

# PLAN OF RESULTS TRANSFERABILITY

## WORK PACKAGE 4 – TRANSFERRING

### Activity 4.2 Transferring the tested model

#### Deliverable 4.2.1

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## Document Information Summary

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## 1. INTRODUCTION

TOURISMED project's purpose is to develop, to test and disseminate a fishing tourism 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.

The first phases and activities of the project were dedicated to the elaboration of such a fishing tourism model, then to its implementation and testing in pilot territories.

This Plan of results transferability aims to facilitate the dissemination of the fishing tourism model in the whole MED area, by giving a theoretical and operational methodological guideline for the transfer activities, tools and actions to be implemented in the last phase of the TOURISMED Project.

The quality of this plan is a key factor to ensure the effectiveness of the transfer activities, but it should also contribute to build a common vision and strategy for the future of the project. As mentioned above, It aims to define appropriate transfer activities, tools and actions to be implemented, in order to permit the dissemination of the fishing tourism model in space but also its viability in time, especially after the end of the MED funding period. Indeed, the success of the transfer phase could permit the fishing tourism sector to become a strategic sector through its contribution to the sustainability of the halieutic resources (environmental issue) and to the viability and prosperity of the fishing enterprises (socio-economic issue).

## 2. BUILDING A COMMON STRATEGY

The proposed common strategy aims to give a logical framework to the transfer activities, defining strategic lines and action fields to be implemented, considering the main goals and issues of the TOURISMED Project, but also the expected outputs as mentioned in the project's proposal and in the Management Plan:

### Strategic Line 1 - Ensure the viability of the tested activities in the pilot areas

- **Action fields:** integration and strengthening of the fishing tourism product, establishment of a qualitative local governance process, empowerment of the local stakeholders.
- **Expected outputs:** Local consortia and charters, Transfer protocol, Memorandum of Understanding (MoU), Crowdsourcing platform, Policy recommendation document, Regional conferences

### Strategic Line 2 – Support the fishing tourism model dissemination in other territories

- **Action fields:** implementation of the fishing tourism model in other testing areas, coordination and standardisation of pre-existing practices, emergence of new policies supporting fishing tourism development at regional and transnational level
- **Expected outputs:** Refined fishing tourism model, Recommendation document (practical guide + toolbox), Crowdsourcing platform, Policy recommendation document, Final event.

### Strategic Line 3 – Emergence of a fishing tourism culture at large scale

- **Action fields:** fishing tourism product promotion and marketing at large scale
- **Expected outputs:** Crowdsourcing platform, Map of fishing tourism itineraries, Project communication media and tools (logo, flyers, etc.), Fishing tourism brand

## 3. METHODOLOGY

We propose to build this plan of results transferability through a simple methodological process, by answering the following questions:

- **What do we want to transfer?** Identification and selection of the results to be transferred
- **To whom?** Typology and inventory of the targeted stakeholders
- **How?** Selection and design of the appropriate activities, tools and actions to be achieved
- **When?** Definition of the steps and time frame for the implementation of transferring activities

- **For what?** contribution to the strategic lines as defined in the common strategy

The following chapter, describing the plan of results transferability contents, will detail the answers to these fundamental questions. As a conclusion to this plan, we will propose a synthetic table, summarising each action and tool proposed, its contribution to the common strategy for the future of the project (corresponding strategic line), the stakeholders that should be involved for its implementation, the time frame for its achievement and some elementary informations related to the quality of the TOURISMED project management (responsible partner and involved partners, corresponding deliverables, etc.).

## 4. PLAN OF RESULTS TRANSFERABILITY

### 4.1. Results to be transferred (What?)

The first step for the establishment of this plan of results transferability is the identification of the results to be transferred. For each activity that was implemented during the testing phase, what key informations, documents, materials and tools were produced for the implementation and the development of the fishing tourism model in European and Mediterranean territories ? We could classify the results to be transferred in three categories:

- the **fishing tourism model** that was developed and tested in pilot areas during the TOURISMED project is the core result to be transferred. It defines and describes both the goals, objectives, contents and expected outputs of the fishing tourism activities that could and should be implemented at regional and local level. **It includes the reports** that permitted to define the fishing tourism activities to be implemented during the testing phases: fishing tourism business model, preliminary studies and focus groups.
- the **operational methodology** gives a logical and operational framework, step by step, for the implementation of the fishing tourism model in local territories. **It includes the guidelines** that permitted, during the successive testing phases of the TOURISMED project, to implement and test the fishing tourism activities in the pilot areas: stakeholders engagement plan, training programs guideline, manual for trainers, manual for fishermen, pilot test guideline.
- the **support materials and tools** could be useful for the involved stakeholders to implement specific actions. **It includes the templates** that permitted to obtain homogeneous, sharable and comparable outputs and products (itinerary templates, interpretative panel template, etc.). **It includes also the local specific products and outputs** (communication documents, interpretative panels, equipment lists, study visit report, etc.) that could be used as examples and for good practice exchanges between stakeholders and territories.

