Pescatourism, an operational multi-use

AGLIA

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The Atlantic area

AGLIA
Association du Grand Littoral Atlantique
Association du Grand Littoral Atlantique / Big Atlantic Coast Association

• NGO created in 1988
• Composed by
  
  Professional organizations of

  Fishermen  Shellfish farmers

Regional collectivities

L’Aglia, trois Régions pour promouvoir la pêche et l’aquaculture
Association du Grand Littoral Atlantique / Big Atlantic Coast Association

- Functions

A « Think tank » & a network for fishing and shellfish farms activities
- Conferences, technical meetings

To create and manage projects & studies

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Activities of diversification
Why diversification?

• Causes

FISHERIES RESSOURCES INSTABILITY

Climate change

Water pollution

Illness of (shell)fish

PRICES EVOLUTION
What is diversification?

- **An extension** of the activity of production
- **Various ways**

For more: [FARNET Guide #5](#)
What is diversification?

Tourism

- In order to promote theirs **skills** and **products**
- To **tourists**, **local clients**, and **local shoppers**
Diversification of maritime activities with tourism

• En 2017
  o 169 workers
  o > 80% shellfish farmers
• Mostly in the South: Bassin d’Arcachon – Val d’Eyre
  • 54% of sea workers in France who practice pescatourism were in Bassin d’Arcachon

Bretagne
20% - 34 pros

Pays de la Loire
6% - 10 pros

Pays Marennes-Oléron
4.5% - 7 pros

Bassin d’Arcachon – Val de l’Eyre
64% - 108 pros

Côte basque/Sud Landes
5.5% - 9 pros

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The pescatourism
Challenges

To be authorized & recognized as an activity of diversification

Implementation of laws

To be a sustainable activity of diversification

In Atlantic area in France

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Pescatourism: various development in Europe

To be onboard during fishing activity: forbidden

Potential recognized but no specific law > no activity

Experimental project

Implementation National and/or regional laws Various definition

Germany
Belgium
Denmark
Ireland
Netherlands
Poland

Bulgaria
Estonia
UK
Finland

Romania
Lithuania
Latvia

Cyprus

Italy

Açores

Spain

France

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History of pescatourism in France & AGLIA projects

Before 2005
- TRADITIONAL AND INFORMAL PRACTICE
- No specific legislation

2006
- BAN OF THE PESCATOURISM
- Death of Michelin

2007 - 2011
- Analysis of the legal framework (and perspectives) for touristic activities
- LOCAL TRIALS IN FRANCE

2011
- PESCATOURISM = RECOGNIZED
- National laws: Div 230, 226 et 227 + Instruction 139 DIRM SA

2006/2007 – EQUAL/DEFIS
2009/2011 – PRESPO
Pescatourism, always linked to maritime activities in France

French legislative definition

- To take passengers on board a **professional boat** (fishing or shellfish farm activity)
- To discover the **job** and the **environment**
- During the **daily activity** of the professional, at usual **workplaces**.

X They don’t have the right to touch **fishing gear** or **products**

The definition is different in Italy > Iltiturismo
Challenges

• To be authorized & recognized as an activity of diversification
• Implementation of laws
• To be a sustainable activity of diversification

In Atlantic area in France
How to be able to do pescatourism?

At first: To have an **authorization** to have passengers onboard
- To have a boat answering to **safety standards**
- Local conditions

Each time: to let the **coastguard** know who are the passengers
- To send **embarkation form** to them

The interpretation of laws depends on Vessel Safety Centre
➡️ **Penal responsibility of inspectors is engaged**
**History of pescatourism in France & AGLIA projects**

**Before 2005**
- **TRADITIONAL AND INFORMAL PRACTICE**
- No specific legislation

**2006**
- **BAN OF THE PESCATOURISM**
- Death of Michelin

**2007 - 2011**
- **Analysis of the legal framework (and perspectives) for touristic activities**
- **LOCAL TRIALS IN FRANCE**

**2011**
- **PESCATOURISM = RECOGNIZED**
- **National laws**: Div 230, 226 et 227 +Instruction 139 DIRM SA

**2011 – now**
- **VARIOUS DEVELOPMENTS AT LOCAL SCALE**
- **Challenges**
  - Interpretation of laws ?
  - Package with other activities linked with tourism ( //ittiturismo) ?

**2012/2013 – PESCATLANTIQUE**
**2014/2015 – PESCATLANTIQUE 2**

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Challenges

In Atlantic area in France

- To be authorized & recognized as an activity of diversification
- Implementation of laws
- To be a sustainable activity of diversification
  - Example of success: Arcachon

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Bassin d’Arcachon: History

• Local trial in 2010

• Ecotourism:
  o a collective approach
  o on a territory with a lot of amenities
  o to value cultural and environmental patrimony
  o with an offer about maritime activities to tourists
Bassin d’Arcachon: Why the success?

