



**National Association
for the promotion and development
of Fishing Tourism and Fish Tourism**

ACTION PLAN
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PREAMBLE

Fishing tourism is a new tourist activity that comes from the world of fishing: it is aimed at all those people who love the sea and the species that inhabit it and who are spellbound from the possibility of climbing on-board a working fishing boat to meet the Fisherman, the only guardian of an ancient trade that encompasses traditions and culture.

"To practice fishing tourism" means to observe and to actively participate in the activities of professional fishing; to develop practices of a sporting activity; to develop recreational tourist initiatives aimed both at acquiring knowledge of the coastal environment and at the promotion of the culture of the sea and fishing; to participate in catering on-board or on land.

According to the National Association Pescatour, Fishing tourism means: "A cultural tourism service tied to the world of professional fishing, practiced at sea (and in damp zones) by fisherman, for the tourist-client."

This new activity, as additional to and not overriding professional fishing, represents a viable resource for the fisherman and for the whole territory provided that it is planned and effected while protecting the environmental, cultural and social values of the place where it is practised; its quality must be the distinctive and strategic character of the tourist offer.

The quality in the management of the activity of fishing tourism can be sought in its welcome, in its catering, in the imparting of knowledge and can be implemented by all the fishermen who have undertaken a multi-discipline foundation course, who have worked at sea having continuous experience, and who have some solid cultural bases to be able to explain to tourists everything that concerns the "sea-coastal System¹".

The fisherman of the future won't be the one who knows how to use the fishing equipment well, but the one who knows the environment and the behaviour of the species which inhabit it; who understands the interaction between man and the environment; it is that person who, with his

¹ The same discussion must take place for fishermen who work in fresh water and more significantly for those who fish in the great lakes and lagoons

abilities, is able to address the behaviour of the tourists transmitting the information to be followed for not producing further pressures that can break the fragile marine equilibrium.

The European Paper defines Durable or Sustainable Tourism as: "every form of development, management or tourist activity that ensures the long term protection and preservation of the natural, cultural and social resources, and contributes in an equitable and positive way to the economic development and the comfort of the people who live and work in the territory."

If we reflect on this definition of sustainable tourism we must look at the quality of the natural resources, at the quality of the accommodation, at that of the services and of the products that are offered; we must think of a tourist product strategy regarding the development of the human resources over that of the products and of the local resources.

Fishing tourism responds to a whole series of demands defined in the European Paper in terms of environmental protection, of the development of the individual, of the safekeeping of the culture, of the promotion of the products, of the transmission of knowledge and of improving the income.

A sudden growth in the sector can be hoped for through public and private involvement and the creation of holiday packages that emphasise the local distinctive features. The fisherman, in the meantime, will have acquired a new professionalism through vocational training that is essential to furnish a quality service able to pick up on a growing segment of tourism.

The offer of a service that gives the possibility of being in contact with nature is, in fact, what is required by the tourism market today.

INTRODUCTION

To spend a whole day on-board a fishing-boat with "extraneous" people is an unusual fact, but thanks to fishing tourism it becomes an event and a unique occasion, both for the fisherman, who while hosting the client, has the possibility to promote the culture of the sea, to emphasize the traditions of fishing and of the local catch, and for the tourist, who while being hosted, can enrich his knowledge of the environment and through close contact with the can share his way of life and experiences.

The contact between people belonging to different cultures, almost certainly with different levels of education, with different characters and personalities, can create unease, and therefore a difficulty to interact and to relate.

However, these difficulties are surmountable if one has already been provided with basic training, a plan and a summary of the activities to be conducted on-board.

In fact, neither the start of the activity nor the running of the day can be left to chance: preparation, planning and organization are the three pillars on which to build the time ahead.

This document wants to be an operational tool (addressed to all the fishing operators that practice or want to practice the activities of fishing tourism and fish tourism) which brings together the actions to adopt, based on national and EU directives on sustainable and responsible fishing.

Moreover, the plan contains the guidelines for building the activity of fishing tourism and how to conduct a typical day, implemented through the experience of those who have been practicing such activities for long time.

This is a technical support for those people who intend to diversify their basic activity; who want to make their entry into the tourist sector; who need to obtain information on how to conduct himself within the activity of fishing tourism and fish tourism.