## 4.2. Targeted stakeholders (To whom?)

An exhaustive and complete typology of the stakeholders to be involved in fishing tourism activities has been already proposed by the TOURISMED Partnership (ref. stakeholders engagement plan, and stakeholders lists in annex). Regarding the transferring activities, we should discriminate the stakeholders to be involved in two categories corresponding to:

1/The **Political Level**: involving transnational, national and regional institutions → they must be involved to promote a common strategy for fishing tourism development and its integration in transnational, national and regional policies (Fishing policies AND tourism policies).

- They should be involved in the regional conferences and in the final event of the project.
- They should participate in the regional / local governance system
- Type of stakeholders : International organisations (Plan Bleu, CRPM), Public authorities, Tourism organisations (like Atout France), NGOs.

2/ The **Operational level**: these stakeholders are directly involved in the local fishing tourism activities → they will carry on the practical governance and the operational functioning of the fishing tourism activities at the local scale.

- They should be directly involved in the local charters writing activities (governance process following a participative approach).
- Type of stakeholders: tourism regional and local organisations, regional and local authorities, fishing syndicates / cooperatives / associations, fishing schools, fishermen, etc.

Both political stakeholders and operational stakeholders will co-sign the local charter and be members of the consortia (local governance system).

## 4.3. Tools and actions (How?)

This section aims to give recommendations for the implementation of tools and actions during the transferring phase of the TOURISMED Project. The outputs proposed here aims to answer the strategic issues as identified in the common strategy chapter of the present plan, taking in account the outputs and expected deliverables as they were defined in the initial management plan of the TOURISMED Project.

### 4.3.1. Refined Fishing Tourism Model (4.2.2)

As we mentioned before, the refined fishing tourism model is the main result to be transferred. The quality of the final document will be a key factor for the success of transferring activities, as it could be a useful tool for informing/convincing other European coastal territories for the implementation of similar fishing tourism activities.

→ We propose to dispose of two versions :

- 1 synthetic generic version (4-5 pages), designed both as a **technical and a communication tool**, that could be easily appropriated and reused by any targeted stakeholder concerned by the implementation of this model in his own territory. This version could be in english, but also in each partner's language (Es, It, Fr, El, Al) to facilitate regional and national dissemination.
- 6 complete and detailed versions (one per pilot area), each one in its own language (Es, It, Fr, El, Al) containing all the specifications and the technical details and informations (**scientific and technical tool**), adapting the contents of the generic version to the national and regional rules and particularities, in order to render them really useful to specialists (i.e. Technical staff).

→ **shape of the tool** : it should be digital and integrated on the crowdsourcing platform

#### 4.3.2. Practical guide and toolbox (4.2.3)

The document will contain **recommendations on how to implement the fishing tourism model and appropriate measures that facilitates its realization** according the criteria established to protect the marine ecosystem and fishing resources.

We propose to design this recommendation document as a **practical guide** and a **methodological operational framework** for the **implementation of the fishing tourism model at local level**. It should contain a **synthetic and clear manual** describing step by step the actions to be conducted **and a toolkit (resources)** with all the medias and tools that could be useful on the field to permit the achievement of each step. It supposes the **adaptation of the templates and guidelines** elaborated for the testing activities in **synthetic pedagogical fact sheets** / documents.

→ **shape of the tool** : it should be digital and integrated on the crowdsourcing platform ; as it is destined for local professional end-users (fishermen, fishing organisations, tourism organisation), it should be disposable both in english and in each partner's language.

#### 4.3.3. Fishing Tourism Agreements (4.2.4, 4.2.5, 4.2.9)

We propose to **gather the Memorandum of Understanding (4.2.5), the transfer protocol (4.2.4) and the consortia charters' model (4.2.9) in a single document**, a Fishing Tourism Agreement, in order to facilitate communication and to increase the global strategy coherence and impact.

The Fishing Tourism Agreements (6, one by testing area) will be designed and signed at regional or local level, depending on the level of the authority willing to support and /or to carry on the fishing tourism activities after the end of the TOURISMED project. The main component of the fishing tourism agreements would be the consortia charters, that should be designed as an **operational framework** for the implementation and the regulation of fishing tourism activities at the regional and local level, but also designed as a **commitment contract** involving the concerned stakeholders in a participative way, establishing a **governance** of the regional and local fishing tourism sector.



