Fishermen themselves should be encouraged to create **dedicated cooperatives or consortia and networks of fishing tourism enterprises**, in order to rationalise their activities, increase visibility and strengthen their impacts.





As already pointed out, the lead actors of fishing tourism initiatives should indeed be professional fishermen, since the rationale behind fishing tourism is to create alternative development and economic income opportunities for the fisheries sector. However, fishermen cannot act alone. A very critical point is the current difficulty in connecting the worlds of fisheries and tourism, whereas **stronger and more articulated partnerships and synergies should be created between fishermen and the tourism sector**, so that fishing tourism initiatives could benefit from the professional expertise, networks and promotional platforms of tourism operators.

Networking and collaborating with tourism services and relevant stakeholders could also make **promotional and publicity activities more effective**. Fishing tourism initiatives could be included in **Regional Promotional Plans** and advertised through the **creation of dissemination, information and awareness raising material (leaflets, brochures, posters, etc) and of dedicated and comprehensive web-based platforms**, and through the **organisation of fairs and demonstration days, workshops and seminars, and other types of events** involving tourism operators and all relevant stakeholders.

Such initiatives should have a **wide distribution** and **good media coverage** to increase visibility and awareness, but they should also allow to build **strong and long-lasting networks of operators for a better management, coordination and harmonization** of fishing tourism activities in the long run.

Fishing tourism should become **more attractive even for fishermen themselves**, since this activity is currently not seen as particularly remunerative (for instance, Italian fishermen often prefer to respect the temporary protection period rather than moving their vessel for fishing tourism trips). **Synergies with tourism services would make management and logistics easier and offers more effective, thus giving a higher economic return to fishermen.**

Fishing tourism experiences could be included in **eco-tourism holiday packages**, similarly to what is done with farm holidays. Articulated “**fishing tourism trails**” could be developed, and tourists could also have the possibility to catch the fish during a fishing tourism cruise and then prepare it by themselves in structures provided by the fishermen, either onboard or inland.

Another issue of great concern is related to the **health and safety** of tourists on board, which is strictly connected to the need to **renovate and adapt fishing vessels** to make them suitable for fishing tourism activities. In some countries, such as Norway, a certain number of **fishing vessels have been specifically adapted and devoted only to fishing tourism activities**. Similar interventions could be implemented in the Mediterranean, with “fishing tourism vessels” possibly owned by fishermen cooperatives or consortia in order to reduce the costs of purchasing or renewing fishing vessels.





The creation of **tourist-friendly infrastructures**, such as specific harbour areas with structures and facilities dedicated to fishing tourism activities, should also be considered. Special **financial measures** (e.g. in the framework of the forthcoming European Maritime and Fisheries Fund) could be devoted to structural interventions for the adaptation of fishing vessels and harbour infrastructures.

Specific **education and training activities** should also be developed to increase fishermen competencies in the fishing tourism sector. Indeed, most professional fishermen are not adequately trained for carrying out a long-term fishing tourism activity. Formal authorization should be given to fishermen who wish to enter the fishing tourism sector only after completion of the required training. Training courses could be supported by **public funding**, for instance in the framework of the European Social Fund, so that fishermen are not financially burdened by this requirement.

Relevant **topics that could be covered by the courses** are:

- Fishing tourism regulatory framework and formal procedures to obtain the authorization
- Health and safety rules and measures on board fishing vessels
- Navigation safety rules and measures
- Hygienic and sanitary rules and measures pertaining to food handling, preparation and storage
- First aid measures
- Management of a fishing tourism enterprise: bureaucratic and administrative aspects
- Promotion and marketing notions for the tourism and hospitality sector, including client management, relations with tourism operators, etc
- Basic computer use, including internet and webmail tools
- Basic knowledge of the English language, focused on words and phrases commonly used in a day-to-day fishing tourism activity
- Biology of the main local commercial species and conservation of marine ecosystems and fisheries resources
- Waste disposal principles and environmental regulations for the safeguard of the sea
- Common and traditional fisheries systems and gears relevant for fishing tourism
- Local maritime history, traditions and socio-cultural heritage
- Characteristics of fish products, especially focusing on the importance of consuming local fresh fish for a healthy diet





EFF/AXIS 4 AND FLAG: STATE OF THE ART AND NEXT STEPS

The Priority Axis 4 of the European Fisheries Fund (EFF) aims at supporting the **sustainable development of fisheries areas**, especially focusing on measures to promote economic **diversification** (e.g. tourism, food, renewable energy) in areas affected by a decline in fishing activities. Fishing tourism and ichthyotourism initiatives are therefore coherent with this innovative approach. Another relevant feature of EFF/Axis 4 is the territorial approach, where local actors from all sectors are called to define and implement **integrated development strategies** through the creation of groups which are active at the local level: the Fisheries Local Action Groups (FLAG). **FLAGS are partnerships between fisheries actors and other local private and public stakeholders** to design and implement a bottom-up strategy that fits and addresses their area's needs to increase economic, social and environmental welfare.

In view of the importance and complexity of the issue, the European Commission has established the **FARNET Support Unit** to assist in the implementation of EFF/Axis 4, act as a networking platform for fisheries areas, and support FLAGs in developing local strategies, initiatives and projects ¹.

At present, in Europe there are **303 FLAGs** in 21 Member States, and thousands of projects are implemented by them.² A good number of FLAGs have been created also in the Regions partner of the MAREMED project. In **Cyprus** 1 FLAG has been created, called “Larnaca and Famagusta”, with a budget of 2.000.000 € (50% EFF and 50% national funding). The private sector has a 60% share on decision votes, and fishermen associations have a 20% share. **Crete** has no FLAGs, although in the whole country of **Greece** 11 FLAGs have been created. In **France**, the State is responsible for selecting and monitoring FLAGs. Eleven groups have been created at the national level, with a total budget of 5 million €. However, only 4 groups are located in the Mediterranean. One FLAG is located in **Region PACA**: “Group FEP Varois”. In **Corse Region**, the implementation of EFF/Axis 4 is based on 1 FLAG called “Groupe Régional de Développement Durable FEP Corse”, which consists of four colleges that bring together all coastal communities and stakeholders from the fisheries sector, public officers, scientific experts and environmental associations. The creation of local development groups for the implementation of EFF/Axis 4 is carried out at the Regional level in **Spain**, where 29 FLAGs are present, although only 5 are in the Mediterranean. Five Regions have devoted part of EFF funding to Axis 4, 1 FLAG is located in **Catalunya Region** (“Litoral Costa Ebre”) whereas no

¹ see also FARNET Guide #5. Diversification of fisheries areas: <https://webgate.ec.europa.eu/fpfis/cms/farnet/farnet-guide-5-diversification-fisheries-areas>

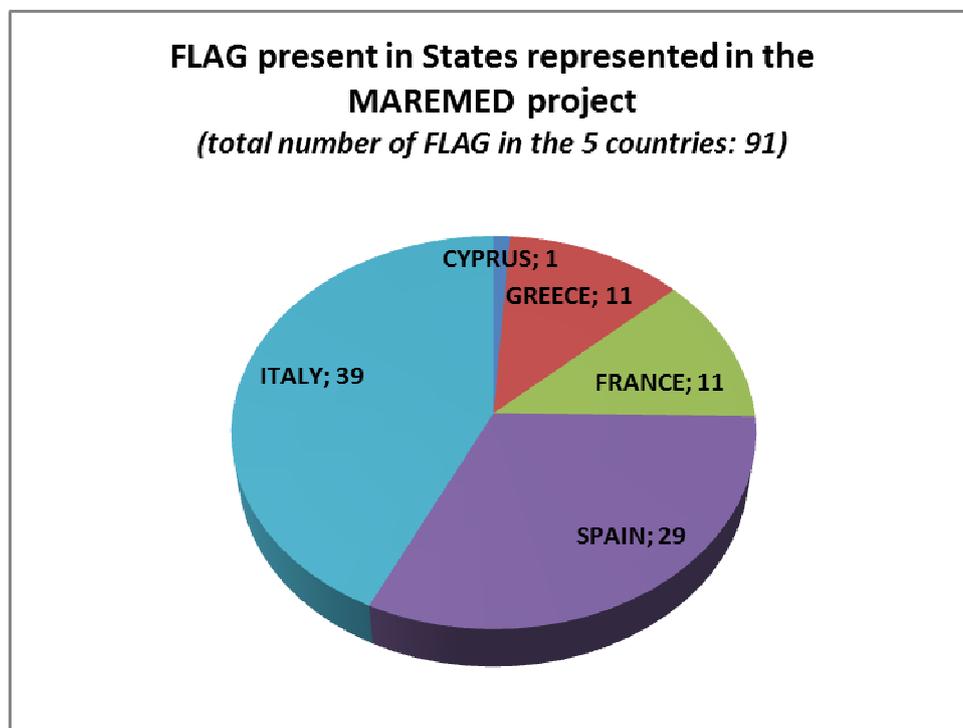
² as of 28 February 2013, source: <https://webgate.ec.europa.eu/fpfis/cms/farnet/welcome-farnet-european-fisheries-areas-network>





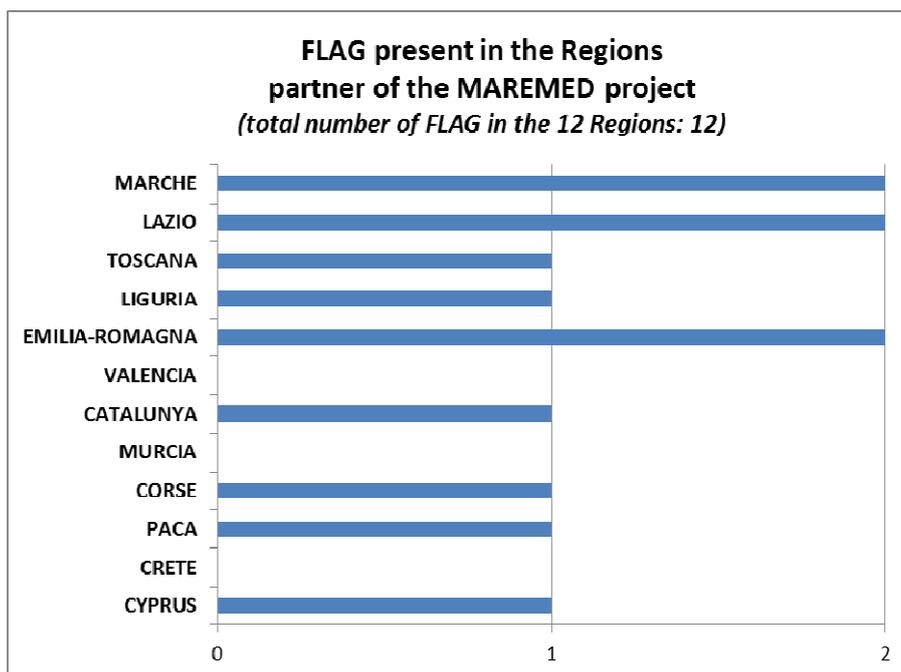
FLAGs have been created in **Valencia Region, Italy** is characterised by the highest number of FLAGs: 39 groups have been created throughout the Italian coasts. Considering MAREMED project partners, 2 FLAGs are located in **Lazio Region** (“Mar Tirreno Pontino e Isole Ponziante” and “Lazio Nord”), 2 in **Marche Region** (“Marche Nord” and “Marche Sud”, with a budget of around 1 million € each), 1 in **Toscana Region** (“Costa Toscana”, with a budget of 1.078.112 €), 1 in **Liguria Region** (“Il mare delle Alpi”) and 2 in **Emilia-Romagna Region** (“Distretto mare Adriatico” and “Marinerie della Romagna”).

These data are summarized in the next two graphs, the first graph provides an overview of FLAG present at the national level, the second one at the Regional level.



source: www.farnet.eu and MAREMED questionnaire. For France, 4 out of 11 FLAG are in the Mediterranean. For Spain, 5 out of 29 FLAG are in the Mediterranean.





