

Fishing-tourism synergies along the coastline of the English Channel

State of play and diagnosis

GIFS • Action 3.3.



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PRESENTATION OF THE STUDY

This study is part of the GIFS Project (Geography of Inshore Fishing and Sustainability), which brings together English, French, Belgian and Dutch partners. This project was selected under the framework of the European programme of cross-border Interreg IV A 2 Mers Seas Zeeën, co-financed by the European Regional Development Fund (ERDF).

The GIFS Project began in 2012 and is the successor to the Anglo-French CHARM (CHannel integrated Approach for marine Resource Management) Project (www.charm-project.org). The objective of the GIFS Project is to study the overall socio-economic and cultural importance of inshore fishing so as to integrate these dimensions in fisheries policies, in maritime policy, in coastal strategies of urban regeneration, and more broadly, in the sustainable development of the communities.

The works of the GIFS Project cover the English Channel and the North Sea and involve six partners. All actions are implemented jointly between these various partners so that the project takes on a true cross-border nature



Geographical location of the Project's various partners

The actions carried out within this project are split into three main themes:

- ✓ Governance of coastal areas and maritime fisheries;
- ✓ Fishing grounds and communities;
- ✓ Economy and regeneration of fishing communities.

ACKNOWLEDGEMENTS

I wish to thank the stakeholders met for their great availability and interest in the study. The objective of this report was to carry out a preliminary study along the coastline of the English Channel as well as in Finistere; discussions were very rewarding and helped open new avenues for thought.

As a major sector of the French economy, tourism contributes to the dynamism of the domestic economy (FRANCE, 2013). It is the greatest resource of the French coastline with a turnover of 20 billion euros (ATOOUT FRANCE, 2013). Indeed, the coastline of metropolitan France is the main tourist destination, both in terms of attendance and revenue (DGCIS, 2012). Very popular with visitors, the coast provides a variety of landscapes and activities (sports, gastronomic, cultural and heritage), proving to be a major strength in terms of image as well as for the economy of the territories concerned.

In recent years, mass tourism, the image of which is often associated with the beach-going aspect of seaside resorts, has started to give way to tourism of experience. Tourism of experience can be defined as the search for a unique adventure where the visitor becomes an actor in search of meaning and emotions (Lebrun, 2005). As stated by Sylvia Pinel, former Minister of Arts & Crafts, Trade and Tourism, “what works well today is to create a rather unique experience, to have exceptional vacation memories, professionals must therefore adjust their offers to these new needs. The time when we spent two entire weeks sunbathing on the beach is well and truly over”.

Changing demands for holidays are pushing tourism professionals to innovate and develop new tourism products. The primary sector of fishing can prove to be a major strength and meet this new demand, provided it is promoted in the right way. On fishing grounds, maritime activities can be the support for new tourism products such as passenger boarding or tours of businesses such as fish markets, which are little known to the general public.

Currently experiencing a crisis, the fishing sector is facing numerous administrative, socio-economic and environmental constraints (increasingly strict environmental measures on the impact of fishing, increase in fuel price, decrease in fish prices) (Roussel *et al.*, 2012). Business profitability is now fragile and there are little means to counter this. Tourism can be an opportunity and bring tangible benefits to local populations and fishing communities (FARNET, 2013). Indeed, compared with agriculture and agritourism, discovering the trade, local produce, and meeting professionals creates an added value and involves direct and indirect economic benefits for the fishing sector as well as for the concerned territory (Angelini and Lesueur, 2013).

As part of the CHARM project conducted from 2003 to 2012, a study on the diversification of fishing activities was conducted along the coast of the English Channel. The meaning given to diversification is “the practise of a complementary production activity (representing less than 50 % of total turnover), in connection with the product, the trade or the exploitation structure” (Roussel *et al.*, 2012). The surveys revealed that the interactions between fishermen and the stakeholders of tourism were diverse (Roussel *et al.*, 2012). Under the GIFS Project, the study conducted in the Country of Saint-Brieuc on fishing-tourism synergies helped highlight the complexity of relationships between both sectors (Angelini and Lesueur, 2013). To date, no state of play has been drawn-up of fishing-based tourism activities in the English Channel. The objective of the study is to understand how these two sectors can collaborate and how to improve these synergies. In the first part, an overview of ongoing interactions is presented using a SWOT (Strengths-Weaknesses-Opportunities-Threats) analysis of four activities that are representative of these collaborations. Secondly, an analysis of hindrances to the implementation of these collaborations will provide the first elements on how to foster the development of these interactions.

1 PRESENTATION OF THE STUDY AND ITS METHODOLOGY

Fishing-tourism activities can take on many forms. Depending on the study area, various stakeholders are involved in these collaborations. Before carrying out the interviews with the relevant stakeholders, a first so-called “exploratory” step was initiated in order to obtain an overview of the projects across the study area

1.1 Identification of tourism projects that promote inshore fishing

An initial state of play was drawn up in order to identify the various existing collaborations between fishing and tourism along the coast of the English Channel, as well as the stakeholders involved. This inventory was conducted with various structures: tourist offices, departmental and regional tourist committees as well as fisheries local action groups (FLAG).