If quality is the distinctive and strategic factor of the tourist offer, there can be no improvisation but only organization.

The fisherman who is prepared to develop this service must know "to guide heterogeneous groups of tourists" desirous to have their experience, in a climate of joy and serenity, involving them in all the activities that are the trademark of a traditional day of fishing.

The fishing entrepreneur makes both his boat and himself available to the tourist-clients but he must also be prepared to open up with simplicity and genuineness and at the same time he must be attentive to the demands of his guests to guarantee them an accurate and scrupulous service. At the base of all of this, as already mentioned, there must be: basic training and experience. The former acquired through short specific courses, the latter through contact with and comparing himself to those who have practiced this activity for a long time.

METHODOLOGY

A single Action Plan has been devised to bring together all the information regarding the methodology so as to avoid time-wasting.

The compiled document develops the theme in question departing from the analysis of the existing documentation in terms of laws, regulations, decrees, codes of conduct and other manuals, thus examining all the steps necessary to start the activity of fishing tourism from both a structural and managerial point of view.

The course that must be followed starts with the application of the regulations comprising the rules which govern the activity of fishing tourism, those on safety as well as those on hygiene.

The route that the fisherman has to follow to arrive at "Practice fishing tourism" is long and tortuous if the tools necessary to complete the process quickly are not available. This Action Plan has been planned and compiled as an easy reference manual: divided by subject so that every fishing operator can find suggestions and advice of interest.

The document is separated in four preparatory sections, tightly dependent the one from the others.

The first section analyzes the regulations of the Italian legislation that must be applied when applying for authorization to perform the activity.

The second section considers the place of work, the boat, and all the equipment necessary to carry out of the activity of fishing tourism.

The third section looks at other matters connected to the contact with the client, and some useful rules are furnished to help the operator to better welcome his guests.

The fourth section analyses additional services to the activity of fishing tourism which are optional and not obligatory.

The following recapitulates in bullet form the four sections:

- Section 1: Italian legislative regulations.
- Section 2: The boat.
- Section 3: Services offered by the fishing operators.

- Section 4: Complementary activities to fishing tourism.

The document concludes with some simple information that the fisherman must transmit to the tourist so that he acquires an “informed” behaviour with the purpose of avoiding the behaviour that evaporates in the fast enjoyment of the natural and cultural goods in the logic of a "been there; done that" tourism.

A responsible, correct and informed tourist perceives better the natural beauties of the places, understands the fragility of the ecosystems and becomes a carrier of the messages that have been transmitted to him; in other words, a satisfied tourist is the best provider of publicity.

SECTION 1 LEGISLATIVE REGULATIONS

This section identifies the laws that must be applied to develop the activity: it is the most complex part, both because it is highly-articulated, and because the regulations are difficult to interpret, in so much as they are not always clear or exhaustive.

The principal elements which need to be referred to for getting the necessary authorizations and to start the activity are furnished in these pages.

In Italy, the first step is tied to the application of the regulations (see enclosure 1) covering laws on the subject of discipline of the activity of fishing tourism; laws on the safety of boats equipped for coastal fishing; laws connected to hygiene routines. Especially:

1. The fisherman must possess a fishing license related to "local or near coastline Fishing."
2. He must own a boat below 10 tons.
3. He must have the fishing systems detailed in the license and, if the boat is equipped with a towing system (for instance trawling), the fisherman must disembark the system and have it sealed by the local Maritime Authority before beginning the activity; therefore, he can ask for the issue of a provisional certificate to use the other permitted systems (rod equipment, longlines, seine nets, fishing-lines, harpoon) systems.
4. He must possess the safety instructions related to the craft.
5. He must possess the stability test document issued by the authorised body namely Rina, Bureau.
6. He must possess the safety instructions related to fishing tourism or rather a number of operational life belts for the number of people on-board as well as life belts for children under 14 years.
7. He must equip the boat with a First Aid kit conforming to the relevant legislation.
8. According to the regulations of the affiliation organisation, he must possess an insurance policy against the damages that could be caused by the embarked people and against possible

accidents that they could suffer. Naturally the captain and his crew will already be covered by insurance.