Such agreements should include not only common and federating elements identified during the TOURISMED project (strategic goals, common vision and ethics), but must take in account the local specific situations and divergences as well (operational goals, administrative, legal and socio-economic environment, etc.). It would highlight the interrelations and interdependencies between the local level of action / governance, and the regional, national and international level.

Gathering both global and specific issues related to fishing tourism in the Fishing Tourism Agreements would be a manner to avoid the risk of a too symbolic and formal Memorandum of Understanding that would not be directly connected to the local practical realities.



#### 4.3.4. Crowdsourcing Platform (4.2.6 and 4.2.7)

According to the management plan of the TOURISMED project, a **web portal** will be created acting as a **consulting agency** for setting up fishing tourism activities and promoting Mediterranean fishing tourism itineraries and packages. Such a tool should include two sections to answer the needs of two distincts end-users categories:

- a **tourist and large public section**: to gather, promote and market fishing tourism activities in the Mediterranean, offering booking facilities to customers.
- a **stakeholders section**: conceived as an **online consulting agency**, it could be designed as a **resource centre**, offering access to all the transfer **tools and documents** (Fishing Tourism Agreements including local charters, Practical guide and toolkit, brand content and terms of reference, communication tools, etc.), **but also managing a worldwide community** by

promoting governance activities and events, at local and international level, by permitting best practices exchanges between stakeholders and fishermen, etc.

The crowdsourcing platform should integrate the **EuroMed Map of fishing tourism itineraries**. This tool should be conceived as a communication, tourism promotion and marketing tool that aims to inventory and represents geographically all the existing fishing tourism itineraries so it could be used as an on-line touristic guide by tourists. Regarding the large public that will potentially use this tool, it should be both attractive, easy-to-use and efficient (summarising and giving back clearly complex information).

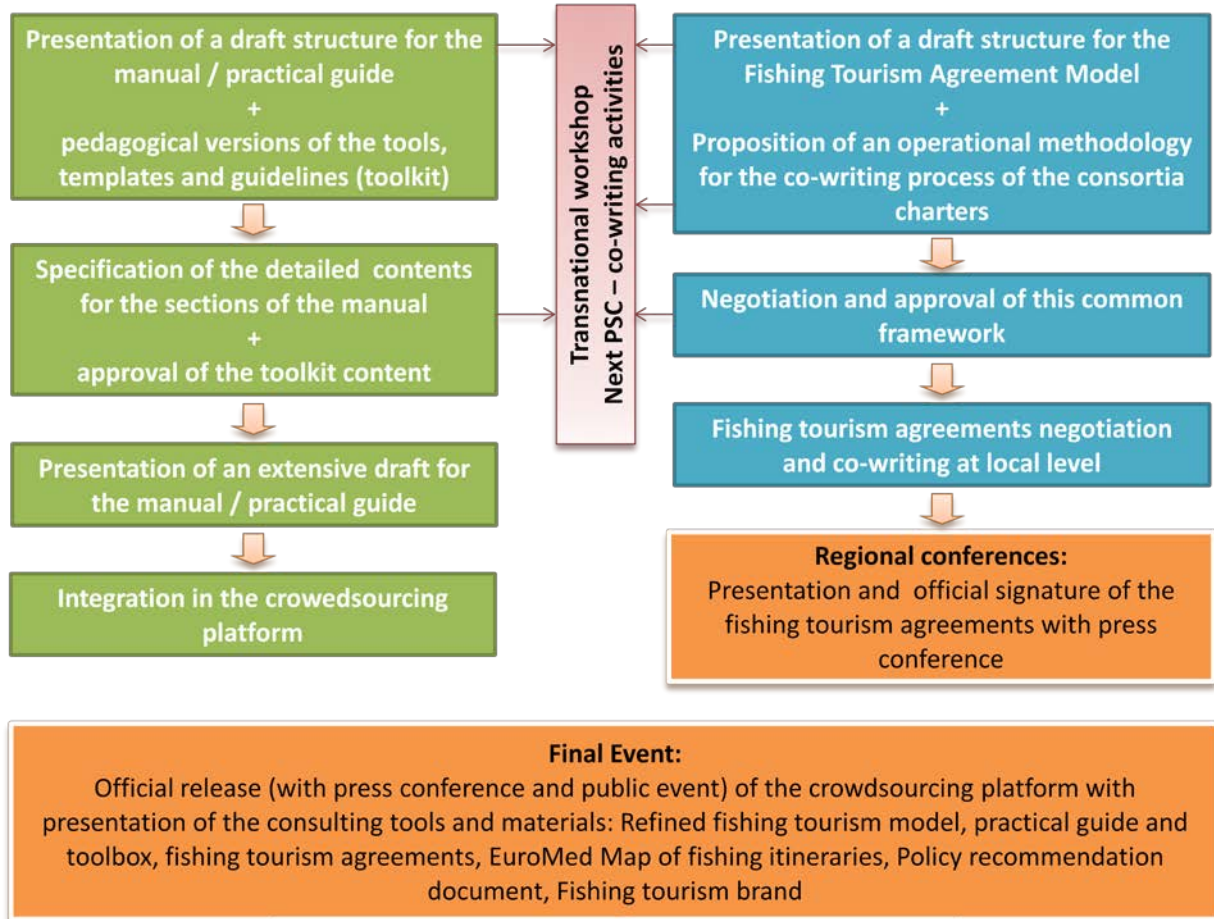
#### 4.3.5. Policy recommendation document