The selection of Fisheries Local Action Groups is carried out at the Regional level in Spain and Italy, and financial resources are also managed and allocated by the Regions, whereas in France the whole process is centralized at the State level. PACA Region points out that in the framework of EFF/Axis 4 measures, French Regions should have a more leading role in terms of territorial development strategy and governance, stakeholder coordination, and fund management, allocation and monitoring.

A **multi-level governance that gives a leading role to Regions and local Public Administrations** in the design and implementation of local policies and actions for the integrated development of coastal areas should be strongly encouraged by the European Commission, as underlined also by the CPMR Policy Position on the role of integrated maritime policies in the framework of the post-2014 European Policies.

According to the information provided by FARNET Support Unit, FLAG include the following sectors:

- **Fisheries and aquaculture sector** (fishermen consortia, producers and category organisations, local and regional fisheries committees, trade unions and employers associations, etc): **30-90% of the partnership**
- **Public sector** (Municipalities, Province and Region administrations, etc): **4-50% of the partnership**





- **Private sector and NGO** (private enterprises, chambers of commerce, local development agencies and cooperatives, social and cultural associations, etc): **0-33% of the partnership**
- **Environmental sector** (universities and research centres, environmental NGOs, natural parks and marine reserves, etc): **0-15% of the partnership**

In particular, in **Italy FLAG partnerships** are composed by an equitable number of representatives of the fisheries sector (approx 33%), the public sector (approx 33%) and the private, environmental and NGO sector (approx 33%). In other countries such as **France**, the fisheries and aquaculture sector has a stronger involvement (50% of the partnership).

With regard to the **financial resources devoted to EFF/Axis 4 measures**, FARNET Support Unit points out that the overall budgets allocated at the State and at the Community level for the period 2007-2013 are as follows:

- Italy: 31.274.540 euro (10.1% of the national EFF budget)
- Spain: 49.336.048 euro (4.36% of the total EFF budget)
- Greece: 33.300.000 euro (16% of the total EFF budget)
- France: 5.699.644 (2.64% of the total EFF budget)
- Cyprus: 1.000.000 (5% of the total EFF budget)
- European Union: 826 millions of euro (14% of the total EFF budget), 134 millions of which are allocated to the Mediterranean area.

In Europe, 1625 of the projects proposed by FLAGs have been approved and supported by EFF/Axis funds (data provided by FARNET Support Unit as of June 2012), **more than 70 projects have already been developed in the Mediterranean area**, and numbers are rapidly increasing. Projects are varied and well differentiated according to the local needs, they include actions aimed at improving the **transformation and commercialization of fisheries products**, economic diversification initiatives such as **Fishing Tourism**, development of **renewable energies** interventions, **fishermen involvement** in the development and management of **marine protected areas**. These projects have proved to be beneficial also for the **collaboration between the fisheries sector and other sectors, such as tourism**.

Mediterranean FLAGs are currently developing a **common protocol** aimed at sharing best practices and developing joint projects for the valorization of the Mediterranean area, and a Charter for Mediterranean FLAG Cooperation has been signed by FLAGs in France, Spain, Greece and Cyprus. Within this framework, a particularly relevant issue is the **valorization of small-scale artisanal fisheries and local fisheries products**.





In **Italy**, FLAGs tend to focus their strategies on **local culture, sustainable tourism, territorial identity and labeling (Quality Marks) and, more generally, environmental, social and cultural issues**. The municipalities that make up the territory of the FLAGs share a number of commonalities (typical fish, maritime culture, folklore, crafts, environment, etc) which can be used to activate virtuous policies of sustainable development in the territory supporting the community of fishermen, by creating a productive system able to add value to the fisheries products and pursue an integration with tourism and agriculture. The main priorities include: **adding value to local fisheries products, promoting diversification, sustainable development, better marketing and communication of local resources**. The FLAG's strategy is basically geared towards mobilizing the fisheries sector to make the territory more competitive, in particular by promoting better organization of the small scale fisheries sector so as to allow them to diversify into complementary activities such as **Fishing Tourism**, supporting **small-scale processing of local fisheries products** and taking advantage of opportunities for **direct sales fishermen**.

Overall, the following **Good Practices** can be drawn from FLAG projects:

- ✓ **Adding value to local fisheries products**
 - Direct sales and “Kilometre Zero” commercialisation
 - Small-scale processing, transformation and quality, new products
 - Support to businesses
 - Promotion, marketing and awareness raising
- ✓ **Economic diversification**
 - Tourism (e.g. Fishing Tourism, Ichthyotourism)
 - Agriculture and By-products
 - Innovative activities
- ✓ **Environment, culture and society**
 - Environmental protection and sustainability
 - Renewable energies
 - Maritime culture, artisanal fisheries heritage, society in fishing communities
 - Infrastructure development

The real benefits of FLAGs for the fisheries sector cannot be thoroughly assessed yet, since local action groups are still of too recent creation. Specific studies should be carried out over the next few years in collaboration with the network of FLAGs, in order to **follow their evolution and effects on fisheries**, thus determining whether local action groups can indeed be an effective management tool for this sector.





OVERALL CONCLUSIONS AND RECOMMENDATIONS

The planning of interventions to revamp the fisheries sector should be put in perspective through the adoption of an integrated maritime policy, making sure that fisheries activities are strongly connected to the local economy and to a territory's features, potential and vocation.

The results of the two intertwined pilot actions on **Fishing Tourism** and on **Priority Axis 4 of the EFF (Sustainable Development of Fisheries Areas and Fisheries Local Action Groups-FLAGS)**, carried out by Marche Region as the Lead Partner of the fisheries theme in the framework of the MAREMED project, provide clear support to this **integrated and multi-level governance** approach.

With regard to **Fishing Tourism**, this study highlights that the sector is still in its infancy stage at the Mediterranean level, and fishing tourism initiatives are scattered and occasional, although very promising. The *main goals* and *positive impacts* of fishing tourism, as identified by MAREMED project partners, are highlighted in the two tables below.



MAIN GOALS OF FISHING TOURISM

- ④ To diversify economic sources of income in the fisheries sector.
- ④ To complement direct fishing activities, also preventing a further increase of the overall fishing effort.
- ④ To promote the environmental, socio-cultural and economic values of coastal areas through the fishermen which represent them.
- ④ To develop innovative and attractive tourism offers.
- ④ To improve fishermen's image, raise awareness on the fisherman profession and bring it closer to the people.





TEN POSITIVE IMPACTS OF FISHING TOURISM

- ◆ Sustainable development of the coastal territory.
- ◆ Valorization of the historical and socio-cultural vocation and heritage of coastal areas.
- ◆ Development of an innovative and ecologically sustainable concept of tourism at sea.
- ◆ Recognition of the leading role of fishermen in shaping coastal areas.
- ◆ Added value to local fisheries products and traditional artisanal fisheries.
- ◆ Reduction of fishing effort and better conservation of fisheries and marine resources.
- ◆ Higher economic income and better quality of life for fishermen.
- ◆ Higher employment rates for women and young people.
- ◆ Development of environmental and cultural education activities.
- ◆ Raise awareness on consuming local fresh fish for a healthy diet and a sustainable lifestyle.

This study has pointed out an unsatisfactory legislation, a lack of information available and a scarce networking and coordination among all actors and stakeholders that could play a leading role in boosting fishing tourism activities, with especially weak links between the fisheries and the tourism sector. The high socio-economic and conservation potential of fishing tourism demands for a **better regulation, coordination and integration of the sector**, at the Regional, national and international level.

A number of specific **challenges that should be tackled and recommended ways forward** to improve the fishing tourism sector, have been highlighted by this project, as summarized in the following table.





CHALLENGES AND WAYS FORWARD FOR FISHING TOURISM



REGULATORY FRAMEWORK

The legislation is still scarcely developed and not well focused on the specific characteristics and requirements of fishing tourism. A more **exhaustive and appropriate legislative framework** for the development of fishing tourism activities in the Mediterranean is required at the Regional, State and European Community level.

Specific amendments to the existing rules should be made in France and in Italy, and dedicated rules should be created in Spain, Greece and Cyprus, taking into account the recommendations provided by fishermen, operators and experts.

In addition, **bureaucratic, administrative and taxation** issues should be simplified and made more coherent and crystalline both at national and Regional levels.

A few examples: in **France** fishing tourism is regulated by the National Regulation on fisheries of 23 November 1987 as a mere transport of passengers on board fishing vessels, but an amendment should be made since non-crew individuals are present **on board for recreational and tourism purposes**. Also, **ichthyotourism** is not been included in the legislative framework yet.

In **Italy**, fishing tourism and ichthyotourism activities are included in several regulations. Fishing tourism is defined for the first time in the National Law n. 41 of 17 February 1982, modified by National Law n. 165 of 10 February 1992, as the set of activities carried out by owners of coastal fishing vessels who embark on board non-crew members for tourism-recreational purposes. Formal authorization is given by the Head of the maritime compartment where the fishing vessel is registered (Harbour Authority), as stated by the Ministry Decree D.M. n. 293 of 13 April 1999 (art. 5), which provides also a definition of fishing tourism (art.1). Scope and aims are further defined in two subsequent regulations, which identify fishing tourism as an activity that consists of embarking on fishing vessels non-crew individuals for tourism and recreational purposes, underlining that fishing activities should have a priority role on fishing tourism activities: National Legislative Decree D.Lgs. n. 226 of 18 May 2001 (art. 3) and D.Lgs. n. 154 of 24 May 2004. The National Law n. 96 of 4 June 2010, art. 28, defines principles and criteria for the multifunctionality of fisheries and aquaculture enterprises aimed at creating alternative sources of income, especially focusing on generational renewal and business valorization, and it states that a new regulation is required for the fisheries and aquaculture sector in compliance with EC Reg. n. 1198/2006. As a consequence, the National Legislative Decree D.Lgs. n. 4 of 9 January 2012 is created, where fishing tourism and ichthyotourism are identified as commercial activities that can be associated to professional fishing, as long as they do not become priority activities compared to fishing (art. 2.2). Some amendments to these regulations are suggested, and in particular there are **no objective reasons why fishing tourism could not become the primary activity for some fishermen**.

At the Regional level, Toscana and Marche Regions have included Fishing tourism and Ichthyotourism in the Regional regulations, but some further developments and/or amendments are required also in these cases. For **Marche Region**, the consideration made at the Italian level is valid at the Regional level as well (**fishing tourism could be a fisherman's leading activity**). Also, it should be introduced a **compulsory third party insurance for fishing tourism enterprises to cover personal injuries of tourists** on board fishing vessels. In addition, the law should give **fishermen the possibility to sell the fish caught during fishing tourism activities**. All this considered, a specific Regional regulation on Fishing Tourism should be developed.



In **Toscana Region** on the other hand, the Regional law permits to some vessel categories to carry out fishing tourism and fishing activities at the same time, thus allowing fishermen to sell fish caught on a fishing tourism trip. However, no parameters are set in order to define health and safety requirements; this is a critical issue since carrying out **fishing and fishing tourism activities at the same time could be dangerous for tourists on board**. In addition, fishing tourism vessels are currently allowed to carry a **maximum of 12 people on board, but this number should be increased** for big and suitable vessels to make the activity more remunerative.



NETWORKING AND COORDINATION

Strong and long-lasting networks of operators should be created for a better management, coordination and harmonization of fishing tourism activities in the long run.

Fishermen should create fishing tourism organisations or consortia and **networks of fishing tourism enterprises**, in order to rationalise their activities, increase visibility and strengthen their impacts. In addition, joint actions involving **public administrations, local communities, professional fisheries associations and tourism operators** should be developed.

A particularly critical point is the difficulty in connecting the worlds of fisheries and tourism, whereas stronger and more articulated **partnerships and synergies should be created between fishermen and the tourism sector**, so that fishing tourism initiatives could benefit from the professional expertise, networks and promotional platforms of tourism operators.

