

PROJECT FACT SHEET

PROJECT

Atlantic Network of tourist experiences to promote the fishing and maritime cultural heritage

Project acronym and number:

FISATUR - 101124851

Summary

Explain the quintessence of the project. Mention the topic, the type of project as well as the expected results.

FISATUR PROJECT aims to foster economic growth in coastal fishing regions by integrating innovative Atlantic tourist products with fishing and maritime heritage. Spanning 28 months, the project involves three phases: documentation and study, support of business ideas, and an inspiring Atlantic study mission navigation route. The first phase focuses on studying tourist products and services —supply and demand—, while the second phase supports viable business ideas through an incubation program. The final phase involves a trade mission navigation route from France to Portugal, facilitating exchanges among socioeconomic actors and promoting fisheries-maritime and tourism dynamization. The initiative enhances regional cooperation and sustainable resource utilisation.

Context

Describe the background of the project and its link to EU maritime and fisheries policy. What is the problem/challenge addressed by this project? Why?

FISATUR PROJECT addresses the decline in fishing activity and cultural heritage loss by promoting fishing tourism. Challenges include lack of training, partnership difficulties, and limited IT capabilities. To overcome obstacles and foster fishery community diversification, the project aims to create a regional network, provide collective training sessions, exchange best practices, and support emerging entrepreneurs. Objectives include establishing the network, professionals' capacity building in sustainability and digital skills, exchanging diversification experiences, and empowering new ventures. The project seeks to enhance fisheries' quality of life, conserve marine resources, and create entrepreneurial opportunities while promoting sustainable tourism aligned with the European Green Deal and the Blue Economy.

Main policy area:	Offshore renewable energy	<input type="checkbox"/>
	Ocean health	<input type="checkbox"/>
	Aquaculture	<input type="checkbox"/>
	Sustainable tourism and cultural heritage	<input checked="" type="checkbox"/>
	Sustainable and smart transport	<input type="checkbox"/>
	Algae and bio-economy	<input type="checkbox"/>
	Sustainable fisheries (incl. scientific advice)	<input type="checkbox"/>
	Blue careers and skills	<input type="checkbox"/>
	Maritime spatial planning	<input type="checkbox"/>
	Maritime security	<input type="checkbox"/>
	International ocean governance	<input type="checkbox"/>
Ocean literacy	<input type="checkbox"/>	

Sea basin:	Atlantic	<input checked="" type="checkbox"/>
	Baltic	<input type="checkbox"/>

	Mediterranean	<input type="checkbox"/>
	WestMed	<input type="checkbox"/>
	Black Sea	<input type="checkbox"/>
	North Sea	<input type="checkbox"/>
	Outermost regions	<input type="checkbox"/>

Activities

What were the main activities carried out and how were they carried out?

The project is structured into five work packages (WP). WP 1 focuses on project management and coordination, ensuring effective planning, implementation, and evaluation. WP 2 assesses business opportunities around the Atlantic maritime fishing heritage, mapping stakeholders, and promoting regional networks. WP 3 fosters innovation through an incubation program that supports business initiatives. WP 4 facilitates the exchange of experiences and best practices on the diversification of fisheries and tourism through an Atlantic coastal flyway. WP 5 deals with communication and dissemination, ensuring the visibility of the project and the commitment of the different stakeholders, improving knowledge of the objectives and results of the project.

Results achieved

Describe the outcomes and results achieved by the project. What is the benefit to the participants and the main stakeholders? What is the expected improvement and impact on the ground (on the economy, society, environment, etc.)?

FISATUR PROJECT will contribute to catalyse sustainable tourism in fishing communities, strengthening economic viability and environmental preservation. By introducing new fishing tourism services and routes, fostering entrepreneurship, and improving stakeholder participation, the project promotes cultural heritage and economic diversification. Workshops could benefit fishers, men, women, youth, and other beneficiaries from the fisheries ecosystem by fostering self-sufficiency and resilience. Through collaboration and knowledge sharing, the project promotes conservation efforts while stimulating local economies. Its scalability across the Atlantic regions underlines its potential to cultivate thriving and sustainable coastal communities worldwide.