9. The boat must be fitted with a VHF radio telephone as well as a portable one.
10. If catering is to take place on-board, whilst required by the appropriate Maritime Sanitary Authority, it is necessary to have a self-check plan in respect of good hygienic-sanitary routines.
11. He must have a register to record the personal details of the embarked tourists.
12. He must maintain a register of compensation.
13. He must issue an invoice.
14. He must maintain a register for the invoices.

When all this documentation is ready, a pre-printed form known as the "Request for authorisation to practice fishing tourism" (see enclosure 2) is compiled and presented to the Head of the affiliated Maritime body, along with details of the point of embarkation and the prices to be charged.

The Head of the affiliated Maritime body will issue the "Authorization to practice fishing tourism" within 60 days from the presentation of the request, having previously checked that all obligations have been fulfilled.

With this document the fisherman is formally authorized to embark different people from the crew to develop the activity of fishing tourism.

Decree of the Ministry of Agriculture and Forestry 13th April 1999 n.293 "regulating fishing-tourism activities, in compliance with article 27-bis of Act No. 41 of 17th February 1982 and subsequent amendments."

G.U. n.197 of 23-8-1999

Legislative decree of 26th May 2004 n.154 "Modernization of the fishery and aquaculture sector as per article 1, paragraph 2 of Act No. 38 of 7 March 2003."

G.U. n.146 of 24-6-2004

D.P.R. 1639 of 2-10-1968 "Regulation for the enforcement of Act No. 963 of 14th July 1965 concerning the rules on maritime fishing."

Decree of the Ministry of Agriculture and Forestry 26-7-1995 "Provisions for the granting of fishing licenses."

G.U. n.203 of 31-8-1995

Decree of the Ministry of Infrastructures and Transport n.218 of August 5th 2002 on the "Safety regulations for ships certified for coastal fishing."

G.U. n.231 of 2-10-2002

Decree of the Ministry of Infrastructures and Transport n.231 of 26th July 2004 "Regulations on the integration and changes to the safety regulations for ships certified for coastal fishing."

G.U. n.209 of 6-9-2004

Decree legislative 27 July 1999 n.271 "Adoption of health and safety regulations for seamen embarked on national merchant fishing vessels according to Law n. 485 of 31st December 1988"

G.U. n.185 of 9-8-1999

Law n. 283 of 30-4-1962 "Amending articles 242, 243, 247, 250 and 262 of Royal Decree No. 1265 of 27th July 1934 establishing hygiene requirements for the production and marketing of food and beverages."

G.U. n.169 of 4-6-1962

Law n. 96 of 20-2-2006 "Provisions for guest farms."

G.U. n.63 of 16-3-2006

REQUEST FOR AUTHORIZATION TO PRACTICE FISHING TOURISM

To the Port Authority

of.

Department of Fisheries

I, the undersigned. born in (...) on

and resident at in Via / piazza

Fiscal Code. ship-owner of the M/P² Tons. KW.

authorised to practice local coastal fishing. nearshore fishing.

licensed to fish using the followings equipment³

.....

in possession of the safety regulations certificate n°. issued on.

by., that authorises the aforesaid craft to sail within. miles of the coast,

with n°. people on-board, in addition to the crew,

REQUEST

To be able to practice, in the period. the activity of fishing tourism, according to the regulations and the formalities of the D.M. n. 293 of April 13th 1999.

To this purpose I declare that:

- The craft shall carry a maximum number of people, over the crew, equal to.
- The departure and the return of the tourists will happen near the same point of landing, namely.
- The boat is fitted with a VHF radio-telephone apparatus and the required sanitary material as per decree n.279 of the Ministry of Health of May 25th 1988
- Appropriate life saving equipment, in sufficient quantities for all those embarked including children under 14 years of age, will be kept on-board as per article n. 6 of the D.M. n. 293 of April 13th 1999.
- The applied rates, according to the different services offered, will be the following:

.....
.....

The following documents, in duplicate, are herewith attached:

- Valid Safety Regulations for the boat
- Stability Test and or Occasional Stability Test
- Valid Safety regulations for fishing tourism
- Photocopy of the navigation license and crew roster
- Fishing License and provisional certificate

Place., on the.