Fishing tourism should become more attractive even for fishermen themselves: synergies with tourism services would make management and logistics easier and offers more effective, thus giving a higher economic return to fishermen.



PROMOTION AND PUBLICITY

Networking and collaborating with tourism services and relevant stakeholders could also make promotional and publicity activities more effective. Fishing tourism initiatives could be included in **Regional Promotional Plans** and in **eco-tourism holiday packages** (making fishing tourism part of farm holidays, creating “fishing tourism trails”, giving tourists the possibility to catch the fish during a fishing tourism cruise and then prepare it in structures provided by fishermen either onboard or inland, joining fishing tourism and ichthyotourism initiatives, etc).

Fishing tourism initiatives could be advertised through the creation of **dissemination, information and awareness raising material** (leaflets, brochures, posters, etc) and of dedicated and comprehensive **web-based platforms**, and through the participation to



international and national fairs and the organisation of **dedicated events** (local fairs and festivals, demonstration days, meetings, workshops and seminars, etc) involving tourism operators and all relevant stakeholders.

Such initiatives should have a **wide distribution** and a **good media coverage** to increase visibility and awareness, but they should also aim at building long-lasting, articulate and effective networks of operators.



EDUCATION AND TRAINING

Specific education and training activities should be developed to **increase fishermen competencies in the fishing tourism sector**. Indeed, most professional fishermen are not adequately trained for carrying out a long-term fishing tourism activity. Formal authorization should be given to fishermen who wish to enter the fishing tourism sector only after completion of the required training.

Relevant **topics that could be covered by the courses** are:

- Fishing tourism regulatory framework and formal procedures to obtain the authorization
- Health and safety rules and measures on board fishing vessels
- Navigation safety rules and measures
- Hygienic and sanitary rules and measures pertaining to food handling, preparation and storage
- First aid measures
- Management of a fishing tourism enterprise: bureaucratic and administrative aspects
- Promotion and marketing notions for the tourism and hospitality sector, including client management, relations with tourism operators, etc
- Basic computer use, including internet and webmail tools
- Basic knowledge of the English language, focused on words and phrases commonly used in a day-to-day fishing tourism activity
- Biology of the main local commercial species and conservation of marine ecosystems and fisheries resources
- Waste disposal principles and environmental regulations for the safeguard of the sea
- Common and traditional fisheries systems and gears relevant for fishing tourism
- Local maritime history, traditions and socio-cultural heritage
- Characteristics of fish products, especially focusing on the importance of consuming local fresh fish for a healthy diet
- Overview on relevant sector organisations: professional and recreational fishing organisations, tourism organisms, relevant local public administrations and bodies, etc





HEALTH AND SAFETY ON FISHING VESSELS

Another issue of great concern is related to the **health and safety** of tourists on board, which is strictly connected to the need to **renovate and adapt fishing vessels** to make them suitable for fishing tourism activities. A number of fishing vessels could be specifically adapted and devoted only to fishing tourism activities, possibly owned by fishermen cooperatives or consortia in order to reduce the costs of purchasing or renewing vessels. The creation of tourist-friendly infrastructures, such as specific harbour areas with structures and facilities dedicated to fishing tourism activities, should also be considered.



ICHTHYTOURISM

Ichthyotourism (or Fish Tourism) is even less developed than fishing tourism, and its **conceptual, regulatory and operational frameworks** are still highly inadequate.

As a first step, a clearer and more exhaustive definition should be given to ichthyotourism, and the **term should be made more meaningful and attractive**. Indeed, “ichthyotourism” is too complex and remote in meaning, whereas “fish tourism” is too similar to “fishing tourism”. A term that better characterises this activity and differentiates it from fishing tourism should be created to avoid confusion and increase impact. Possible suggestions are “fishermen’s hospitality” or “fishermen holiday”.

To improve services and visibility, ichthyotourisms could be rated according to their quality and/or facilities using a standardized and widely recognized classification system similar to the “star” system used for restaurants and hotels, where stars could be substituted by an item strictly related to the marine world, such as a fish or a shell.

The concept and definition of ichthyotourism should be extended to the valorization of the “**maritime culture**” in its widest sense, including not only recreational but also educational, dissemination and awareness raising aspects. A variety of innovative initiatives could be developed, ranging from kilometre-zero fish “café” to fishermen and fisheries heritage ecomuseums.





The future development of the fishing tourism sector rests on the definition of a common set of principles, guidelines and rules at the Mediterranean and national level, on the definition of a suitable management model at the Regional level, and on the creation of strong and effective networks of actors and stakeholders at the local, national and international level.

For this reason, as an operational part of this pilot action, a **Workshop** on Fishing Tourism and related themes, based on **Open Space Technology (OST) methods and other innovative participatory process tools**, has been carried out by Marche Region on 3 May 2013 in Ancona. The workshop has allowed to create a first network of actors, stakeholders and operators at the Regional and national level, and has helped to highlight a number of **suggestions, ideas, reflections, principles and guidelines for the development of fishing tourism and related initiatives**, that could be extended to the whole Mediterranean area. The results of the workshop could also help to develop a specific and exhaustive **Regulatory Proposal for the fishing tourism sector**. This Regulation would be focused on Marche Region, but it may represent a crucial milestone at the EC level to move towards the definition of a common legislative document for the whole Mediterranean area. **Documents and reports produced during the OST Workshop are presented in Annex III.**

With regard to the **Priority Axis 4 of the EFF (Sustainable Development of Fisheries Areas and Fisheries Local Action Groups-FLAGs)**, the results of this pilot action suggest the need to further enhance **multi-level governance** in the design and implementation of local policies and actions, ensuring that a priority role is given to Regions and local Public Administrations (PAs) in the coordination, management and monitoring of programmes and activities. Indeed, **Regions and local PAs should be the key actors for linking fisheries to the overall sustainable development of coastal areas through an integrated approach**. FLAG local development strategies should therefore be further integrated and **coordinated with the other territorial development strategies planned and implemented at the Regional level**.

With specific regard to Fisheries Local Action Groups, **FLAG partnerships** are composed of variable proportions of representatives from the fisheries and aquaculture sector, public sector, private sector and NGO, environmental sector. **Projects** developed and carried out by FLAGs are varied and well differentiated according to the local needs. Special attention is given to **adding value to local fisheries products** (including direct sales, small-scale processing and transformation, marketing and awareness raising), **promoting the economic diversification of activities** (including fishing tourism initiatives), **focusing on environmental, social and cultural issues** (including marine conservation, maritime culture and artisanal fisheries heritage, territorial identity and quality labeling).

Since local action groups are still of recent creation however, the real benefits of FLAGs for the fisheries sector can only be determined by developing further studies aimed at





monitoring and analysing **the evolution of FLAGS and their effects on fisheries** in the next few years.





ANNEX I - QUESTIONNAIRE STRUCTURE

The supplementary questionnaire on **Fishing Tourism** was subdivided into the following main sections:

- A. State of the art**
- B. Regulatory framework**
- C. Criticalities and impacts of fishing tourism**
- D. Definition of Ichthyotourism (fish tourism)**
- E. Funding issues**

The supplementary questionnaire on **Priority Axis 4 of the EFF (Sustainable Development of Fisheries Areas and Fisheries Local Action Groups-FLAGs)** was mainly aimed at gathering general information on existing FLAGs in the Mediterranean, funds allocated to FLAGs, projects developed and implemented by FLAGs, inclusion of issues relevant for fisheries in the local action plans, best practices developed by FLAGs. Considering the specificity of this issue, relevant answers were obtained in particular from the FARNET Support Unit.

The supplementary questionnaires were formulated using both closed questions (yes/no and multiple choice questions) and open questions. Corse Region participated in the questionnaires' creation and translation into French. In order to present the preliminary results of the first phase of these pilot actions at the Ancona Meeting on Fisheries (21-24 June 2012), Maremed partners were asked to return the supplementary questionnaires by the end of May.

The supplementary questionnaires were submitted to all project partners except CRPM and Catalunya. The following six (out of eleven) partners provided data and information through the supplementary questionnaires:

- **PACA Region (FR)**
- **Corse Region (FR)**
- **Valencia Region (ES)**
- **Toscana Region (IT)**
- **Lazio Region (IT)**
- **Marche Region (IT)**

Larnaca District (CY), Crete (GR), Murcia Region (ES), Liguria Region (IT) and Emilia-Romagna Region (IT) did not complete the supplementary questionnaires.





ANNEX II - RESULTS OF QUESTIONNAIRE ANALYSIS

According to the information provided through the questionnaires, none of the MAREMED project partners seem to have effectively linked fisheries to ICZM issues, and in most cases no integrated GIS systems have been created either. Similarly, no exhaustive regulatory or transversal governance tools have been developed for the integrated management of coastal activities (e.g. fisheries and tourism), making the coordination between sectors even more difficult. However, MAREMED project partners seem to be well aware of these issues, and Regional and/or local governments are increasingly shaping development strategies which foresee transversal and integrated actions aimed at implementing EFF/Axis 4 interventions and at developing inter-sectoral initiatives such as fishing tourism and ichthyotourism.

The results of the questionnaires on Fishing Tourism and EFF/Axis 4 initiatives are presented and discussed hereby for each project partner's Region.

Larnaca District (CYPRUS) has not answered the supplementary questionnaires because no studies or initiatives to connect fisheries to local tourism have been finalised yet. International cooperation projects on Fishing Tourism and diving trails are currently in preparation. There is one FLAG in Cyprus under EFF/Axis 4 with a budget of 2 000 000 € (50% EFF and 50% national funding). The private sector has a 60% share on decision votes, and fishermen associations have a 20% share.

Crete (GREECE) has not answered the supplementary questionnaires either, but the project partner has pointed out that in accordance with EFF/Axis 4 on Sustainable development of fisheries areas, 11 FLAGs have been created in Greece, although none is located in Crete.

Although **Liguria Region (ITALY)** has not answered the supplementary questionnaires, some relevant information was provided by this partner during the diagnostic phase. In particular, a set of preliminary studies were done in order to link fishing activities to the local economy. Actions aimed at integrating fisheries with other coastal activities included (i) a census of local maritime spaces and services in order to ensure appropriate infrastructures for fisheries complementary activities such as fishermen hospitality, fishing tourism, education, (ii) event promotion activities with the involvement of local bodies (Municipalities, Provinces and Chambers of Commerce) and fishery, aquaculture and agriculture local producers, (iii) interregional project promotion and direct management with the involvement of fishing and agricultural activities, (iv) fishing tourism and Ichthyotourism valorization and promotion.





To increase coordination and harmonization between fishing and other coastal activities, Liguria Region has established a Regional Advisory Committee for Fisheries and Aquaculture. The Committee evaluates all projects that could have an impact on fishing activities, in order to find an overall agreement and harmonize the needs of all involved parties.

In addition Liguria, together with Toscana, Sardegna and Corsica Regions have launched the cross-border cooperation project "Rural-MA.R.TE. + Mare-Ruralità-Terra - sviluppare l'unitarietà strategica (developing strategic union)" aimed at creating greater synergies between primary activities located inland and at sea, and at strengthening the two sectors also from a tourism perspective.

PACA Region (FRANCE)

Fishing Tourism

Between 2009 and 2011 PACA Region carried out a three-year project aimed at better linking fisheries to the local tourism economy, the Pescatourisme 83 project. This project was developed by the FLAG "Group FEP Varois" (supported by EFF/Axis 4 funding), its main objective was to establish the conditions necessary to put fishing tourism into practice in PACA Region, and possibly to extend it along the French Mediterranean coast and even beyond.