During the course of the exploratory interviews, it became clear that various types of collaborations could be established, involving fishermen and tourism stakeholders to various extents. These activities can be classified into three categories (Figure 1).

- ✓ Diversification activities implemented by fishermen and based on fishing (e.g. direct sales and pesca-tourism)
- ✓ Activities where fishermen are an integral part of the project but were not necessarily involved their creation (intervention of other stakeholders of the territory, elected officials, Chambers of Commerce and Industry (CCI), etc.)
- ✓ Activities provided mainly by tourism stakeholders and benefiting both fishing and tourism (e.g. tours of fish auctions and ports)

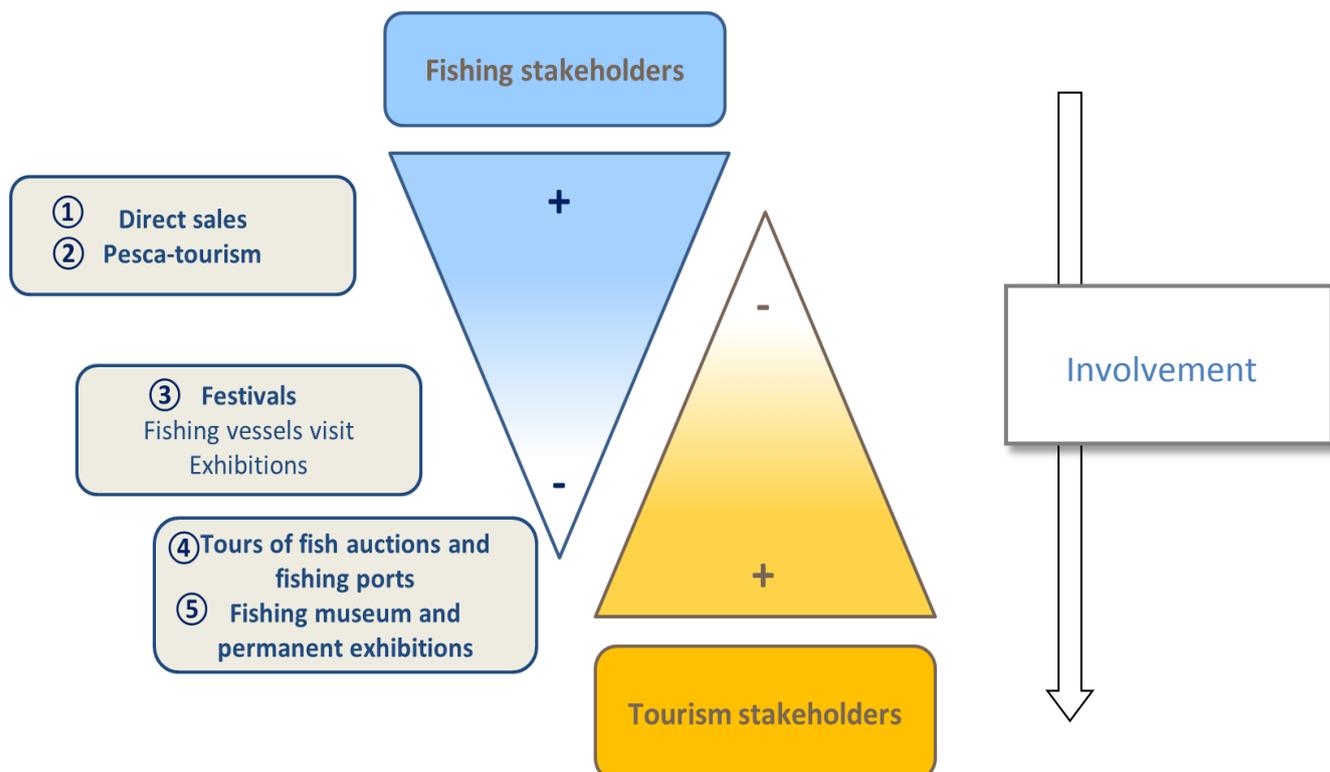


Figure 1: Tourism activities related to inshore fishing and the various degrees of involvement of the fishing and tourism sectors

Four activities were selected and analysed: direct sales, pesca-tourism, maritime festivals, tours of fish auctions and ports. These activities were selected for their systematic presence in each region. It was decided to consider the entry “activity” and not “territory” in order to establish a complete picture across the entire study area, spreading from Dunkerque in the north, to Concarneau in Finistere. Although Finistere is not part of the English Channel’s coastline, it was deemed necessary to include that territory in the study area, the latter being particularly dynamic in terms of collaboration between fishing and tourism (personal communication from Haliotika – Fishing exhibition centre).

1.2 The surveys

Secondly, semi-structured interviews were conducted with the stakeholders involved. These interviews made it possible to address various themes from the point of view of the respondents, such as the objective and the origin of the Project, the interest in developing this type of collaboration as well as the hindrances or difficulties encountered when implementing gateways between these two sectors.