The ship-owner

² Indicate if M / P not above 10 tons, and if acquired specifically for fishing tourism

³ Indicate if it is additional – in the case of an exclusive licence – or replacement in the case of a cessation of trawling systems

SECTION 2 THE BOAT

This section deals with the boat and the changes that must be undertaken to develop the activity of fishing tourism.

It is the moment in which, having taken the decision to diversify his prime activity for the purpose of safeguarding the resources and to integrate his income, the fisherman gets ready to face a series of changes connected to his future lifestyle, but also to face the concrete idea of having a "different" boat.

The boat is the principal tool, which fascinates in particular those people who climb on-board, especially for the first time.

It has to be welcoming, comfortable, but, above all, functional, tidy and clean.

The boat is neither a hotel, nor a restaurant, but it is a place where fishing is practised daily which involves the smearing and the persistence of particular smells even when it is prepared for fishing tourism and this is the main reason why it is necessary to always keep it clean.

By boarding different people from the crew, usually unaccustomed to motor fishing boats and who climb on-board to experiment "something new", or to have a different experience, we must ensure we have created a favourable environment in which to spend a day.

The client is first of all a tourist, therefore we must make sure that he spends a "beautiful day", relaxed in the knowledge that he is safe and comfortable.

The refurbishment of the boat depends on its dimensions, on the number of people allowed on-board and on the type of services that he wants to offer.

The law fixes the maximum number of people permitted on-board to 12, over and above the crew. Therefore, we are speaking about a boat of 10-12 metres in length.

If you own a boat of this size, then you can consider offering a "full service" with excursions of about 7 hours a day, which include:

- Embarking in the morning;

- fishing;
- swimming and visits to coves;
- catering on-board;
- return in the late afternoon.

In order to host so many people for such a long period, it is of fundamental importance that the boat is well structured and organized. The following points are the equipment which is necessary to have for developing the activity without causing uneasiness to the tourists on-board.

STRUCTURAL DEVICES

1. Gangway ideally with handrail
2. Fixed or mobile parasol
3. Removable side protection against wind and rain
4. Non-slip rugs and runners
5. Enough seating for the number of people permitted on-board
6. A biological toilet
7. Sink
8. Fresh water shower
9. Cooking hob
10. Stainless steel twin sink
11. Mini-bar
12. Soap and paper dispenser
13. Pedal bin for toilet and kitchen
14. Information material and or equipment

If the boat is small and can host a maximum of two people over and above the crew, a service exclusively related to the practice of fishing will almost certainly be chosen. Therefore, it will not

be possible to entertain people on-board for more than 2-3 hours. In such a case the only really useful equipment is a shelter from the sun, and the first and only suggestion is to put up a parasol.

To fulfil the laws on sustainable and responsible tourism, the following suggestions can help in the choice and installation of the equipment mentioned above:

- While fishing only use appropriate equipment and in sufficient quantities to perform the simulation;
- Favour naval equipment in use locally to promote local traditions;
- Fit an engine with low polluting emissions;
- Save on the use of fresh water through the fitting of self closing taps;
- Purchase a biological WC;
- Preferably use eco-friendly detergents and paper for cleaning;
- Practice re-cycling methods for the collection of rubbish: organic, plastic, glass and aluminium;
- Join the consortium for the disposal of the waste oils;
- Promote these "ecological actions" with the tourists on-board by encouraging the development of their environmental consciousness.

In the preceding paragraphs we have spoken of the cleanliness as a distinctive factor of the tourist offer.

Always remember that the three key words for a boat to be welcoming are: tidiness, cleanliness and safety.

The care of the boat is fundamental to transmit your degree of professionalism.

Before the start of the season always perform an overhaul of the equipment, replace possible worn out parts and clean and sanitize the places where people stay.

Every day, before embarking the guests and during the day, it is essential to tidy and to freshen up the toilet, the kitchen and the deck with special detergents and disinfectants.

At the end of the excursion, after having disembarked the guests, always dispose of the garbage in the special re-cycling containers, empty the biological tank in the special structures in the port and replace used items such as paper, soap and fresh water.

A careful and sensitive tourist won't fail to notice the care devoted to the structure and will take this fact as a gesture of care and attention in his favour.