The results of the Pescatourisme 83 project have provided a preliminary framework for the development of fishing tourism initiatives in France, and have given professional fishermen an effective operational tool for starting fishing tourism activities. Some relevant outcomes have been produced also from the legal point of view:

- > Creation of a national working group on fishing tourism within the Ministry's Department of Fishing and Aquaculture, with focus on safety and fiscal rules to facilitate fishing tourism.
- > Legal provision ("note réglementaire") made in 2009 for trialing fishing tourism activities (on boats of at least 2 crew members).
- > Legal provision made in 2010 allowing boats with just one crew member to take part in these pilot activities and take tourists on board.

The main challenges faced by the project were: (i) resistance from fishermen to getting involved in new activities like fishing tourism, (ii) no specific legal framework for fishing tourism, (iii) France applies a specific tax regime for fishermen, but it was not clear if they were eligible for the same tax regime if carrying out tourism activities.

Such issues, together with the adaptation costs needed to make fishing boats fit for tourism, and with the lack of a communication and marketing strategy aimed at putting in place successful tourism offers were recognised as serious obstacles for the development of fishing tourism initiatives in France.





State of the art

Fishing tourism initiatives are still scattered and occasional in PACA Region, and they are carried out only during the summer months. Only 10-15 fishermen carry out fishing tourism activities, and not in an organised or articulated fashion. However, the increasing interest in this activity demands for a better regulation, coordination and integration of the sector.

At the moment, only fishing tourism has been considered as a way to differentiate fisheries incomes, but a new pilot project on Ichthyotourism is currently carried out by the FLAG “Group FEP Varois” (supported by EFF/Axis 4 funding).

Regulatory framework

Fishing tourism activities are regulated through national regulations and laws, since fishing activities are directly regulated by the State. Fishing tourism is included in the national Regulation on fisheries of 23 November 1987 (art. 227 for vessels less than 12 m long; art. 226 for vessels between 12 m and 24 m of length). Specific amendments to this rule have been made in 2011 and 2012, in compliance with the recommendations made by fishermen. Also, art. 227 and 226 were amended on 13 March 2012 following a pilot testing carried out in the Province of Var.

At the Regional level (Mediterranean Regions of Languedoc-Roussillon, Provence-Alpes-Côte d’Azur, Corse), the authority in charge of developing a management and control framework for fishing tourism is the Direction Inter-Régionale de la Mer Méditerranée (DIRM-Services de l’Etat).

Fishing tourism regulations are not completely satisfactory, but this is understandable since the activity is still at a pioneering stage, and it has become more popular only in recent years. For instance, regulations still consider fishing tourism as a mere transport of passengers on board fishing vessels, and this leads to a series of complications, such as the requirement of having on board medical equipment that only a professional doctor could use. The results of fishing tourism projects, such as the Pescatourisme 83 project described above, should be taken into account to better calibrate the legislative framework. However, it is good to know that the needs of this sector are now being recognised, and recommendations drawn by fishermen and operators have already been included in the regulatory framework.

At the moment, ichthyotourism is not regulated in France, and it will be probably taken into account only when professional fishermen start to show a strong interest in this auxiliary activity. However, a pilot study is currently being carried out in order to identify a suitable legislative framework for ichthyotourism activities as well.

Criticalities and impacts of fishing tourism

It is crucial to formally recognise fishing tourism in the framework of professional fisheries activities, otherwise the risk is to increase both fishing effort and competitiveness due to the access of non-professional fishermen to fishing tourism activities. Indeed, the main goals of





fishing tourism are (i) to diversify incomes within the professional fisheries sector, (ii) to decrease the overall fishing effort, (iii) to promote the environmental, cultural and economic valorization of coastal areas through the fishermen. It is clear that these three goals are interrelated, and it is important for the lead actors to be in all cases professional fishermen, otherwise the risk is to create further damages to the fisheries sector through “commercially skilled” manoeuvres of tourism operators.

Fishing tourism may also raise awareness on the role of fishermen and make them more widely known and appreciated by the rest of society. It is interesting to highlight the results of a questionnaire on the perception of the fisherman profession by French people: this job is perceived as interesting (77%) and skilled (77%), but also as poorly paid (84%), difficult (97%), not very compatible with a family life (88%) and dangerous (95%). Only 22% of the people interviewed see it as a job of the future, and only 40% would encourage their children to become fishermen. Fishing tourism may therefore increase the attractiveness of this sector and bring it closer to the people.

Another critical issue is related to the regulatory framework, which is not exhaustively focused on the specific requirements of fishing tourism, as discussed above.

Finally, bureaucratic, administration and taxation issues should be simplified and made more coherent, equipping fishing tourism and ichthyotourism to agritourism activities. The development of joint actions among public administrations, local communities, professional fisheries associations and tourism operators would help to find the appropriate solutions. Fishermen themselves should be better organised and coordinated, possibly joining specific cooperatives in order to strengthen and rationalise their actions. It is also important to put in place training activities aimed at increasing fishermen competencies on fishing tourism.

The positive impacts of fishing tourism on coastal areas are related to (i) the valorization of the coastal territory, with its historical and socio-cultural vocation and heritage, and its touristic potential, (ii) the recognition of the leading role of professional fishermen in shaping coastal areas, (iii) the reduction of the fishing effort and thus a better conservation of fish and marine resources, (iv) the higher incomes and, possibly, higher employment rates of young people and women.

The future development of fishing tourism rests on the definition of a common set of principles, guidelines and rules at the Mediterranean and national level, and on the development of a suitable economic model at the Regional level, which should include the creation of fishermen cooperatives, and the coordination and overall management by Regional Committees.

Definition of Ichthyotourism (fish tourism)

Ichthyotourism is defined as a differentiation of fisheries activities by means of tourism-related activities, including recreational, gastronomic and hospitality initiatives. One of the main





differences between fishing tourism and ichthyotourism is that the latter cannot be carried out on board fishing vessels.

There are still many obstacles to the development of this activity: regulations, bureaucracy, taxation, health and safety, use of state-owned maritime and coastal areas, fisheries regulations, etc.

Funding issues

The support of fishing tourism activities is partially provided through Regional funds (Conseil Régional PACA: 50%, Toulon Provence Métropole: 10%, Conseil Général du Var: 10%), whereas the EFF covers 30% of funding.

EFF/Axis 4

With regard to EFF/Axis 4 measures, the State is responsible for selecting and monitoring FLAGs at the national level (11 groups have been selected, with a total budget of 5 million €). One FLAG is located in Region PACA: “Group FEP Varois”. As discussed above, this FLAG has carried out a very interesting project on fishing tourism (Pescatourisme 83). The project has produced several relevant impacts and it has also allowed to review the national legislative framework on fishing tourism.

Regions should have a more leading role in terms of territorial development strategy and governance, in project management and monitoring, and in coordinating the various users of land and sea. EFF/Axis 4 funds should also be managed at the Regional level.

Corse Region (FRANCE)

Fishing Tourism

A fishing tourism pilot action has been developed in Corse, carried out by the Association Marco Polo. Transnational cooperation is scheduled on the same subject and more in general on the diversification of fisheries activities, especially linking them with the tourism sector.

State of the art

Corse Region is currently involved in two projects dealing with fishing tourism (MAREMED, MARTE +). At the moment, 5 fishing enterprises have diversified their activities through fishing tourism initiatives, one of these has started to operate in Southern Corse in 2010 and it is now particularly well known. In addition, 1 fishermen hospitality site has been created in Northern Corse.

Regulatory framework

Fishing tourism activities are regulated through national regulations and laws, since fishing activities are directly regulated by the State. Fishing tourism is included in the national Regulation on fisheries of 23 November 1987 (art. 227 for vessels less than 12 m long; art. 226 for vessels between 12 m and 24 m of length). Specific amendments to this rule have been





made in 2011 and 2012, in compliance with the recommendations made by fishermen. Also, art. 227 and 226 were amended on 13 March 2012 following a pilot testing carried out in the Province of Var.

At the Regional level (Mediterranean Regions of Languedoc-Roussillon, Provence-Alpes-Côte d'Azur, Corse), the authority in charge of developing a management and control framework for fishing tourism is the Direction Inter-Régionale de la Mer Méditerranée (DIRM-Services de l'Etat).

At the moment, ichthyotourism is not regulated in France, and it will be probably taken into account only when professional fishermen start to show a strong interest in this auxiliary activity. However, a pilot study is currently being carried out in order to identify a suitable legislative framework for ichthyotourism activities as well.

Fishing tourism regulations are not completely satisfactory. For instance, regulations still consider fishing tourism as a mere transport of passengers on board fishing vessels, and this leads to a series of complications, such as the requirement of having on board medical equipment that only a professional doctor could use. However, this is understandable since the activity is still at a pioneering stage in France, and it has become more popular only in recent years. At the Regional level, the legislative framework should take more into account the results of fishing tourism pilot projects. Also, DIRM should formally recognised the fishing tourism principles and guidelines developed by professional fishermen.

Criticalities and impacts of fishing tourism

It is crucial to formally recognise fishing tourism in the framework of professional fisheries activities, otherwise the risk is to increase both fishing effort and competitiveness due to the access of non-professional fishermen to fishing tourism activities. Indeed, the main goals of fishing tourism are (i) to diversify incomes within the professional fisheries sector, (ii) to decrease the overall fishing effort, (iii) to promote the valorization of coastal areas through the fishermen which represent them, (iv) to develop innovative tourism activities. It is clear that these four goals are interrelated, and it is important for the lead actors to be in all cases professional fishermen, otherwise the risk is to create further damages to the fisheries sector through “commercially skilled” manoeuvres of tourism operators.

A strong criticality is related to the development of an appropriate regulatory framework for fishing tourism, as well as the identification of the right reference authorities. For instance, at the national level the competent authorities are the Ministry of Fishery and the Ministry of Transport and Maritime Affairs. This is due to the fact that, according to the rules, fishing tourism is a transport of passengers on fishing vessels, rather than a tourism activity.

Bureaucratic, administration and taxation issues should also be simplified and made more coherent, equiparating fishing tourism and ichthyotourism to agritourism activities. The development of joint actions among public administrations, local communities, professional





fisheries associations and tourism operators would help to find the appropriate solutions. Fishermen themselves should be better organised and coordinated, possibly joining specific cooperatives or consortia in order to strengthen and rationalise their actions. It is also important to put in place training activities aimed at increasing fishermen competencies on fishing tourism.

The positive impacts of fishing tourism on coastal areas are related to (i) the valorization of the coastal territory, with its historical and socio-cultural vocation and heritage, and its innovative touristic potential, (ii) the recognition of the leading role of professional fishermen in shaping coastal areas, and the added value given to local fisheries products, (iii) the reduction of the fishing effort and thus a better conservation of fish and marine resources, (iv) the higher incomes, associated to lower fuel and vessel consumption and less working hours, and, possibly, the higher employment rates of young people and women, (v) the environmental and cultural education activities aimed at schools.

The future development of fishing tourism rests (i) on the definition of a common set of principles, guidelines and rules at the Mediterranean and national level, (ii) on the development of a suitable economic model at the Regional level, which should include the creation of fishermen cooperatives, and the coordination and overall management by the “prud’homies” and CRPMEM (Regional Committee of Corse Maritime Fishermen), (iii) on the development of joint projects and activities.

A positive note is that the tourism sector and tourists themselves show a great interest in fishing tourism activities, and this may enhance and support the better development of this sector, which is still in its infancy stage.

Definition of Ichthyotourism (fish tourism)

Ichthyotourism is defined as a differentiation of fisheries activities by means of tourism-related activities, including recreational, gastronomic and hospitality initiatives. One of the main differences between fishing tourism and ichthyotourism is that the latter cannot be carried out on board fishing vessels.

There are still many obstacles to the development of this activity: regulations, bureaucracy, taxation, health and safety, use of state-owned maritime and coastal areas, fisheries regulations, etc.

Funding issues

Financial resources are obtained through EFF funding (30%) and through Regional support (30%). A budget of 393.100 € has been allocated to the sector through EFF/Axis 3 measures.