1.2.1 Design of the interview guide

The semi-structured interviews were conducted using an interview guide inspired by the previous study under the framework of the GIFS Project, on fishing-tourism collaborations in the Bay of Saint-Brieuc (Angelini and Lesueur, 2013). Contrary to the structured questionnaire, this surveying approach allows freer exchanges on the themes addressed by the interviewer (Blanchet *et al.* 1994). Interviews with stakeholders of fishing and tourism, but also of the territory (municipal elected officials, development agencies, joint unions...) allowed to collect information on existing projects as well as to identify hindrances to, and levers for, the development of these synergies. The objectives are to assess the contribution of inshore fishing to the tourism dynamism of the area, understand the role of inshore fishing in the improvement of tourism potential on a territory (image, activity, products, etc.) and analyse the benefits for both sectors in a qualitative manner.

1.2.2 Stakeholders surveyed

The stakeholders that may have a role in the theme studied were grouped by category (Appendix I). The goal is to meet with relevant stakeholders across the study area in order to obtain a comprehensive view of the relationships between the fishing and tourism sectors *via* the four activities that were identified (see 1.1). Certain stakeholders were met in order to collect accurate data on ongoing fishing and tourism projects, and understand what the established dynamics is between the two sectors; other stakeholders having a broader influence on the territory were interviewed so as to gain knowledge on the interest, or the trend, for such synergies across the territory (including regional and departmental committees for fishing and tourism).

In total, 25 stakeholders were interviewed. Regional and General Councils have not been contacted but it would be interesting at a later stage to know what their opinions are on the supervision of these collaborations. In addition, the study area being large, not all stakeholders that are locally involved in fishing and tourism activities were interviewed (municipal tourist offices). Similarly, the survey having been conducted during the municipal elections, it was not possible to meet certain types of stakeholders (including the city council of Dieppe, in charge of the great Atlantic scallop and herring festival).

1.2.3 Analysis method

Each interview was the subject of a full transcript, with an analysis of content known as “cross-thematic analysis” (Blanchet and Gotman, 2001). The content of each minute was categorised by theme, being the basic analysis unit. The themes are then subject to qualitative information processing by comparison between the various statements of stakeholders and data collected during the bibliographical research.

For each of the four activities that were identified, a SWOT (Strengths-Weaknesses-Opportunities-Threats) analysis was carried out in order to produce a diagnosis of ongoing collaborations. This analysis tool combines the strengths and weaknesses experienced by the stakeholders involved and takes into account the opportunities and external threats in order to assist in the definition of a development strategy for the activities (Daube and Rebouh, 2010).

2 TOURISM ACTIVITIES PROMOTING INSHORE FISHING ACROSS THE COASTLINE OF THE ENGLISH CHANNEL

The study initially focused on the analysis of four activities that effectively highlight the collaborations between fishing and tourism: direct sales, pesca-tourism, sea-related festivals and the tours of fish auctions. In this section, a state of play for each activity and its SWOT (Strengths-Weaknesses-Opportunities-Threats) analysis are described.

2.1 Direct sales

Direct sale remains a traditional activity, which can be observed in various ports along the coastline of the English Channel. There are different forms of operation: direct sales can be conducted “at the boat’s codend”, that is to say directly upon landing, during municipal markets or on permanent stalls belonging to the town council. Certain coastal towns are opting to organise direct sales by dedicating a space to fishermen, considering that this constitutes an advantage for the attractiveness and the dynamics of the town *“as long as there is a large and dynamic flotilla and we consider that it may prove to be a strength”* (CDPMEM of Finistere).

2.1.1 State of play: different practices depending on the region

To the east of the English Channel, that is to say from Nord-Pas-de-Calais to Lower Normandy, permanent stalls are predominant whether in large cities (Boulogne-sur-Mer, Dieppe) or smaller ports (Etaples, Le Crotoy). Note that many small stalls are also present on the beaches of Upper Normandy, notably with the landings of Dorises, which are small traditional sailboats (personal communication from the CRPMEM of Upper Normandy).

To the west of the English Channel and in Finistere, direct sales seem less organised. This activity is mainly carried out “at the boat’s codend”, often for a clientele of regulars. The greater concentration of fish auctions in Brittany could explain why there are less direct sales, fishermen preferring to rely on fish auction sales (Figure 2).