On returning to port his degree of satisfaction will be so elevated that he will relate his experience to his acquaintances and this fact will positively reflect in terms of publicity and a repetition of the experience.

SECTION 3 ON-BOARD SERVICES OFFERED BY THE FISHING OPERATORS

During a day of fishing tourism the fishermen are not only busy with the demonstration of fishing, which is also the simplest situation for them, but above all they have to deal with a series of "less familiar" situations that however are an integral and essential part of the organization of the day and that are:

- . the welcome;
- . the hospitality;
- . the bathing;
- . the catering;
- . the imparting of knowledge.

This temporal, punctual and precise sequence, that doesn't leave time for fleeting improvisations, represents the result of a good day of fishing tourism, and it is important to assimilate it in order to avoid some embarrassing lapses of memory.

The use of cards or other illustrative material, besides being pleasant for the tourist, can also be beneficial during your enactment of "Cicero."

The day must be "constructed" bearing the following in mind:

- . the motivations that are at the basis of fishing tourism;
- . the reason why the tourists practice fishing tourism;
- . their expectations;
- . the moments of break and refreshment.

The proposed sequence originates from these assumptions: it is structured considering the time necessary to perform each phase.

THE WELCOME

Having booked the excursion the group arrives at the dock ready to enjoy the day. It doesn't know the boat yet or even the crew, it is motivated but intimidated by the lack of familiarity.

On the other hand the inexperienced fisherman is also afraid of the first contact; he is conscious that the rest of the day will depend on this.

Don't judge a book by its cover but it is important however to transmit a sense of order and cleanliness.

The use a sort of uniform for the whole crew is recommended: shirts, Bermudas or shorts with the ship's logo or the insignia of the association, perfectly clean and ironed, will be of great effect.

It is important to greet the guests with an open and cordial smile for which it is necessary to free the mind from other worries and to focus on the job ahead.

Go towards your guests, invite them to climb aboard and help them to put their backpacks and purses away. Use a comprehensible language and a peaceful tone, this behaviour will immediately relax the group.

Make the presentations, compile the register, then arrange a name tag for every guest to attach on his/her shirt: it will help them to feel an integral part of the group and you won't incur any unpleasant situations by repeatedly asking for the name of your interlocutor.

Before leaving the port accompany the group on "a guided visit" of the boat, stress to them what is appropriate behaviour and which places out of bounds, explain above all, what positions they must occupy during the demonstration of fishing in order to maintain the boat stable.

Devote some time to the dangerous places and show where the safety equipment is located: life belts, life buoys, fire extinguishers, First Aid kit.

THE HOSPITALITY

Before the arrival of your guests you should purchase some fresh bread, preferably locally, and in the refrigerator you should have some fresh water and soft drinks. Enquire whether your guests have had breakfast otherwise offer some good coffee or some other beverage: you know how important it is not to set sail on an empty stomach in order to avoid sea-sickness.

Explain the planned itinerary and respect the schedules unless there are different requirements.

While sailing to the fishing location show the on-board instrumentation, the nautical maps and explain the characteristics of the places, speak of the species that live in the sea and of the dangers faced because of pollution, of "illegal" fishing and of other incorrect behaviour.

You must have the attention of the tourists and to assure yourself that they all understand: the level of attention will have the tendency to diminish with time, therefore, leave the stories tied to the traditions of the territory visited to the afternoon.

Don't be distracted and attentively observe the group trying to interpret their needs and possible desires that they are unable to express through a lack of familiarity.

If possible distribute some illustrative material of the places, of the species and of the equipment.

THE BATHING

It is the most thrilling moment of the day!

We have welcomed the guests on-board, furnished information on the environment, been fishing and shown the species, now is the moment to take a break and to relax.

To such purpose, above all if the day is warm, propose to our group of tourists a good refreshing swim.

If possible choose an uncrowded place, preferably with a sandy seafloor and help the guests to dive into the fresh and crystalline water.

To facilitate the descent into the water install a ladder, this will have the double effect of encouraging the most timorous and to avoid dangerous dives from the deck side (forbidden in all cases!).

For safety reasons, discreetly watch over the swimmers ready to intervene if they manifest any difficulties.