Policy contribution

Does the project contribute to a specific EU policy? If so, which one and how?

FISATUR PROJECT addresses the skills gap of professionals in the maritime-fishing sector and generally fisheries ecosystem, aligning with the objectives of the European Green Deal, the Blue Economy and sustainable tourism. By offering training and mentoring in sustainability, business models, policy compliance, customer service and communication, the project responds to the changing needs of the sector. Project targets lacking expertise in these areas hinder efforts towards decarbonization, biodiversity preservation, coastal resilience, and circularity. Through the development of specific competencies, the project enhances the ability of professionals to effectively contribute to sustainable practices and policies, ensuring alignment with EU objectives for a greener and more resilient coastal economy.

Synergies with other EU funding

Are there synergies with other EU-funded projects. If relevant, please name projects.

FISATUR PROJECT builds on previous EU-funded initiatives like Sagital, SEREA, and e-Fish Market, which explored the potential of fishing tourism. While these projects identified interest and training needs, challenges remain in integrating fishing communities effectively. Notably, past efforts lacked standardisation and comprehensive strategies. FISATUR aims to bridge these gaps by offering tailored support and fostering partnerships among fishing communities, tourism sectors, academia, and regional governments. By leveraging lessons learned and coordinating efforts, the project seeks to empower fishing communities for sustainable tourism development, addressing regulatory, financial, and skill-related barriers to enhance the quality and viability of fishing tourism offerings.

Other

Are there any other elements about the project relevant for being mentioned, including possible risks of not achieving its original objectives?

PARTICIPANTS

Participants

Who is behind the project?

The project has been developed with a core of partners with extensive experience in the tourism-fishing sector and in the development of business initiatives that aims to promote transnational collaborations to address the challenges of fishing beyond national borders, creating a network of tourism businesses linked to fishing communities and information and training centres.

FISATUR project is coordinated by FUNDAMAR. This entity represents the Spanish fishing sector and works closely with Atlantic fishing organizations. Two research and training institutes, the Pôle halieutique of L'Institut Agro Rennes-Angers and the Polytechnic Institute of Viana do Castelo, together with the CIM Alto Minho, an association of Portuguese municipalities, and two business innovation centres, ICSEM and Technopole, are also involved.

FUNDAMAR. Founded in 2010, FUNDAMAR is a pioneer in representation in the EU fishing sector accounting for equal representation for employer organizations and trade unions. It promotes Galicia's fishing heritage and maritime tourism through programs such as "Vigo Pesqueiro", in which more than 4,000 people a year participate. FUNDAMAR leads the REDMAR project, advocating for the employability of women at sea. It also collaborates with wide-ranging initiatives that promote the improvement of the economic diversity of Atlantic fishing communities.

L'Institut Agro Rennes-Angers is a leading centre for agricultural, food, and environmental sciences. Its Fisheries and Aquatic Sciences Center —unique in France— offers multidisciplinary programs in fisheries, science, and aquaculture. Collaborating with various institutes, it leads research on aquatic resource dynamics, including fisheries diversification and its link to tourism. The project fosters partnerships and student involvement, enhancing innovation and research goals.

The Polytechnic Institute of Viana do Castelo (IPVC) is a public institution in Portugal which integrates a multidisciplinary research unit focused on agrifood systems and sustainability. With expertise in marine and tourism projects, IPVC aims to generate new knowledge and promote sustainable entrepreneurship. French and Spanish business support organizations play a crucial role in integrating social and environmental concerns into business strategies, supporting entrepreneurs in accessing capital and markets for successful ventures.

ICSEM is a research and consulting company founded in 2014 specialized in Blue Economy and sustainable development. With extensive experience, ICSEM implements strategies and action plans for inclusive and profitable value chains, focusing on fisheries diversification. It leads local fishing tourism assessment and roadmap in Spain, coordinates with partners in France and Portugal, and fosters innovation and capacity development. Additionally, ICSEM spearheads the implementation of Blue Fishing-Tourism incubator and facilitates Public Private Partnerships for business and cultural cooperation at national and international levels.