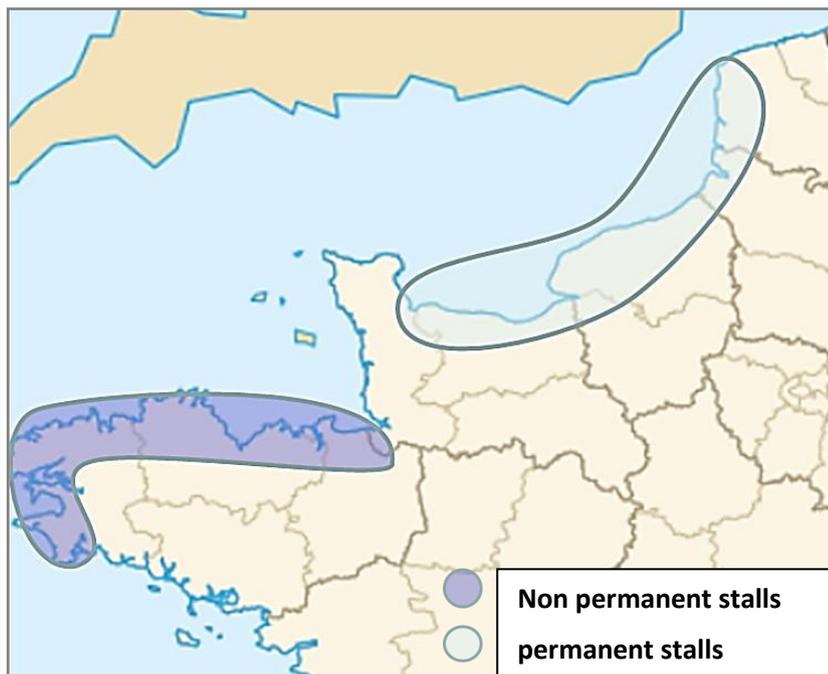


Figure 2: state of play of direct sales across the coastline of the English Channel (June 2014)

Source: GIFS surveys, 2014

2.1.2 SWOT analysis of direct sales

Direct sales seem to be increasingly present along the coastline of the English Channel. It allows direct contact with the fisherman, but also poses threats to the sector if too many fishermen turn to this activity.

- **Strengths**

A way to enhance the value of the catch

Direct sale remains a “flagship” activity of diversification, practised by a majority of boats under 12 metres in length (Roussel *et al.*, 2012). The price of fish at auction has decreased due to the economic context and direct sales allow its practitioners to generate a more substantial and regular income. For some fishermen, this is not a choice and direct sale is considered as a backup solution: *“He would dispose of all of it at auction but fish has dropped too much, sole notably... It was inevitable for him, it is not a choice”* (CRPMEM of Upper Normandy).

Direct contact with the consumer

Customer contact also remains an important aspect and enables interactions with consumers without an intermediary: *“Many [fishermen] also tell us that stalls also enable an interaction. Why do they love their stalls? [...] also for consumer contact”* (CRPMEM of Nord-Pas-de-Calais). In addition to enhancing the value of their products, it is also the image of the trade that is improved.

- **Weaknesses**

An effort additional to the everyday work of a fisherman

Conducting direct sales may involve changes in the organisation of the seaman’s traditional fishing day: *“It is not easy to manage for the fisherman either because he has his own rhythm of work”* (CDPMEM of Finistere). Being a merchant truly is a “full time job” and entails the consideration of

certain organisational difficulties, such as having access to ice, obtaining a stall, having access to cold storage... The role of women also is an important element in the establishment of such an activity, as they are often involved in the sale: *"It is hard to do both things without one's girlfriend or mother wanting to do it"* (CDPMEM of Finistere).

Potential rejection from fish markets

According to surveys, it is possible in some cases that the auction refuses to accept the unsold portion of direct sales. It is therefore necessary to assess the part that can be sold: *"The fish auction is not meant to retrieve what was not sold elsewhere; it can be interpreted that way"* (CDPMEM of Finistere).

- **Opportunities**

A local as well as tourist clientele

The clientele remains local and faithful but there are many tourists looking for small stalls in their holiday locations to buy a fresh and quality product: *"We have a faithful customer base but also tourists who come to us only during week-ends to buy fish"* (wife of a fisherman, Dieppe).

The surveys highlight a certain "trend" for direct sales and this public expectation is "currently widely shared" (CDPMEM of Finistere). Following the various agri-food crises, consumers demand more transparency as to the origin of the purchased product and, for some, more quality: *"People seek the freshness of the product, unlike in the supermarkets"* (wife of a fisherman, Dieppe).

For certain fishermen, the summer season also is an opportunity to benefit from a clientele composed of travelling tourists, thanks to the high attendance of ports during the summer: *"There is a trawler from Concarneau that goes to Beg-Meil twice a week only because there is such a clientele on arrival for a small trawler. However in winter, it uses the fish auction"* (CDPMEM of Finistere).

A decreasing flotilla, giving way to other fishermen practising direct sales

The flotilla is decreasing each year along the entire coast, and in some areas of Brittany, certain boats that practised direct sales have given way to others who did not necessarily practise the activity in the past: *"We observe in some areas, boats that practised direct sales are gone and others are positioning themselves to take over their spots, and these were boats that did not do it before and think to themselves."* (CDPMEM of Finistere).