While our guests are refreshing themselves, use the time to clean the toilet and to put the deck in order for the following phase, the catering.

A useful suggestion for a sustainable tourism is to use possible points of anchorage, previously selected, to avoid dropping anchor on the grasslands of posidonia and also to explain the motive for this choice to the tourists.

THE CATERING

Having found a cove sheltered from the breeze, also to limit "the movements of the boat" and to attenuate "possible consequences", we prepare to live a particular moment, that in which the tourist has the occasion to know the fresh product and to learn how to clean it through small notions imparted by the very same fisherman.

The fish is an important food in our diet and eaten fresh it has an aroma and a unique taste, very different from that which people, who live in the city, are usually accustomed to when they purchase it, often frozen, from large outlets.

Show your kitchen and how you prepare and season the dishes. The catering is the culminating moment of the day that which is most eagerly awaited for by the guests. The menu will be based on fresh fish, possibly that previously fished together. You are advised to prepare it following ancient local traditional recipes, possibly cooked by women, belonging to the family nucleus of the captain, embarked as crew and who often help also in the manoeuvres during the action of fishing.

Check, if you cook shellfish, that the guests don't have any food intolerances or any particular requirements. Plan a minimum of variety, especially in the presence of younger guests.

When everything is ready prepare the table: predispose tables and chairs, then lay it by using disposable tablecloths and plates.

Take advantage of this moment to speak of the benefits linked to the consumption of this food, impart all the information in your possession about the presence of omega 3 and 6 oils, vitamins, mineral salts, on the benefits connected to the cardio-circulatory system without neglecting the effects on the "figure", a fashionable and widely felt subject.

Ensure the main meal is accompanied by a wine and complete it with other local delicacies always coming from other producers of the territory.

Make sure that the quantity offered is to taste and don't skimp on a second portion if required.

Check that all have received their share and make sure there is always plenty of fresh water to drink.

At the end of the meal remove the leftovers, place the rubbish in the special bags or bins but leave the water, the wine and other drinks; this encourages conversation and socialization and it helps relaxation, which also facilitates digestion.

Remember that your boat is not a restaurant but a place where art and local culinary traditions are learned. What must distinguish you from a restaurant is the active sharing in the preparation but, above all, the imparting of specific information on the species cooked and tasted.

To affect a sustainable and high quality tourism:

- . use paper plates;
- . employ re-cycling methods for organic, plastic, glass and metal waste;
- . don't throw away the oils used in cooking;
- . make the most of the typical local dishes;
- . use additional products, possibly marked DOP or IGP, coming from producers of the territory of which you will furnish the address and telephone number to facilitate any purchases;
- . provide information on the history and the culture of the zone.

THE IMPARTING OF KNOWLEDGE

This paragraph summarises the whole essence of fishing tourism.

In reality there isn't a precise moment in which this happens, because from the first contact and from the moment that the tourist climbs on-board of your boat he is already absorbing the way of life and experience that is typical for you.

If the boat is large enough you can also equip it with a VHS VCR or DVD; you can display some placards on the sea environment; equip yourself with technical cards of the species and of the equipment in use in the fleet that you will show to the tourists during the action of fishing; you can make available to them any other material on the history, traditions, art and culture of the territory visited.

Every moment of the day spent together is good to speak, to teach and to transmit one's own knowledge. It is the way of speaking, of gesticulating that helps communication; the attention of your interlocutors will be attracted by the polite and kind ways that you will use without parsimony thus discrediting the image of gruff and austere man that people attribute to one who usually lives a little isolated.

SECTION 4 COMPLEMENTARY ACTIVITIES TO FISHING TOURISM

Complementary activities are all those that a strongly creative fisherman can integrate in a standard excursion of the type described in the preceding pages.

These are "invented" activities to provide further alternative services to the "basic day" that, if well structured, offer the tourist the possibility of experimenting, inside the same enterprise of fishing, with different experiences and, for the fisherman they offer the possibility of diversifying the day, subsequently boosting his income, since, if the time is unmemorable he doesn't lose the booking, therefore, he profits.

They are activities that can be developed on land if structures exist that can be adapted as museums or workshops in which you can see how the nets are sewn or other equipment is manufactured, or as places in which the catch is worked and transformed.