EFF/Axis 4

Studies have been carried out in Corse in order to understand how to link fishing to ICZM and the local economy. As part of the EFF/Axis 4 measures, a pilot action has been developed to





better associate fisheries to the local tourism economy through fishing tourism initiatives. The implementation of Axis 4 is based on 1 FLAG called “Groupe Régional de Développement Durable FEP Corse”, which consists of four colleges that bring together stakeholders through local authorities: the main coastal towns, fishermen groups, scientific experts and associations for the protection of the environment. The Chairman of the Regional Fisheries Committee is the President of the Corse FLAG. The Corse Environment Office ensures coordination and animation of the FLAG. The role of professionals in the social control group (majority votes in the programming committee) will allow greater involvement of the holders of private projects.

The bottom-up consensus driven through Axis 4 will contribute to the development of a Regional strategy for fisheries development. The four areas selected for the FLAG include the fisheries “prud'homies” and all coastal communities. There is a plan to connect FLAG and LAG through the development of joint promotional activities and local product valorization.

Valencia Region (SPAIN)

Fishing Tourism

State of the art

Although several fishing tourism projects have been carried out in the Mediterranean in recent years, they have not produced any consequences in Valencia Region also because the Regional Fishing Department has not participated in any of these initiatives.

In Valencia, the fishing tourism concept was first outlined in 2005 by the Regional Government. A preliminary study was carried out in 2010 by the Coastal Ecology Institute in order to assess the possibilities of implementation of such activity. However, not many initiatives related to fishing tourism have been promoted, except for the organisation of fishing fairs in some coastal municipalities with the involvement of fishermen associations, municipalities and the regional government in order to promote local fishing products.

Regulatory framework

Fishing tourism is a novel activity and it is not regulated in Spain yet. The only regulations that have been created on the side of professional fisheries are those related to recreational fishing, which is regulated at national and Regional level.

The Valencia Regional Law 9/1998 of December 15 1998 on protection of fisheries resources aims at obtaining an effective enforcement of the legal conditions for the exercise of professional fishing activity, including restrictions and market regulations. Fishing tourism activities are however not mentioned. In April 2012, the Spanish Ministry of Agriculture, Food and Environment has notified that they are evaluating an amendment of the present national





legal framework in order to incorporate fishing-tourism activities as a complement of the conventional fishing activities.

At present, the Regions of Andalusia, Catalonia, Balearic Islands and Galicia have developed fishing tourism initiatives supported by their Regional governments, although the legal framework is barely under development. For instance, Catalonia has finished in June 2012 the public information period about a Decree on fishing tourism in maritime and inland waters; but such regulation could be subject to further modifications if the State Government eventually regulates this issue. The Galician government has recently approved the Fishing Act (2009) which tackles various aspects of fishing tourism activity under a common label of “marine tourism”, which is seen as a line of economic diversification which fits into the philosophy of the new Common Fisheries Policy: fisheries-related activities that may generate additional income without increasing pressure on fish resources and the environment.

In addition to the lack of regulation, there is neither information available nor coordination among actors and stakeholders that could play a leading role in boosting this activity.

Among the many amendments that should be made to the current legislative framework, the following ones are highlighted:

- To incorporate and define the term “Fishing Tourism”;
- To clarify the definition of “fishing activity”. A possible suggestion is: “The extraction of maritime fisheries resources (fish, crustaceans, mollusks) by professional fishermen, and the development of fishing tourism activities by the same professional category”;
- The possibility to incorporate fishing tourism activities in marine reserves and other types of protected (fisheries restricted) areas;
- The regulation of fishing vessels and operators in order to be fit for fishing tourism activities (including issues such as health and safety, taxes, training, etc);
- The creation of registers specifically devoted to vessels authorised to carry out fishing tourism activities;
- The creation of a sanctioning system specifically focused on fishing tourism issues.

Criticalities and impacts of fishing tourism

The main goals of fishing tourism activities are to diversify the professional fisheries sector, to decrease fishing effort, to valorize the traditional socio-cultural heritage of coastal areas, and to develop the tourism sector.

According to the experiences of Andalusia, Galicia and Balearic Islands, one of the main concerns is related to the safety of tourists during the fishing activity. Other problems are related to the adaptation of boats and vessels, health and safety issues (vessels and gears), the necessity of training, the creation of suitable infrastructures, etc.

The main obstacles to the development of fishing tourism in Spain are the lack of (i) information and awareness raising initiatives, (ii) specific regulations, (iii) coordination among





stakeholders. These obstacles may however be overcome by means of specific actions, since in the current economic crisis fishing tourism could be a valuable alternative for many fishermen to keep their activity and incomes.

A criticality is that fishermen are not organised in cooperatives or consortia specifically aimed at developing fishing tourism activities, and this decreases their strength and impacts. It would also be useful to develop specific training courses for these figures, since fishing tourism deals with people, and therefore health and safety measures are of the utmost importance. Other training courses could be related to:

- Navigation safety
- First Aid
- Touristic enterprise management
- Touristic enterprise promotion and marketing
- Local History and Culture

Only a few initiatives have been carried out to create a link between fishing and tourism, through agreements between the Regional government and certain coastal Municipalities and fisheries associations. Fishing fairs were carried out in coastal towns for promoting fishing products among the general public and tourists.

Even if there are no fishing tourism activities in Valencia Region, experiences in other Regions have demonstrated positive impacts on (i) the coastal territory, and its historical and cultural heritage, (ii) the development of tourism, (iii) the regulation of fisheries activities, with a decrease in fishing effort and an increase in resource conservation, (iv) an increase in fishermen income due to the differentiation of activities.

Fishing tourism can therefore bring a multitude of benefits:

- Maintenance of social and economic integrity often damaged due to the promotion of activities not deeply-rooted in the local context;
- A valid response to the problems of fisheries, with the opportunity to integrate incomes with an activity which is in line with a territory's historical and cultural identity;
- Rationalization of resource exploitation, obtained through a gradual orientation towards the diversification of productive activities;
- Valorization of the maritime culture and artisanal fisheries traditions, which are often underestimated.

Definition of Ichthyotourism (fish tourism)

Fishing Tourism is defined as the set of activities of the maritime fishing professionals which, aiming at spreading, valuing, promoting the way of life, customs and culture of the people dedicated to maritime fishing, make possible for third parties, not related to the vessel's crew, to embark on fishing vessels by means of an economic compensation.

Conversely, no formal definition of Ichthyotourism has been outlined in Spain.





Funding issues

No financial aids have been put in action in support of fishing tourism activities, because there is no specific regulation of the sector. However, if fishing tourism were regulated and included in an appropriate legislative framework, this would allow the allocation of financial resources through EFF and other funds.

EFF/Axis 4

The creation of local development groups for the implementation of EFF/Axis 4 is carried out at the Regional level in Spain. Only 5 Regions have devoted part of EFF funding to Axis 4: Andalucía, Principado de Asturias, Cantabria, Cataluña, Galicia. Comunidad Valenciana (project partner) has not devoted any funds to Axis 4. Nevertheless, the Valencia Fishing Director Planning 2008-2013 has among its objectives the improvement of the marine environment through the sustainable use of fishing resources. Specific actions such as the creation of the brand “Pezcológico” for the valorization of Valencia fish have also been planned.

Lazio Region (ITALY)

Fishing Tourism

State of the art

As of August 2012, in Lazio Region 32 fishing vessels have been authorized by the Harbour Authority to carry out fishing tourism activities (Lazio Maritime Direction - Fishing Tourism Authorization Census).

The number of fishermen interested in developing this auxiliary activity is rapidly increasing.

Regulatory framework

Fishing tourism and Ichthyotourism are regulated at the national level, and mentioned in the Regional legislation. At the national level, they are regulated by Legislative Decree D.Lgs. N. 4 of 9 January 2012. At the Regional level, they are mentioned in the Regional Law N. 4 of 19 March 2008 “Rules for the sustainable development and valorization of professional fisheries and aquaculture activities”, but specific implementation procedures are not defined, and fishing tourism is not formally recognised as a specific complementary activity to professional fisheries activities. The regulatory framework is therefore still very inadequate.

Criticalities and impacts of fishing tourism

The main objectives of fishing tourism activities are (i) to diversify the professional fisheries sector, (ii) to promote the maritime coastal territory through its leading actors, the fishermen, (iii) to develop innovative and attractive touristic offers.





Marche Region (ITALY)

Fishing Tourism

In the framework of the MAREMED project, Marche Region is the coordinator of the fisheries theme and of the pilot action on fishing tourism.

State of the art

In Marche Region, 4 fishing vessels are currently authorised to carry out fishing tourism activities. In addition, 2 fisheries enterprises offer “fishermen hospitality” (Ichthyotourism or Fish Tourism). Three out of four fishing tourism activities are carried out in the Northern portion of the coastal area (Fano *marinery*) and one in the Southern portion (Grottammare, Province of Ascoli Piceno). The two ichthyotourism activities are located in Grottammare (Province of Ascoli Piceno) and Sirolo (Province of Ancona).

Regulatory framework

Considering only the most recent regulations, the National Law n. 96 of 4 June 2010, art. 28, defines principles and criteria for the multifunctionality of fisheries and aquaculture enterprises aimed at creating alternative sources of income, especially focusing on generational renewal and business valorization. The National Legislative Decree D.Lgs. n. 4 of 9 January 2012, art. 2, point 2, identifies fishing tourism and ichthyotourism as commercial activities that can be associated to professional fishing, as long as they do not become priority activities compared to fishing. Fishing tourism is authorized only in association with certain fishing systems and gears (e.g. gillnets, purse seines, longlines).

Marche Region has mentioned Fishing Tourism (art. 11) and Ichthyotourism (art. 12) in the Regional Law L.R. N. 11 of 13 May 2004 “Regulations in the field of maritime fisheries and aquaculture”. However, only Ichthyotourism has been regulated in detail with Regional Council Deliberation DGR n. 288 of 5 April 2007 “Regulatory framework for the ichthyotourism sector”. In the framework of this regulation, a Regional List of Ichthyotourist Operators (E.R.O.I.) has been created, and it is stated that the relevant Municipality must formally authorize hospitality structures. The Authority in charge for the authorization of fishing tourism activities is the Italian Ministry of Agricultural, Food and Forestry Policies (MIPAAF) through the local Harbour Authority.

The Regional legislation is rather exhaustive, even if some rules should be developed and/or amended to make them more effective, appropriate and satisfactory. In particular, a detailed regulation should be developed for fishing tourism, and some specific restrictions should be reviewed. For instance, at the moment it is stated that fishing must be the prevalent activity for both fishing tourism and ichthyotourism operators, in compliance with the national rules. In this regard however, it is correct for ichthyotourism activities to be less important than professional fisheries, otherwise the fishermen would lose their job characterization. But





fishing tourism activities should not undergo the same type of restrictions. Indeed, there are no objective reasons why fishing tourism could not become the leading activity for some fishermen: this would not be in conflict with their role as fisheries operators, and it could even bring indirect benefits to the state of resources due to the lower fishing effort of the “fishing tourism” enterprise. Another important issue is that the legislative framework does not include a compulsory third party insurance for fishing tourism enterprises to cover personal injuries of tourists on board fishing vessels.

Criticalities and impacts of fishing tourism

The main goals of fishing tourism activities are to diversify the professional fisheries sector, to valorize coastal areas through the fishermen which represent them, and to develop the tourism sector.

One of the main critical issues for the development of fishing tourism activities, especially on board of small-scale vessels (< 12 m and < 10 GT) is the inadequacy of onboard health and safety measures and the lack of funding for vessel renovation and increase in functionality.

Other obstacles to the development of this sector are the lack of adequate structures and infrastructures, and of a specific training of fishermen in order to make them more competent and effective in developing fishing tourism initiatives. An additional critical point is the difficulty in contacting local tourism services (tourism agencies, tourism bodies, infopoints, etc) for promotion and publicity activities.