- **Threats**

Risk of breakdown of the sector

Direct sale creates benefits for the fisherman but not necessarily for the sector: *"We have fish auctions that serve anyway it is the auctions that set the price of fish and great Atlantic scallops, if nobody sells at auction, it will not do either"* (CDPMEM of Calvados). Indeed, although auction sales remain the main sales channel (Roussel *et al.*, 2012), some respondents believe it is important to restrict direct sales, seeing as it could have a negative effect on the operation of fish markets.

Pressure from the stakeholders of the sector

Some municipalities are opting not to dedicate any space to direct sales: *"There are some municipalities that, under friendly pressure from fishermen, will facilitate it; others do not because fishmongers will exert pressure"* (CDPMEM of Finistere). Indeed, since fishmongers buy their fish at auction, fishermen selling fish at a lower price (auction costs deducted) necessarily create a competition. Similarly with the Chamber of Commerce and Industry (CCI), being the fish auction manager in most cases and a major economic player of the territory, the surveys point out that some municipalities do not wish to create a competition between the CCI and direct sales. Fishermen therefore organise themselves by instead seeking to be present on markets (personal communication from the CDPMEM of Finistere).

Traditional in nature, direct sales tend to develop. As is the case in agriculture, the activity meets current demand, where the consumer is looking for quality and transparency regarding the origin of the product. It simultaneously represents for the fisherman a guaranteed source of income, and for the customer, the guarantee of fresh products at a reasonable cost. It also is a way to create bonds with a clientele that is always seeking advice from professionals.

However, the interviews point out that there is a risk of breakdown of the sector. The lack of procurement of fish auctions could negatively affect the process of supply and demand, thus impacting the links in the seafood distribution chain (Figure 3, SWOT summary).

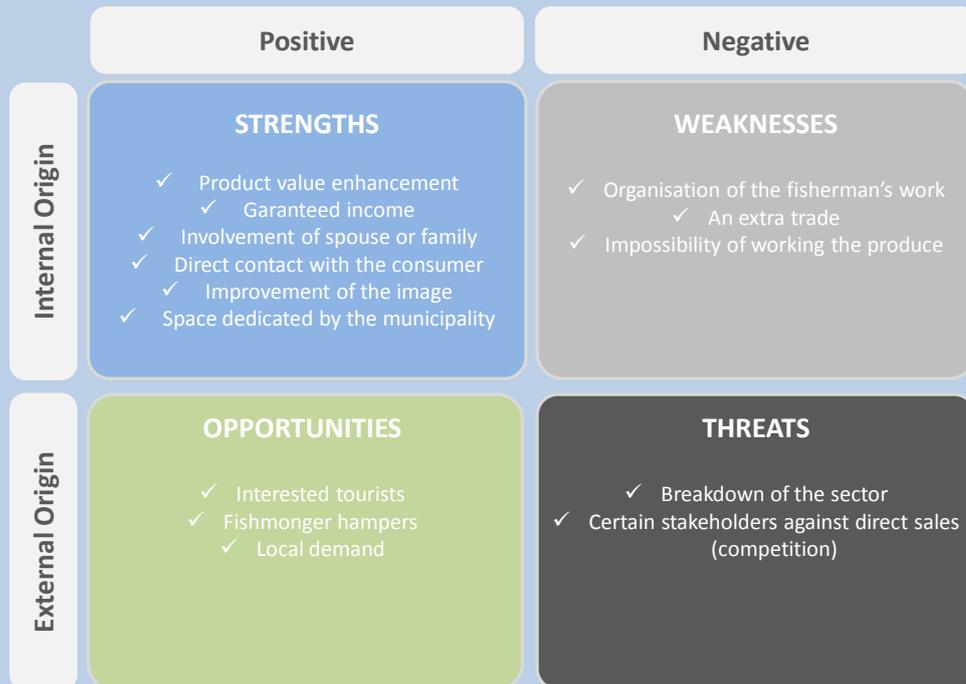


Figure 3: SWOT analysis summary - direct sales

2.2 Pesca-tourism

The activity of “pesca-tourism” is defined as the “passenger transport operations carried out on board a professional fishing or aquaculture vessel, in order to introduce the passengers to the shellfish farmer or fisherman trades as well as the marine environment concomitantly with professional activity and non-related to payment for this service ¹”. In other words, the objective of pesca-tourism is to introduce the sea-going fisherman’s trade and the products while continuing to carry out the core activity in the same conditions.

2.2.1 State of play: few visible activities along the coastline of the English Channel

Based on the work done, the list of pesca-tourism activities on English Channel seaboard is not exhaustive. Two types of approaches exist: individual and collective steps. “Haliotika, Fishing exhibition centre” in Le Guilvinec, is part of these collective steps. Indeed, it is a tourist structure regrouping several fishing boats to facilitate passenger boarding (pesca-tourism is one of the activities of Haliotika, among others). The same applies to the Association of bolinche purse seiners in Concarneau, an association of fishermen aiming to introduce the bolinche ² purse seine fishing technique, but that however has recently ceased its activity due to overwhelmingly restrictive regulations.