The possibility of organizing "different and alternatives things " depends on a series of factors:

- . the availability of structures on land;
- . the creativeness of the entrepreneur;
- . the availability of investment;
- . the organization of the enterprise;
- . the training of the personnel.

The ultimate example, among the known and practiced complementary activities, is Fish tourism; it deals with another activity connected to fishing that is defined as "reception activity by virtue of which the tourist resides in the residence of the fisherman with his family nucleus with the purpose of sharing his way of life and experience."

In Italy it was proposed by legislative decree n.154 of May 26th 2004, and was enacted by Law n.96 of February 20th 2006.

The fishing operator that has places appropriate to develop this new tourist proposal can offer his guests:

- o The illustration of the environmental characteristics of the place in which he works on a daily basis; it can be a river, a lake or a brackish lagoon in which the fisherman will show the type of vegetation, the species of birds live there and the species of fish present considering the physical and chemical qualities of the water.
- o Observation of the type of fishing carried out and of the type of equipment used; in fact, what is the function of this environment and the fisherman will furnish all the scientific information as of why that species lives in those waters, and why that equipment is used to fish rather than another.
- o The tasting of his products, above all, showing them how they are prepared and transformed according to the traditions of the place, before being consumed.
- o To spend a night in his residence to follow the rhythms of life, articulated by the passing of time. This is a unique experience: to try it the guest must have a spirit of adventure and ability to adapt, while the fisherman must have a generous and welcoming disposition.

To develop this quality activity it is fundamental that the residence is organized in the minutest detail so that people, different from the family nucleus, can stay with you.

Also in this case we cannot improvise if we want that the guests to be satisfied with our hospitality. “Order and cleanliness” must reign in every corner, the things that once more represent the winning aces of the tourist offer: they are the only things really desired by tourists.

To be a sustainable tourist activity it is necessary to put the suggestions, regarding the treatment of waste, saving water and the management of the fishing equipment, already mentioned in the preceding pages into practice

Some further suggestions regarding accommodation could be:

- to convert to energy saving bulbs;
- to use household appliances of class A+;
- to use solar panels to produce hot water;
- to insulate the fixtures and fittings;

- to use furnishings made from natural materials;
- to use soaps and other hygiene products of natural origin.

INFORMATION FOR THE TOURIST

The simple suggestions that follow seem superfluous for he who has already acquired a responsible behaviour towards the environment and of all living beings, but the experience obtained by visiting a beach or frequenting places where people gather shows that the road to be travelled is still long and that there is a need to insist, above all, teaching and showing our small men and women of the future, through our actions, how a correct behaviour is acquired.

1. Don't throw rubbish on the roads or on the beaches but put it in the bins
2. Don't throw banana peels or cigarette wrappers from the car window
3. Don't throw sand or cigarette butts in the water
4. Don't walk or play on the sand dunes
5. Don't remove the pebbles or the shells
6. Don't uproot the vegetation of the coastal environment
7. Don't abandon flat batteries
8. Don't throw chewing gum on the ground
9. Don't use picks or hammers on the rock-cliffs
10. Don't light fires on the beach

This is a set of rules that every fisherman can display on the boat or in the places where he operates without fear of offending anybody but with the hope that these small rules become habits for each of us and not impositions.

We don't take anything for granted, we correctly inform, we sensitize at least our guests and the results, in time, will have a chain reaction.

CONCLUSIONS

This Action Plan has been considered and realized as an easy reference guide for all those people who are about to start the activity of fishing tourism.

It is divided in four sections each one covering one subject.

They furnish simple suggestions on what must be done to start the activity but, above all, on what behaviour must be adopted to satisfy the clientele.

To furnish a service of quality one mustn't lose sight at any moment of tidiness and cleanliness, the mainstays on which to build the variety of actions to carry out the day of fishing tourism, professionally.

The document also furnishes a series of suggestions to affect a correct and responsible tourism that assures the continuance of the resources, giving importance to the environment and the local cultures.

The Action Plan finishes with a set of rules to post on all the boats where fishing tourism and the complementary activities are practised so that the information for a correct behaviour is disseminated to the tourists.

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