Technopole (TQC) is a significant fishing hub located in the South-West of Brittany. Operating as a business innovation centre, TQC supports enterprises across various sectors in innovation strategy and projects at all stages, including incubation, creation, and scale-up. With an expertise in Blue Economy, TQC is actively involved in the Pôle Mer Bretagne Atlantic, which is an international maritime cluster. It especially leads the marine biological resources strategic commission. With vast experience in European cooperation projects —especially in Blue Economy initiatives— TQC, faces challenges in fishing perspectives. The project aims to experiment with fishing tourism and activity diversification, fostering links in Blue Economy with partners in Portugal and Spain while enhancing incubation program services.

CIM Alto Minho oversees the strategic development of Alto Minho's municipalities, focusing on economic, social, and environmental planning. Through collaboration with fishing communities and leveraging past experiences like the Green Destinations and Aldeias de Mar projects, CIM aims to promote sustainable tourism, combat economic seasonality, and preserve coastal heritage.

RESULTS AND ACHIEVEMENTS

Results and achievements

The expected impacts to be achieved in this project are listed below:

- New products/services integrated into the local/regional/maritime basin tourism offer. The expected results of the project activities to achieve this impact are:
 - The development and strengthening of the project beneficiaries of the competencies, skills, resources, and tools necessary for the implementation of entrepreneurial initiatives related to the marine environment and fishing heritage.
 - At least 10 new products/services in each country developed a complete business model, and test and validate the business plan.
- Implementation of new tourism routes including fishing-tourism and eco-tourism
 - The promotion of the sustainable use of the endogenous maritime and fishing heritage (tangible and intangible) of the territory.
 - The promotion of an entrepreneurial culture in the field of fishing-tourism through meaningful learning, by means of innovative, expansive, and non-established practices.
 - The generation of social and economic value through initiatives related to the marine environment and fishing culture.
- Increased awareness and commitment of coastal stakeholders—including public authorities and tourism offices— regarding fisheries diversification activities and environmental protection.
 - Development of citizens—especially school students— with extensive training on fisheries-tourism heritage and related marine ecosystem services.

The impact on the sea-fishing sector pursued through this project is to promote a diversification of the activities of the workers in the sector, specifically through the undertaking of viable, real, and sustainable business initiatives. The current context is very tense for fishing and tourism: climate change, increased price, new demand, and customers' expectations about the project—such as development of the resilience and adaptation capacity of players. The generation of companies reverses the socio-economic fabric of the territory since it is a powerful engine for generating value, wealth, and employment. By supporting fisher's communities with skills development, financial aid, and technical advice, they experienced direct benefit. This enticed fishers to switch vocations or to consider other livelihoods that lessened the pressure on the natural coastal environment.

WP1 Project management and coordination

WP2. Assessment of business opportunities around Atlantic fishing maritime heritage

WP3. Promotion of Innovative market-oriented solutions (products, services or processes) for the diversification of fisheries

- Characterization of business environment and opportunities around Fishing-tourism market in the Atlantic frontage
- Creation an Atlantic Gis-Tool supporting the regional network of Atlantic Fishing-Seaside tourism stakeholders
- Constitution of the ANAB and development of Fishing-Seaside tourism-based diversification promotion strategy

Business intelligence

Economic dynamization

Atlantic network of tourism-fishing heritage promotion initiatives

- Design of the Fishing-Seaside Tourism incubator program in each territory
- Launch of a call for business projects and ideas
- Training focused on strengthening the skills and knowledge of the Fishing-Seaside Tourism entrepreneur
- Competition phase - Selection of business ideas

Transfer & Share Knowledge

WP4. Exchange route and experiences around the Atlantic coastal routes

- Design of the sailing navigation route
- Exchange BtoB with other Fishing-Seaside Tourism initiatives in Portugal, Spain and France
 - Organization of conferences and seminars in Portugal, Spain and France
- Organization of talks and workshops in primary and secondary schools in Portugal, Spain and France

WP5. Communication and dissemination

PHOTOS AND VISUALS

Photos and visuals



Fisatur
ATLANTIC NETWORK OF FISHING
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HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	18.12.2024	Initial version
1.1	06.02.2024	First review
1.2	20.02.2024	Final version