Pesca-tourism has existed implicitly for several decades on the ports of the English Channel’s coastline (personal communication from the CDPMEM of Finistere and a fisherman from Hourdel). Until 2006, it only required an authorisation to embark one or two people (CDPMEM of Finistere). In 2006, the CEO of Michelin, friends with a fisherman from Audierne, perished at sea during a fishing trip. Since then, pesca-tourism was completely re-examined to be better supervised and regulated. The regulatory framework now sets obligations relating to the safety of ships and embarked passengers (Baranger *et al.*, 2012).

Indeed, the interviews have made it clear that although there is a real potential for development of pesca-tourism, regulations appear to be a major impediment to the development of the activity, discouraging most interested fishermen. Haliotika in particular has seen the number of boats interested in pesca-tourism decrease, from 13 in 2010 to 3 in 2014 (personal communication from Haliotika).

Currently, five pesca-tourism activities are ongoing across the study area (Figure 4):

- ✓ Individual activity in Paimpol (since 2014)
- ✓ Individual activity in Saint-Quay-Portrieux (since 2014)
- ✓ Individual activity on Ushant Island (since 2012)
- ✓ Individual activity in Tregunc (recent)
- ✓ Individual activity in Boulogne-sur-Mer (since 2013)
- ✓ Collective activity with Haliotika (since 2000)

Communication on individual initiatives remains very local and is not very visible at departmental or regional level. The promotion of the activity is often done by word of mouth, flyers and small posters, and it is not systematically listed by local tourist offices. The inventory was done mainly through tourist offices; it is possible that certain activities may not have been listed because having little visibility.

¹ Instruction No 139/DIRM SA of 13 March 2012

² The bolinche is an encircling net designed to catch mackerels or sardines (personal communication from the Association of bolinche fishermen)

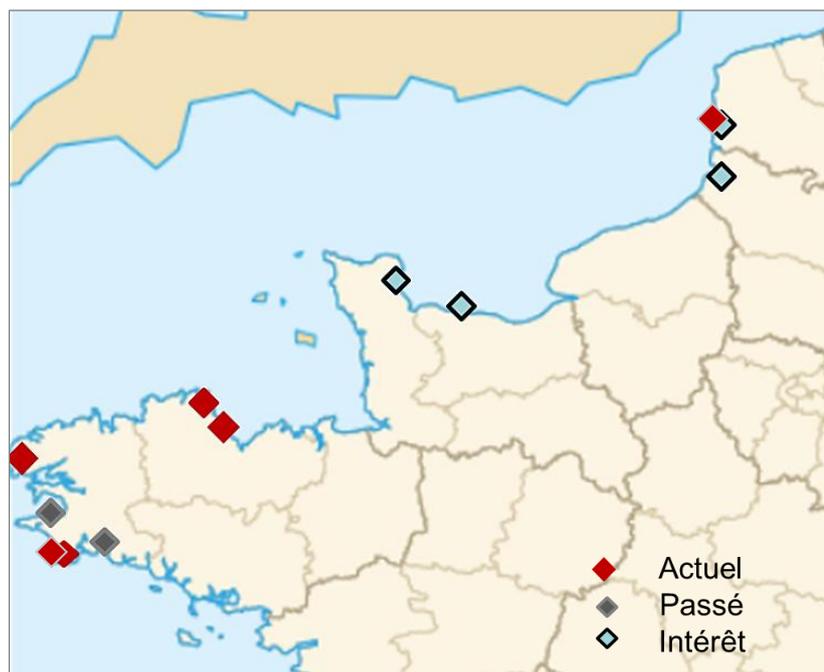


Figure 3: State of play of pesca-tourism across the coastline of the English Channel (June 2014)

Source: GIFS survey, 2014

Unlike other regions, notably in the Mediterranean, there are few boats involved. This is mainly due to a different and perhaps less suited flotilla than that which is found in the department of Var, which is a benchmark for pesca-tourism (personal communication from the CDPMEM of Finistere).

2.2.2 SWOT analysis of pesca-tourism

Pesca-tourism remains an interesting diversification activity for fishermen, and is a clear example of the potential synergy between fishing and tourism. However various hindrances and obstacles prevent its development.

- **Strengths**

Discovering the trade

The main strength of pesca-tourism is the discovery of the sea-going fisherman's trade. An argument often stated in interviews is that embarking tourists allows not only to account for the reality of the trade but also to better communicate on the products and the sector in general: *"Throughout the day, we describe our occupation, people discover the trade. And that is the best way, at the end of the day they always tell me: we had never thought it was as hard as it is!"* (fisherman from Paimpol).

Educating tourists on the products and fostering clientele loyalty

Boarding a fishing boat also allows tourists to better appreciate the trade and therefore indirectly to better value its catch. This important point was mentioned often in the interviews, and for some fishermen, pesca-tourism is the best way to promote their products and enhance the value of their catch, especially if a direct sale is held thereafter. This awareness can therefore be beneficial in the short term but also in the long term for the sector in general: *"It involves talking about by job, and then indirectly show that we have quality products. That imports are not predominant, one must make enquiries at the fishmonger's. That the consumer must be offensive, ask the fishmonger "where does my crab come from?""* (fisherman from Paimpol).

