

Interreg
*M*editerranean



TOURISMED

Project overview

Summary:

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

Start Date: 01-02-2017

End Date: 31-07-2019



Expected results:

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

Achieved results:

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

Pilot tests

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



Fishing Tourism

Fish the experience!

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Fishing Tourism - Fish the experience

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You are here: Home / Itineraries

Search for keyword

Country: Any Fishing type: Any Targeted fish: Any Pickup: Toilet: Boat capacity: 1-10 Boat length (meters): Any You keep catch:

Filters Applied: Fishing Itps x Clear All x

Adriano Argento (Torre Carre, BR, Italy) Alex Lucchini (#PESCATOUR solenzara, France) Altin Lekgegaj (Dures, Albania) Amadeu Ros (Xàbia, Spain)

Vinarós, Spain Propriano, France Limassol, Cyprus Torre Santa sabina, Italy

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Mappa Satellite

View all fishermen

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TOURISMED



Key of success: Target groups and stakeholders involvement

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