A possible way to overcome some of these criticalities is the allocation of funding to renovate small-scale vessels to be devoted to fishing tourism, and to attend relevant training sessions. Indeed, most professional fishermen are not adequately trained for carrying out a long-term fishing tourism activity, specific courses should be organised with public funds and made compulsory for fishermen who wish to enter the fishing tourism sector. Formal authorization should be given only after completion of the required training. Relevant topics that could be tackled during the courses include:

- Fishing tourism regulatory framework and formal procedure to obtain the authorization
- Hygienic-sanitary regulations
- First aid
- Basic computer use (including Internet and Webmail)
- Health and safety principles and regulations on board fishing vessels
- Waste disposal principles and regulations for the safeguard of the sea
- Marketing notions and concepts related to tourism and hospitality
- Basic knowledge of English (and possibly French/German) focused on words and phrases commonly used in a day-to-day fishing tourism activity
- Notions on local cultural and historical heritage, on the biology of the main local commercial fish species, and on common and traditional fisheries systems and gears





- Notions on the characteristics of fish products and on the importance of consuming local fresh fish for a healthy diet

The fisheries and tourism sectors have already been interconnected through a series of events and initiatives aimed at the valorization of local fish products and at increasing awareness among consumers on commercial species of the Adriatic sea. Brochures have been realised to increase awareness, and quality labels have been created to promote local fish products, such as the Regional quality label “Qm – Qualità garantita dalle Marche”.

Fishing tourism activities have produced positive impacts on territorial development, the tourism sector, and fishermen incomes. Fishing tourism could be further incentivated by creating stronger networks and better coordination with the tourism sector, and by providing educational and financial support to fishermen who wish to enter the activity.

Definition of Ichthyotourism (fish tourism)

The Regional Council Decree DGR n. 288 of 5 April 2007 defines Ichthyotourism as a tourism service offered by professional maritime fisheries operators, which uses infrastructures and resources connected with fishing activities and coastal areas to promote the maritime culture at all levels, offering in particular hospitality, recreational, environmental, enogastronomic, historical and cultural services, with the final aim of promoting a sustainable use of marine ecosystems and fish and aquaculture resources.

The ichthyotourism activity is exhaustively defined by the legislation, but at the operational level it could be further developed.

EFF/Axis 4

Marche Region is directly responsible for the application of EFF/Axis 4 in the Region according to a specific legal procedure. In 2009, Marche Region has started a participatory process throughout the territory in order to promote Axis 4, covering coastal as well as hinterland areas to favour the creation of joint FLAGs and LAGs. It is the second Region in Italy to have formally recognised one or more FLAGs and their development strategies.

Marche Region has 2 FLAGs with a budget of 1 million € each. These FLAGs have been approved by Decree of the Head of the Regional Fisheries Service n. 113/PEA10 of 16 June 2010 “Approval of public call for the selection of local development plans submitted by Fisheries Local Action Groups according to measure 4.1. Sustainable development of fisheries zones, EFF Italian OP 2007-2013 Reg. CE n. 1198/2006 Art. 43 and following”.

FLAG “Marche Nord”

The Fisheries Local Action Group (FLAG) “Marche Nord” was created in December 2010 by representatives of the municipalities of Fano, Mondolfo (Marotta) and Senigallia, in compliance with measure 4.1 of EFF Axis 4. The FLAG is the implementation body for





sustainable development actions aimed at improving the quality of life in the coastal area of interest, according to a Local Development Plan which takes into account all specific territorial requirements. The formal institution of this FLAG has been coordinated by the Community Policy Office of Pesaro and Urbino Province, in reply to the public call published by Marche Region in June 2010. This FLAG is an excellent example of public-private partnership for the effective planning and implementation of initiatives aimed at sustainable development of coastal fisheries at local territorial level. The Local Development Plan has been admitted for funding through DDPF 166/PEA of 20 October 2011 of Marche Region, and it is now in its operational phase following an agreement with Marche Region.

FLAG “Marche Sud”

The Fisheries Local Action Group (FLAG) “Marche Sud” and its managing committee have been officially launched in September 2011, when the Local Development Plan was formalized. Lead Municipality of this FLAG is San Benedetto del Tronto; the other municipalities involved are Grottammare, Pedaso, Porto San Giorgio, Civitanova and Porto Recanati. The FLAG is composed of 28 partners, including category associations such as Federpesca, Federco pesca, Legapesca, Co.vo.pi, Ascoli and Fermo Chambers of Commerce, Ascoli Confindustria and Confcommercio, Macerata Confesercenti. Funds managed by this FLAG are allocated to two main areas: (i) projects that may be beneficial for the whole territory, such as testing innovative sustainable fishing tools at lower impact on the marine ecosystem, or favouring generational change and supporting small-scale fisheries as a traditional activity; (ii) projects proposed by enterprises and spanning in a wide range of fishery-related sectors, including short supply chain projects, local fish product valorization, fish tourism initiatives.

Toscana Region (ITALY)

Fishing Tourism

State of the art

According to a study carried out by Ce.S.I.T. (Centro Sviluppo Ittico Toscano) in October 2007 on fishing tourism development potentials in the Region, in Toscana 74 fishing vessels are authorized to carry out fishing tourism activities, but only 15-20 of them carry out such activities at the professional level throughout the year or at least during the summer season. Toscana Region is now planning a census to evaluate current numbers of requested and released authorizations.

In addition to fishing tourism and ichthyotourism, Toscana has enhanced the diversification of the fisheries sector through local direct selling of fishing products. Several initiatives have been made in order to increase the marketing potential of local low-value fish (e.g. mullets, small-scale pelagic fish such as sardines and anchovies) and support its exploitation, and GAS





(local fair trade groups) have been created for the “kilometre zero” commercialization of local fisheries products. The promotion of awareness raising initiatives, especially in schools, focused on the importance of developing good nutrition habits and on fish traceability have given good results. Another important project is aimed at establishing Producers’ Organisations, with the aim to give greater strength, even at contractual level, to a class (fishermen) which is still weak when compared to wholesalers and the transformation and distribution industry.

Toscana Region has developed a project on fishing tourism potentials, which included a census of fishing tourism enterprises and an evaluation of the sector’s development opportunities, also in consideration of the existing infrastructures. Several promotional initiatives have been realised in order to connect fishermen with tourism operators (private agencies, public bodies, etc).

Regulatory framework

The introduction of regulations concerning fish entrepreneurs has given fishermen the opportunity to increase their income through fishing tourism and related activities. The regulations identify the persons authorized to carry out these activities as well as the implementation rules. The National Legislative Decree D.Lgs. 154/2004 equiparates fish entrepreneurs to agricultural entrepreneurs. The same regulation states that fishing activities should have a priority role on fishing tourism activities, and that fishing tourism activities should be focused on products directly related to the fishing activities. According to the national rule mentioned above, fishing tourism consists of embarking on fishing vessels non-crew individuals for tourism and recreational purposes. Ichthyotourism includes hospitality, recreational, educational, cultural and service activities carried out by fishermen in structures other than the fishing vessel (for instance using their own house).

At Regional level, Fishing tourism and Ichthyotourism are regulated by Regional Law N. 66 of 7 December 2005 “Regulation of maritime fisheries activities and interventions in support of professional fisheries and aquaculture”, Chapter III, Section I (Fishing tourism regulation) and Chapter II (Ichthyotourism regulation). The Regional legislative framework is rather exhaustive, but an amendment is required: the Regional Law n. 66/05 allows for some types of fishing vessels to carry out fishing tourism activities while fishing. However, no parameters are set in order to define health and safety requirements on board; this is a critical issue since carrying out the two activities at the same time could be dangerous for tourists on board.

Criticalities and impacts of fishing tourism

The main objectives of fishing tourism are to diversify professional fisheries activities and to promote coastal areas through the fishermen which represent them.





activity at the socio-economic level. In particular, women seem to have a leading role since they are often in charge of administration and management, and food preparation and hospitality activities.

The number of fishing tourism enterprises, as well as the quality of services, are expected to increase. Indeed, the diversification of fisheries activities through fishing tourism and ichthyotourism initiatives is a particularly promising way to increase incomes in this period of economic crisis.

Definition of Ichthyotourism (fish tourism)

The Regional Law n. 66/2005, art. 17 sexies, defines Ichthyotourism as “food and hospitality, recreational and cultural services carried out by fishermen, aimed at promoting a sustainable use of marine ecosystems and fisheries and aquaculture resources, and at adding value to socio-cultural aspects of the fishing sector”.

Funding issues

The Region provides financial support for the diversification of fisheries activities, and funds are allocated at the Province level in the framework of Regional and Community fisheries programmes. The current financial resources are perceived as sufficient, since Provinces allocate funds to fishing operators on request, and all requests have been accomplished.

EFF/Axis 4

EFF/Axis 4 is implemented in Toscana Region through the guidelines agreed with the Italian Ministry of Agricultural, Food and Forestry Policies (MIPAAF). The Region aims at increasing the financial resources allocated to Axis 4. At the moment, public co-financing is of 1.078.112 €, of which (i) EC contribution: 539.056 €.; (ii) National contribution: 431.245 €; (iii) Regional shares: 107.811 €.





ANNEX III – OPEN SPACE TECHNOLOGY WORKSHOP

FISHERIES, SEA ECONOMY, TOURISM

What proposals for a possible collaboration?

SYNTHESIS OF DISCUSSION

Ancona, 3 May 2013

**Ex Ente Fieristico Regionale
Meeting Room, first floor**

**Largo Fiera della Pesca 1
60125 Ancona**





THE INVITATION *(English version follows)*



PESCA, ECONOMIA DEL MARE, TURISMO

Quali proposte per una possibile collaborazione?

Ancona, 3 maggio 2013

Ex Ente Fieristico Regionale
Sale riunioni, primo piano

Largo Fiera della Pesca, 1
60125 Ancona

In una regione come le Marche, dalla collaborazione tra sistema turismo, mondo della pesca e più in generale economia del mare possono nascere nuove opportunità di sviluppo?

Vogliamo discuterne in modo aperto con operatori della pesca, del turismo, del commercio, della cultura, dell'educazione, dell'agroalimentare parlando di pesca turismo, ma anche di ristorazione, di attività educative e didattiche, di pesca sportiva, cultura, cinema e di come queste cose, se messe a sistema, possano aiutare l'economia del mare e lo sviluppo turistico nella nostra regione.

Il laboratorio è organizzato nell'ambito del progetto europeo MAREMED con l'obiettivo di raccogliere idee e proposte che possano contribuire allo sviluppo di politiche regionali innovative su questi temi.





PROGRAMMA

9.30	Registrazione partecipanti
10.00	Apertura lavori e programma sessioni
11.00	Sessioni tematiche aperte
12.15	Sessioni tematiche aperte
13.30	Pausa pranzo
14.30	Sessioni tematiche aperte
16.00	Conclusioni
17.00	Fine lavori

PER INFORMAZIONI E REGISTRAZIONI

Regione Marche - Segreteria P.F. Attività ittiche e faunistico-venatorie

tel **071 8063738-3605**

e-mail **funzione.attivitaittichefaunistiche@regione.marche.it**

www.maremed.eu



Con il patrocinio di 





FISHERIES, SEA ECONOMY, TOURISM

What proposals for a possible collaboration?

In a place such as Marche Region, could new development opportunities arise from a collaboration between tourism, fisheries and other “sea economy” activities?

We would like to openly discuss these issues with operators from the fisheries, tourism, trade, culture, education, agrifood sectors, as well as with subjects working in food and educational services, leisure fishing, culture and cinema. Our discussions will give new ideas and suggestions on how these issues, if organised in an integrated and articulated network, could support sea economy and tourism development.

This workshop is organised in the framework of the European MAREMED Project, and aims at collecting ideas and suggestions that could contribute to the development of innovative regional policies on such issues.