An image to boost, a good way to communicate

Fishing professionals agree that there is a lack of knowledge of the fishing sector from the general public, often due to misinformation by the media (notably with recent events pertaining to deep-sea fishing). There is no difference made between inshore and offshore fishing: *“People see large brown crabs because we fish with a large mesh size and people say “oh so large crabs like this still remain?” So you see, the image of Bloom, Greenpeace, the civil society and all, when people see crabs like that, they all ask me “so this still exists?””* (fisherman from Paimpol).

The interest is also to reposition the fisherman around environmental issues, not as a “pillager of the sea” but as a key player in the management of the resource: *“[Tourists] will be seduced to recognise the difficulty of the trade, the fishing masters are people like you and me but who have the courage to stand up and it gives another truer image of the sector, which is being distorted by the various current controversies on offshore fishing”* (Pesca Association).

Decreased costs

Pesca-tourism can also be a way to reduce costs. It depends on the boat and the fishing technique. On small units, this can be an effective way to lower the cost of diesel for example: *“I do this mainly for the economic aspect. It covers a good share of costs. It is a great support for a small unit like this one”* (fisherman from Boulogne-sur-Mer).

- **Weaknesses**

Unprofitable activity on the coastline of the English Channel

Unlike pesca-tourism practised in the department of Var, the activity brings little profit to coastal units of the English Channel. Indeed, this seems to be one of the limitations to the development of pesca-tourism: *“There is little financial interest with pesca-tourism, and this is the whole problem. If we want the seamen to be interested in it, it has to be financially interesting for them. This truly is a hindrance here for pesca-tourism”* (Association of bolinche fishermen).

Invest in costly modifications in the short term

For those interested in the activity, it is sometimes necessary to invest in modifications of the boat so as to be able to accommodate passengers in compliance with the regulation in force. The cost can be very significant, therefore certain fishermen foresee it as being difficult to pay off in the short term and prefer to give up on the idea (Picault *et al.*, 2014).

Pedagogical ability

According to the interviews, the marine environment remains a professional environment where communication is limited: *“We spend entire days without talking to each other, we almost exclusively communicate by gesture, the environment is noisy, and we do not even bother to talk. When I am on board, I do not want to talk...”* (fisherman from Hourdel). The practise of pesca-tourism requires a degree of pedagogical ability. It is necessary to take the time to describe the trade to a public that is unaccustomed life at sea. This is not necessarily part of the habits of seamen, the encounter between tourists and fishermen can be difficult in terms of communication: *“Temperament also comes into play... The seaman is not always easy! I always tell the tourists “do not bother the master until they are made a catch...””* (Association of bolinche fishermen).

Responsibility and safety of tourists

Embarking tourists on a boat also involves ensuring their safety: *“Frankly, taking tourists on board a boat complicates the task. We will have to take care of the average Joe”* (tour guide from Concarneau). The work of a fisherman is an intense activity. Monitoring passengers may appear as an additional constraint to the daily work.

- **Opportunities**

Significant tourism demand

Pesca-tourism is very successful with those who practise it. Haliotika fishing exhibition centre was obliged to refuse 250 people in 2013. The number of boats embarking passengers having fallen, the activity is often full during the tourist season. Similarly, respondents often mentioned the significant demand from tourists, all regions considered, especially during the summer season: *“We have gillnetters who have repeated requests, where people come to them to enquire...”* (CRPMEM of Nord-Pas-de-Calais). It is however difficult to assess the exact demand.

Interest from the fishermen

In view of the interviews, the survey does not give an idea of the overall interest of fishermen for pesca-tourism along the coastline of the English Channel. However, on the Boulogne and Bessin territories, some sea-going fishermen have expressed their interest in pesca-tourism *“3 or 4 gillnetters were interested. I think that we would also have found some in Grandcamps [...] .We frankly had demand here three years ago, from Port-en-Bessin people who were interested”* (CDPMEM of Calvados). Similarly, in the region of Nord-Pas-de-Calais, some fishermen responded to the call of the CRPMEM to identify those interested: *“We had sent a letter, we had 4 or 5 willing gillnetters and 3 or 4 handliners in Boulogne”* (CRPMEM of Nord-Pas-de-Calais). However, it seems that only a few fishermen contacted the CDPMEM for Finistere or the region of Upper Normandy: *“We have no willing fishermen”* (CDPMEM of Finistere), *“no, we have no demand for pesca-tourism from fishermen”* (CRPMEM Haute-Normandie).

Established public funding

During the interviews, some fishing representatives expressed their interest for pesca-tourism and potential collaborations with collectivities to release funding: *“We need something that is suitable. I think we try to create an association. It could be many things; it could be working in accordance with the municipality and the tourist office. It would be very local. The views of each port must be respected”* (CDPMEM of Calvados).