- Territorial strategy
  - Price: 45€ + for discount for kids (-50%) & family
  - Kids with parents > 8 years old
  - Shellfish farmers: tasting included
  - Booking by calling the pro.

1 charter to sign

Promotion (Posters, brochures, annual kickoff)

Fishermen or shellfish farmers

European fund

Organizations of maritime activities

Territorial communities

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**VIS MA VIE**

**D’OSTRÉICULTEUR OU DE PÊCHEUR SUR LE BASSIN**

Toute l’année, embarquez le temps d’une minute sur les bateaux des ostréiculteurs ou pêcheurs professionnels. Une miniature tournée originale du vis à vis du Bassin pour ceux qui n’y transitent, cela se termine toujours.

On découvre la culture de Perle et la pêche dans le Bassin ou à l’océan.

**ATTENTION, LA MARÉE N’ATTEND PAS !**

Départ en fonction des heures de marées du jour et du port. Il peut être à 18h comme à 18h pas exemple.

**PRÉVOYez Y** Nos professionnels vous proposent des bateaux nautiques (anniversaires, fête des pêlés...)

**PRÉVOYez UNE TENUE ADAPTÉE**

Pour les jours de beau temps : un chapeau et une couche-vite...

Pour les jours nuageux et venteux : un bon pull et un chapeau.

Quelque soit la mélée, prévoir des bottes ou des chaussures résistantes à l’eau et de simples gilets.

Pour les marées hautes (ultime défi pour les fêtards !), prévoyez que la mer peut vite changer en mer.

Le professionnel sera toujours là pour bien vous conseiller !

**LISTE DES PROFESSIONNELS À CONTACTER**

Il ne s’agit pas de pêcher à la ligne que nous avons sélectionné des professionnels.

1. Le professionnels propose une miniature de la mer et son architecture des océans.

2. Le professionnel organise des bateaux de pêche avec l’aide de nos obligations et les mêmes.

**MÊME DOTTÉ :**

À certaines périodes, les producteurs mettent leurs bateaux sur les marchés, les sorties sur mer et le dimanche ne sont donc pas possibles.

<table>
<thead>
<tr>
<th>Nom</th>
<th>Prénom</th>
<th>Adresse</th>
<th>Port</th>
<th>Nom des Bateaux</th>
<th>Tél.</th>
<th>Email</th>
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<td>Le Croisic</td>
<td>Le Quatuor</td>
<td>06.22.00.00</td>
<td><a href="mailto:jeanpierrebouvre@gmail.com">jeanpierrebouvre@gmail.com</a></td>
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Bassin d’Arcachon : Datos

Evolution of pescatourism at Arcachon Val d’Eyre

<table>
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<tr>
<th>Year</th>
<th>Nb pros</th>
<th>Number of passengers</th>
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<tr>
<td>2010</td>
<td>11</td>
<td>46</td>
</tr>
<tr>
<td>2011</td>
<td>15</td>
<td>208</td>
</tr>
<tr>
<td>2012</td>
<td>23</td>
<td>400</td>
</tr>
<tr>
<td>2013</td>
<td>25</td>
<td>750</td>
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<td>2014</td>
<td>25</td>
<td>1100</td>
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<td>1200</td>
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<tr>
<td>2016</td>
<td></td>
<td>1057</td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td>1084</td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td>900</td>
</tr>
</tbody>
</table>

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In 2018:

- Most were shellfish farmers (19 sea workers)
- + 6 pros out of « On Board! »
Bassin d’Arcachon : Datas

• Drop in visitors is explained
  o 8 pros haven’t done pescatourism.
  o They work on other activities (fishing, tasting...) or they lacked of time (to clean shellfish farms, ...)
  o Many requests were unmet.

For more: 
Conclusions for 2018, DLAL FEAMP BARVAL
Motives of fishermen and shellfish farmers

Pescatourism, a way:

**To value their job & unknown products**
- More visibility
- Price of their products is justified (painfulness of work)

**To have human contact**
- Alone on a daily basis
- +++ to retain or to find new clients

**To have a small supply of income**
- Not the 1st motive with pescatourism

Positive effects increased if they practice **direct selling**
Conclusion

Basic conditions to develop pescatourism

Territories with amenities to value
- Environmental & cultural patrimony
- Strong maritime identity or potential

Collective strategy
- Local collectivities
- Fundings
- Organizations of sea workers

Safety conditions
- Boat answering to safety standards
- Sea conditions (ex. easier inside a bay, near to the coast and usually quiet conditions)

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Conclusion

Socio economics effects

Community of sea workers are reinvigorated
• Integrated in territorial life
• A way to make these professions more attractive

The profit from tourism is linked with characteristics of the territory
• Anchoring of this economy reinforced

Combined with other touristic activities of diversification, it can help maritime activities in France

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Ex. Arcachon Val de l'Eyre :
• Evènement « kick off » ou le point of view from pros
• Reportage
• Reportage shellfish farmers
• Seasonal statement
• Clip v longue v courte