PROGRAMME

9.30	Registration of participants
10.00	Opening and programme of sessions
11.00	Open thematic sessions
12.15	Open thematic sessions
13.30	Lunch
14.30	Open thematic sessions
16.00	Conclusions
17.00	End of works

FOR INFORMATION AND REGISTRATION

Marche Region - Fisheries Department Secretariat

Tel. 071 8063738-3605

e-mail funzione.attivitaittichefaunistiche@regione.marche.it

www.maremed.eu





WORKSHOP Methodology

We have not carried out a traditional workshop/seminar, but a real and effective laboratory where all participants, autonomously, have proposed themes to be discussed in the framework of fishing tourism (in its wider sense of fisheries, sea economy and tourism), have coordinated the working sessions and have drafted a synthesis of the conclusions and proposals arised. We have worked following a methodology called Open Space Technology. This method aims to create a work environment inspired by coffee breaks, that are usually seen as the most interesting and productive part of a meeting by conference and seminar attendants. According to Harrison Owen, who has developed the Open Space Technology method since 1985, people consider coffee breaks particularly productive because during these breaks participants can talk about what they really care about and consider interesting, discussing the topic with other people that usually share the same interests, and limiting the conversation to the time span necessary to reach a decision. In other words, participants are guided exclusively by their *interest, passion and responsibility*.

The *Open Space Technology* is an innovative technique which recreate the typical coffee break conditions, giving participants the possibility to decide in an autonomous way what topics they want to discuss with other people who share the same interests.

The meeting was organized and realized in the framework of MAREMED Project by Marche Region - Fishing and Aquaculture Department in collaboration with Genius Loci (www.loci.it).





THE DISCUSSION

1. CREATING A SUPPLY CHAIN TO ADD VALUE TO ALL STEPS UP TO THE TOURIST
2. RELATIONSHIP BETWEEN ENVIRONMENTAL EDUCATION AND FISHERIES
3. REINVENTING THE PROMOTION OF FISHING TOURISM / ITTITOURISM: “FISHING INTO THE ADRIATIC/MEDITERRANEAN CINEMA”
4. SEA CULTURE: MEETINGS WITH PRIMARY SCHOOL CHILDREN (following “Environmental Education”)
5. WHY FISHING TOURISM AND ITTITOURISM HAVE NEVER GOT OFF THE GROUND?
6. ENHANCING LOW-VALUE FISH CONSUMPTION THROUGH DIRECT SELLING
7. INFORMATION ASYMMETRY
8. TOWARDS A NON-FISHING-CENTRED VISION
9. FISHING VESSELS-LEISURE BOATS-CRUISE BOATS-PEOPLE GOING FOR A WALK-TOURIST ARRIVALS BY SEA...
JOINT/CONFLICTING INTERESTS.....CHALLENGES/OPPORTUNITIES RELATED TO SHARING A PECULIAR AREA: THE HARBOUR
10. CULTURAL FUSION
11. MANAGED DEVELOPMENT OF LEISURE FISHING





SYNTHESIS OF PROPOSALS THAT WERE DISCUSSED





1. CREATING A SUPPLY CHAIN TO ADD VALUE TO ALL STEPS UP TO THE TOURIST

What has been discussed/what is our proposal:

To build up the chain, everyone should implement its part of the work in an effective way, thus is necessary to share and network.

To ensure the same quality level thorough the different ring of the chain.

To ensure quality through certification and quality systems

To integrate fisherman income, without overlapping with other economic sector, and contribute to a tourism system focusing on quality and able to attract “a rich tourism” and in particular go towards an “Experiential Tourism”.

To set up “Experiential Tourism” is necessary:

a) Fishing Tourism: it is fundamental to modify the law to allow the tourist to “live the fishing experience” avoiding at the same time to increase fishing effort (fish quantity limited to the consumption of the tourist in the boat);

b) Direct purchase through the realization of a model inspired to the “educational farm”

c) Shaping and training of specific professional figures.

To work in order to spread the culture of mass fish and “quality typical product”

To Recognize the role of the host events for the product promotion such as iconoscere “Festival del brodetto in Fano” or “Anghiò” in San Benedetto del Tronto.

Group reference organisation:

Organisation
CONFESERCENTI

Participants (only affiliations are shown):

Organisation
CAMERA DI COMMERCIO ANCONA
ASSAM
ASSOCIAZIONE VISTAMARE
PRIVATE PERSON
FEDERPESCA





2. RELATIONSHIP BETWEEN ENVIRONMENTAL EDUCATION AND FISHERIES

What has been discussed/what is our proposal:

Education and knowledge are valuable tools to improve our lives. The following ideas came up from the discussion:

- The beach between Torrette and Falconara is a good example of a huge and yet underexploited potential. This beach could be turned into a multifunctional open-air classroom devoted to the following activities: marine biology laboratories at sea with biologists and microscopes, open-air theatre, tales from the sea, cultural and movie exhibitions, educational placards on local animal and plant species, photographic exhibitions, swimming classes, snorkeling and naturalistic observations). This is one of the most polluted areas in Italy and people are not really aware of it, so it is important to focus on the positive aspects to raise awareness on this issue. Small-scale fishery activities carried out in the area could become testimonials of the maritime culture, knowledge and connection with the sea, bringing with them the tales of a territory's history. This idea could be spread to all beaches of our region!
- Fishermen and other professionals could teach fishing and navigation techniques and show how a fishing vessels can be “green” and respect the environment. Special prices or rewarding systems could be given to “green fishing vessels”.
- With regard to garbage dumped in the sea, two main ideas have been outlined:
 - A “Garbage Museum” could be created on the beach, where people can bring garbage found at sea, transform it into something else, and receive something in exchange, such as bonus, prices, information, etc.
 - Fishing vessels can collect relevant and dangerous garbage while out at sea: a rewarding system could be created for those who collect the garbage and bring it to land.
- A poor environmental education is associated to unregulated fishing and a “grabbing” attitude. Even if a lot has been done and many fishermen are now more responsible, it would be good to develop educational classes on marine ecosystems and fish lifecycles for fishery operators, also pointing out the fact that responsible fisheries is possible.
- Participatory rules to provide coastal areas with a self-regulatory system for environmental and health protection, shared by fishermen and all other stakeholders with a bottom-up approach; coastal committees could be created to involve actors and stakeholders in decision making, to solve conflicts and to set up rules.





- Local fair trade groups have also been mentioned, as well as the multicultural aspects of fisheries: many fishing vessels have people from Northern Africa in their crew, and a real integration can be done only if there is mutual knowledge and all-round education.

Group reference organisation:

Organisation
REGIONE MARCHE

Participants (only affiliations are shown):

Organisation
ASS. GRUPPI DI RICERCA ECOLOGICA MARCHE
ASSOC. ACCHIAPPASOGNI
FRESH GRADUATE IN ECONOMY
IL ROSPO
ARCOIRIS
REGIONE MARCHE





3. REINVENTING THE PROMOTION OF FISHING TOURISM / ITTITOURISM: “FISHING INTO THE ADRIATIC/MEDITERRANEAN CINEMA”

What has been discussed/what is our proposal:

PROMOTION OF FISHERIES, FISHERMAN PROFESSION, GASTRONOMY AND AUDIOVISUAL PRODUCTS RELATED TO SEA AND FISHERIES.

CREATION OF AN EMOTIONAL EXPERIENCE ASSOCIATED TO LIFE AT SEA THROUGH AD HOC INITIATIVES LINKED TO THE TERRITORY.

LOCATION: FISHING VESSEL, FISHING MARKET

WHAT CAN BE DONE:

- CREATION OF AN EVOLVED CULTURAL DISTRICT ASSOCIATED TO THE SEA
- FOOD TASTE BASED ON FISH AND ZERO-KM PRODUCTS, EXPLAINING THE SECRETS OF MARCHE TRADITIONAL COOKING
- SHOW OF SHORT FILMS/DOCUMENTARIES/MOVIES SHOT IN ANCONA HARBOUR AND/OR IN MARCHE REGION, DEALING WITH FISH PRODUCTS... AND MORE...
- PHOTOGRAPHIC EXHIBITION ON MARINE HERITAGE AND PRODUCTS
- INITIATIVES ASSOCIATED TO SEA CULTURE, TO BE INTEGRATED

TARGET:

- TOURISTS FROM MARCHE REGION
- NATIONAL TOURISTS
- SECTORAL TOURISTS AND/OR JOURNALISTS/MOVIE PRODUCERS
- SCHOOLS

PROMOTION:

- DISSEMINATION THROUGH INSTITUTIONAL PROGRAMMES (REGION)
- TELEVISION/DOCUMENTARY/MOVIE REPORTS OF THE INITIATIVES (CREATED BY INVITED JOURNALISTS) TO BE DISTRIBUTED THROUGH TV CHANNELS
- OTHER TOOLS

PARTNER:

- FISHERY, TOURISM, CULTURE DEPARTMENTS OF MARCHE REGION
- FONDAZIONE MARCHE CINEMA AND SOCIAL MEDIA TEAM
- SLOW FOOD
- SVIM
- CATEGORY ASSOCIATIONS AND CONSORTIA: FISHERY, FOOD, RESORTS
- FLAG
- MARITIME TRANSPORT
- TOUR OPERATOR
- MUNICIPALITY

Group reference organisations:

Organisation
MARCHE CINEMA MULTIMEDIA
SLOW FOOD

Participants (only affiliations are shown):

Organisation
FONDAZIONE MARCHE CINEMA





UNICAM
CONSORZIO PESCA AN
FOTOGRAFO
SVIM - SVILUPPO MARCHE
RESTAURATEUR





4. SEA CULTURE: MEETINGS WITH PRIMARY SCHOOL CHILDREN (following “Environmental Education”)

What has been discussed/what is our proposal:

WHY:

With regard to the “maritime culture” we have shared:

1. RESPECT
2. KNOWLEDGE
3. USE
4. POTENTIAL
5. TRADITION
6. LOVE

We agree with the fact that Marche Region is characterised by a low sea culture. We have therefore developed a “zero cost” regional project. Project title: THE CHILD AND THE SEA (a world to be discovered).

WHO SHOULD BE INVOLVED:

1. Region
2. Primary schools
3. Navy leagues
4. Nautical schools
5. Harbour Authorities
6. Shipyards
7. Fishermen associations
8. Universities with a focus on biology
9. Diving centres
10. Cultural organisations and associations (e.g. Legambiente)

WHAT ISSUES SHOULD BE DEVELOPED:

1. Navigation principles
2. Fishery and tourism
3. How the fish reach the dish
4. Marine ecology
5. Swimming
6. Maritime district stories
7. Meteorology
8. Living the beach

WHAT ARE THE TOOLS:

1. Recreational activities
2. Hands-on or study laboratories (also together with fishery operators)





3. Environmental theatre
4. Storytelling
5. Interviews
6. Cooking classes
7. Fish tanks in the schools
8. Visits to Museums of the sea
9. Environmental initiatives (garbage collection...)
10. Sea trips with different boats and fishing vessels
11. Snorkeling/SCUBA diving
12. Visits to shipyards

WHEN:

Activities are both indoor and outdoor, and therefore they can be carried out during the whole school year, devoting October, April and May to outdoor activities and the other months to indoor ones.

For the project proposal we should adapt to the school requirements (June).

Group reference organisation:

Organisation
ARCOIRIS

Participants (only affiliations are shown):

Organisation
IL ROSPO
ASSAM
A.C. ACCHIAPPASOGNI
ALBERT SAS
PRIVATE PERSON





5. WHY FISHING TOURISM AND ITTITOURISM HAVE NEVER GOT OFF THE GROUND?

What has been discussed/what is our proposal:

The group has reflected on the reasons why fishing tourism and ittitourism initiatives have never been developed at full potential in Marche Region, even if a legislative framework has been put in place to try and regulated this sector.

The main critical issue is related to the fact that current fishing tourism regulations make the implementation of such activities almost impossible.