The policy recommendation document is a critical output **to ensure the viability of the fishing tourism model** after the end of the TOURISMED project and its dissemination in the MED area and Europe.

Its strategic goal is to encourage the **integration of the results** of TOURISMED project (fishing tourism model, brand, network) **in the regional, national and international (EuroMed) policies**.

This document could have the shape of a **common transnational strategy and action plan**, developing and detailing the strategic lines and action fields proposed in the first chapter. It would give TOURISMED project a strong political and transnational dimension, and could be used both as a **lobbying tool** and as a **regulation / governance frame** for the fishing tourism sector at EuroMed scale.

#### 4.4. Steps and time frame (When?)



## 5. CONCLUSION: SYNTHETIC TABLE

Transfer activity, tool and / or action	Corresponding Strategic lines (for what)	Short description of its content (what)	Stakeholders (to whom)	Deadline for achievement (when)	Responsible partner(s)	Involved partners	Deliverables
<b>Refined Fishing Tourism Model</b>	SL2 Dissemination	1 synthetic version / communication tool (EN + ES, IT, FR, GR, AL)	Transnational and national institutions, Public authorities, NGOs, tourism organisations	May 2019	Promimpresa	Trabia / University of Piraeus / Durres / Petra Patrimonia / Haliéus / VPF	4.2.2
		- 6 exhaustive versions / technical tool (ES, IT, FR, GR, AL)	Professionals (fishermen) and institutions (public local authorities, fishing and tourism organisations) who wants to develop fishing tourism activities	May 2019			
<b>Practical guide and toolbox</b>	SL2 Dissemination	Manual / practical guide with operational framework and tools for the implementation of the fishing tourism model	Professionals (fishermen) and institutions (public local authorities, fishing and tourism organisations) who wants to develop fishing tourism activities	May 2019	Italian Chamber of Commerce in Marseille	ALL	4.2.3

<b>Fishing tourism agreements</b>	SL1 Viability	6 Local / regional charters for an operative governance of the fishing tourism activities at local level, integrating common visions, issues and goals but also specificities linked to local context.	Professionals (fishermen) and institutions (public authorities, fishing and tourism organisations) involved in the local fishing tourism activities (both at political and operational level)	April 2019	Italian Chamber of Commerce in Marseille	Trabia / University of Piraeus / Durres / Petra Patrimonia / Haliéus / VPF	4.2.4 4.2.5 4.2.9
<b>Crowdsourcing Platform</b>	SL1 Viability	A web platform with two sections :  - a <b>large public section</b> for marketing fishing tourism products, integrating a EuroMed map of itineraries	Tourists	August 2018 (first release)	Cyprus University of technology  Italian Chamber of Commerce in Marseille	ALL	4.2.6
	SL2 Dissemination SL3 Promotion	- a <b>stakeholders section</b> conceived as an <b>online consulting agency</b>	Professionals (fishermen) and institutions (public authorities, fishing and tourism organisations) involved in fishing tourism activities or willing to develop fishing tourism activities	January 2019 (EuroMed Map)  May-June 2019 (complete version)			4.2.7

<b>Policy recommendation document</b>	SL1 Viability SL2 Dissemination	Transnational strategy and action plan for the integration of TOURISMED results and perspectives in International, national and regional policies	Transnational, national and regional institutions and public authorities	February 2019	Municipalities of Trabia and Durres	ALL	4.2.8
<b>Regional conferences</b>	SL1 Viability	Organisation of regional events for the communication of the TOURISMED activities results at regional and local scale and for the signature of the Fishing tourism agreements	Professionals (fishermen) and institutions (public authorities, fishing and tourism organisations) involved in fishing tourism activities.  Large public at regional scale  Press	May 2019	Municipality of Trabia University of Piraeus Municipality of Durres Petra Patrimonia Corsica Haliéus Valencia Ports Foundation (VPF)		4.3.1