As a matter of fact, the bigger and therefore more suitable fishing vessels - that is bottom trawlers and pelagic trawlers - have been cut off from the possibility of testing such initiatives.

Indeed, bottom and pelagic trawlers are not allowed to use their peculiar fishing gears for fishing tourism; they should land them and substitute them with different gears.

In the legislator's vision, fishing tourism is mainly seen as a way of limiting fishing effort, but it should also be considered as a tool to raise awareness on the "maritime culture", so that fishermen and their profession can be "opened to the world".

We would like to see fishing/ittitourism as an emotional experience, where "fishing tourists" go out at sea with a crew of real fishermen, who explain their job while carrying it out, and where tourists interact with fishermen, participate in a "calata" (fish catching) and then prepare and eat the fish they have caught together with the fishermen.

To make such an experience successful, it is important to publicise it, to create synergies between fishermen and tourism operators, and to develop support and training structures, so that fishermen and/or other professionals at their side can "transfer" the meaning and charm of a sea experience and the maritime culture to the world.

Group reference organisation:

Organisation
FEDERPESCA

Participants (only affiliations are shown):

Organisation
FEDERCOOPESCA
REGIONE MARCHE
FEDERPESCA
UNIVERSITA' CAMERINO
CNR-ISMAR
PRIVATE PERSON
PRIVATE PERSON





6. ENHANCING LOW-VALUE FISH CONSUMPTION THROUGH DIRECT SELLING

What has been discussed:

Flavio Cerioni has proposed to increase the value of fish products through transformation and direct selling by associations of local fishery enterprises. Such a system is working out well in the agricultural sector, so why should we not develop it also for the fisheries sector? As an example, F.C. describes his successful idea of creating a fish hamburger based on local low-value fish (sea mullet) for children; in this way, he has reached the aim of giving the kids good and healthy food (even if they are not always aware that they are eating fish!), of giving added value to a fish often considered just as a by-catch, and of increasing the income from fish product transformation and selling. F.C. is planning to further develop this initiative, targeting in particular school dining halls.

It is important to give children the opportunity to eat “real and healthy food”, raising them with a taste for fresh fish. Paolo A. points out that Marche Region is preparing a specific call for proposals aimed at increasing local fresh fish consumption in schools. Sara B., fishery entrepreneur, is also developing local fresh fish offers suitable for schools. She reckons that supply problems can be overcome by creating stocks of semi-handled products, also ensuring a standard product taste. Two critical issues are the high levels of waste (from 1 kg of sea mullet you can get max 280 g of edible parts) and of manpower. Laura outlines the regional call for proposals, that allocates 60% of resources to fish purchase and 40% to educational activities.

What is our proposal:

This is a hard but feasible endeavour, provided that several subjects are involved. A short supply chain should be created, to ensure full product traceability and the highest quality standards, and in this regard category associations should be involved. It is important to “strike” children’s imagination by giving them healthy food which looks like a MacDonald or so, then we can explain them what they are eating; ketchup could also be made of healthy vegetable sauces.

In addition, it is also vital to train food operators, so that they give fish products the best shape and “mise en place”, developing tasty recipes; one of the participants points out that fish products should not be transformed too much, children should still be able to recognize and understand what they are eating, but this type of awareness can also be raised at later stage in their lives.

Group reference organisation:

Organisation
REGIONE MARCHE

Participants (only affiliations are shown):

Organisation
RESTAURATEUR





FISH ENTREPRENEUR
GRADUATED IN ECONOMY
FLAG NORD MARCHE
CONSULTANT





7. INFORMATION ASYMMETRY

What has been discussed/what is our proposal:

We would like to highlight the critical issue that events, even high-profile ones, are characterised by a sort of “impromptu” organisation, whereas a structured and articulated communication and promotion is missing.

Communication should target the whole supply chain operators before reaching the final consumer or client.

Communication styles should be more diversified, especially focusing on means such as videos and photographs, that last longer than the event itself.

The whole territory should be put at the centre of focus and be promoted in its structural entirety.

Promotion should also be directed to inland areas, to raise awareness and respect for all territorial peculiarities, therefore including fisheries as well as fish products, activities, culture, operators.

Information should be carried out along the whole supply chain, and dissemination should be done throughout the territory.

Group reference organisation:

Organisation
UNICAM

Participants (only affiliations are shown):

Organisation
PHOTOGRAPHER
MOVIE MAKER
FISHERMEN ASSOCIATION





8. TOWARDS A NON-FISHING-CENTRED VISION

What has been discussed/what is our proposal:

In the different working groups, several opportunities have raised for environmental safeguard and restoration of exploited marine ecosystems.

It would be good to thoroughly involve the fishing sector in environmental protection, through actions that should then be properly monitored.

Possible actions to be carried out with this new approach, where fisheries is regarded as a high-value activity for the whole community, and not just as a mere commercial act separated from the social context, include:

- Collection of waste, found out at sea and/or produced during fishing activities, in specific areas at the docks, where a collection, deposit and recycling system could be put in collaboration with the COREPLA consortium.
- As explained by Antonio Micucci in another session, a similar action was autonomously developed by a group of environmentally aware fishermen back in the 80s, when they collected and landed quintals of garbage found out at sea (mostly plastic bottles). At the end of the year however, the Municipality charged them with disposal costs of about 400 million Italian lire (approx 200.000 euro), that were eventually paid by Marche Region.
- Investigating and monitoring Cetacean migratory routes in the Adriatic sea, using methods that were developed by other relevant Mediterranean projects, such as Tethys, and collecting data and information through fishing vessels and commercial ships.
- Modifying the regulatory framework in order to allow restraint on board of marine turtles accidentally caught by fishing gears. Once landed, marine turtles should be transferred to specialized rescue centres for the required care.

Group reference organisation:

Organisation
GRUPPI RICERCA ECOLOGICA MARCHE

Participants (only affiliations are shown):

Organisation
PRIVATE PERSON





9. FISHING VESSELS-LEISURE BOATS-CRUISE BOATS-PEOPLE GOING FOR A WALK-TOURIST ARRIVALS BY SEA... JOINT/CONFLICTING INTERESTS... CHALLENGES/OPPORTUNITIES RELATED TO SHARING A PECULIAR AREA: THE HARBOUR

What has been discussed/what is our proposal:

Apparently, there is a universal law respected by all seamen: while out at sea, mutual help and support must always be given. But what about on land?

The discussion has been especially focused on Ancona harbour.

We have reflected on how we got to the current situation, talking of a past where:

- The harbour was a single and well defined area

- All people working there where gathered together and mutually bond just like a family

- People living in Ancona where often going for a walk along the harbour

Things are different today: bigger size and health and safety regulations have brought to the creation of allotments.

This does not facilitate meeting and exchange between the different categories working in the harbour, nor the use of this area by citizens for recreational purposes.

Everybody still appreciate and respect each other, but there is no shared project.

It would be good to find again a HARBOUR CULTURE through:

- Meetings

- Celebrations organised by and/or involving fishermen

- The creation of a sea district that brings everyone together

- The creation of a Museum of the Sea inside the harbour

- The creation of a circle where fishermen can tell their stories and teach how to make a net.

Finally (following SEA CULTURE PROJECT: THE CHILD AND THE SEA), it would be good if Marche Region could create a “SEA CULTURE” office to monitor all existing projects (such as ORO DI MARE, IL PRINCIPE AZZURRO, etc) and put them in mutual relationship, so that the final beneficiaries (local families, schools or tourists coming from other areas) can have a horizontal vision of a SEA WHICH IS THE LEAST COMMON DENOMINATOR THAT UNITES EVERYONE.





Group reference organisation:

Organisation
IL ROSPO

Participants (only affiliations are shown):

Organisation
ASS. PRODUTTORI PESCA
FEDER OPIT
PRIVATE PERSON
ASSAM





10. CULTURAL FUSION

What has been discussed/what is our proposal:

Fisheries is an ancient activity carried out throughout the world. For this reason, we suggest to share and exchange traditions and experiences with situations similar to Marche's one.

Restoration of the meeting room close to Ancona harbour, in order to revamp the area and encourage contact and exchange with the sea world.

Synergies between fishery culture and traditions in the Adriatic Ionic Macroregion.

Collection of best practices.

Cooperation projects.

Firstly, people and tourism operators should be trained to give full expression to their potentials.

Multicultural aspects of the sea. Immigrants can be and must be seen as an opportunity to develop a territory's potential.

Memory value... once upon a time, did Ancona have a maritime culture? How could it be brought to life again?

Group reference organisation:

Organisation
PRIVATE PERSON

Participants (only affiliations are shown):

Organisation
G.A.C. "MARCHE NORD"
VISTAMARE
REGIONE MARCHE
SVIM MARCHE
SCUOLA DANTE ALIGHIERI
SLOW FOOD ANCONA





11. MANAGED DEVELOPMENT OF LEISURE FISHING

What has been discussed/what is our proposal:

Leisure fishing is a sector at high potential for the socio-economic development of both fisheries and tourism. Leisure fishermen are present in high numbers, they are well organised and highly motivated, there is therefore a strong interest on their side to look for offers specifically targeting their needs.

Our proposal is to develop an integrated tourism package that gives leisure fishermen the opportunity to fish in reserved and dedicated areas, also offering additional services spanning from the hotel, to maritime transport, to the restaurant where the just-caught fish is prepared and eaten, to leisure-recreational activities for the family.

Similar initiatives have been developed with good results in Emilia Romagna and Veneto Regions, where leisure fishermen are taken to “pastured” buoys in areas devoted to shellfish farming. In Marche Region, professional fishermen who have a maritime area in concession could hire part of it (such as an area of one hectare delimited by buoys) to a leisure fishing association in charge of managing the hired area. Alternatively, professional fishermen could keep managing the whole area and simply take leisure fishermen to the dedicated area, make sure to “pasture” it before the leisure fishermen arrive.

Such an offer could create a spin-off of several hundred of people, since it involves not only fishermen but also tourism agencies, hotels and restaurants and other services. The following steps should be taken to develop this proposal. Firstly, Marche Region should develop a Plan for leisure fishing in shellfish farms and prepare the related calls to allocate the concessions.

Secondly, the tourism package should be developed together with all stakeholders, also creating a network for promotion and marketing, especially aimed at the main leisure fishing associations distributed on the national and international territory.

In this way, the fishermen would be involved in an integrated and articulated system, and this activity would become more interesting, motivating and affordable for them too. Fishermen could also create specific consortia in order to strengthen their offers, facilitate the dialogue with tourism operators and facilities, simplify organisational and logistic aspects.

Another option that Marche Region is considering to develop is the creation of artificial reefs for fish repopulation. The idea is to give such reefs in direct management to leisure fishermen, who are allowed to catch a certain amount of fish on the reef, provided that they ensure the correct management of the area in concession. Leisure fishermen could compile a sort of “logbook” with dates, species and quantities of caught fish, in order to monitor catches. It must be also said that the maximum





amount of fish that can be caught by leisure fishermen is 5 kg, and therefore the impact on fish resources is limited.

Finally, as an added value, offers dedicated to leisure fishermen could aim at developing a sort of complete “experience”, so that the focus is moved from the “quantitative” aspects, where leisure fishermen are just interested in catching as much fish as possible, to “qualitative” aspects, where leisure fishermen and their families are also brought closer to maritime traditions and culture, the marine environment, ecological and biological aspects, for example developing side events and dissemination-educational material.

Group reference organisation:

Organisation
LAB. BIOLOGIA MARINA E PESCA FANO - UNIVERSITÀ DI BOLOGNA

Participants (only affiliations are shown):

Organisation
REGIONE MARCHE
REGIONE MARCHE
SVIM SPA
CNR-ISMAR ANCONA
CNR-ISMAR ANCONA
FLAG MARCHE NORD
FISHERMEN ASSOCIATION

END OF REPORT