- **Threats**

Adjustment to the territory

Some fishermen are reluctant to the idea of pesca-tourism and stress that few tourists would be willing to spend several hours on a boat. Pesca-tourism seems, according to the interviews, to be more suited to small-scale artisanal fisheries, by staying close to the coast as can be seen in the department of Var. Pesca-tourism seems to be less suited to the coast of the English Channel (CDPMEM of Finistere).

Natural phenomena: weather, tides, and fishing campaign conditions

Meteorological hazards can also hinder the activity. Weather conditions on the English Channel seaboard are perhaps not as favourable as other maritime seaboards such as the Mediterranean (significant swell and wind). The strength of the tide is also a factor to be taken into account, restricting the fishing trip schedules and thus the mode of operation of the activity in some regions (personal communication from a fisherman from Hourdel). These factors restrict the provision of a reliable tourism offer: *“We have mediocre weather conditions... The timing isn't very large, it is over no more than three months during which we can operate. We do not feel a particular willingness from boats due to the constraints it generates, especially with the tides constraints”* (port of Boulogne). It is a significant risk-taking, as the booking can be cancelled at any time without alternatives.

Regulations: restriction to certain types of boats

The regulations is probably the hindrance that is most mentioned during interviews. A major obstacle for the development of pesca-tourism remains the prohibition of operations for dredging and trawling³ vessels (for those of length under 12 meters): *“Towed⁴ fishing gear is not authorised, it is very restrictive. Despite the fact that in the case of towed gears and boats of 14-15m in length it would be easy, there are fishermen who are interested”* (CDPMEM of Calvados). This ban severely hinders the development of the activity, by reducing the number of vessels that could participate: *“It is unfortunate that in the Bay of Somme, there are small shrimping vessels that undertake short fishing trips, they stay in the Bay... There truly is potential, it really matches the demand but we cannot because these are towed gears. Such is the regulation, it is considered as being too dangerous”* (CRPMEM of Nord-Pas-de-Calais).

Modifications to the boat

Regulations require, among other things, the presence of toilets on board for trips lasting more than six hours⁵. Although most sea-going fishermen understand the importance of improving the comfort of embarked passengers, many fishing vessels were not designed with space for lavatories in mind: *“The main hindrance is the toilets. Because until mid-July, my trips last more than 12 hours, I cannot take anyone on board... But when we have to leave for more than 6 hours at sea, we need toilets to comply with pesca-tourism standards”* (fisherman from Boulogne). Finding the necessary space seems to be a real challenge on small boats where space is increasingly restricted: *“Their boats are 20 years old; they need space for their electronic and safety equipment... Thereby fishermen are faced with small vessels that have to take on more and more equipment, so just to find a place for the toilet...”* (CRPMEM of Nord-Pas-de-Calais).

Competition with the other stakeholders of maritime tourism

Pesca-tourism is well defined by the discovery of the sea-going fisherman’s trade. However, tour boats may see a degree of competition in it, where tourism offer is concerned. For a fisherman from Paimpol, although the boat was within standards, relationships were sensitive: *“The boat was perfectly compliant but it was a ship-owner who immediately said that there would be competition... I was audited three times by the regional safety committee. Despite the boat being perfect!”* (fisherman from Paimpol).

Competition with recreational fishing

For certain fishing trades such as that of handlining, embarking tourists may translate into a degree of risk-taking regarding the dissemination of information on fishing grounds: *“The handlining trade is solitary and individual. Each fisherman has identified and worked their own fishing grounds”* (CRPMEM of Upper Normandy). Indeed, a fisherman underlines the fear of seeing his fishing ground “stolen” from him by taking a recreational fisherman on board who could later go fishing in the same places: *“As a handliner, I am weary of embarking non-professionals and giving them my fishing coordinates. This is a serious hindrance. Because if I take people who fish recreationally on board my boat, they will then take the fish from me. I do not want this, so for now, I do not advertise. I embark people I know...”* (fisherman from Boulogne-sur-Mer).

³ Order of 13 March 2012 amending the Order of 23 November 1987 on the safety of ships.

⁴ Towed fishing gears are active gears where fish is “hunted”. They are towed by the boat (dredges, trawls, lines) or are encircling (purse seines) (Lemoine and Giret, 1991).

⁵ Order of 13 March 2012 amending the Order of 23 November 1987 on the safety of ships.

Pesca-tourism is an activity that seems to be difficult to implement in the current context. In certain territories, the activity is limited by tides or uncondusive weather for fishing trips (in the region of Nord-Pas-de-Calais for example). For others, the strict regulations do not allow the development of the activity, the modifications to be undertaken being too significant. However, across the English Channel, pesca-tourism can be an advantage for small units. However, the direct encounter with the professional on his workplace remains an undeniable strength, enabling tourists to confront the realities of the trade. This positive image is indirectly reflected on their consumption habits, the tourist being more sensitive to what he experienced alongside the sea-going fishermen. Pesca-tourism is considered to be one of the best means of communication on the sector but remains difficult to implement (Figure 5, SWOT summary).

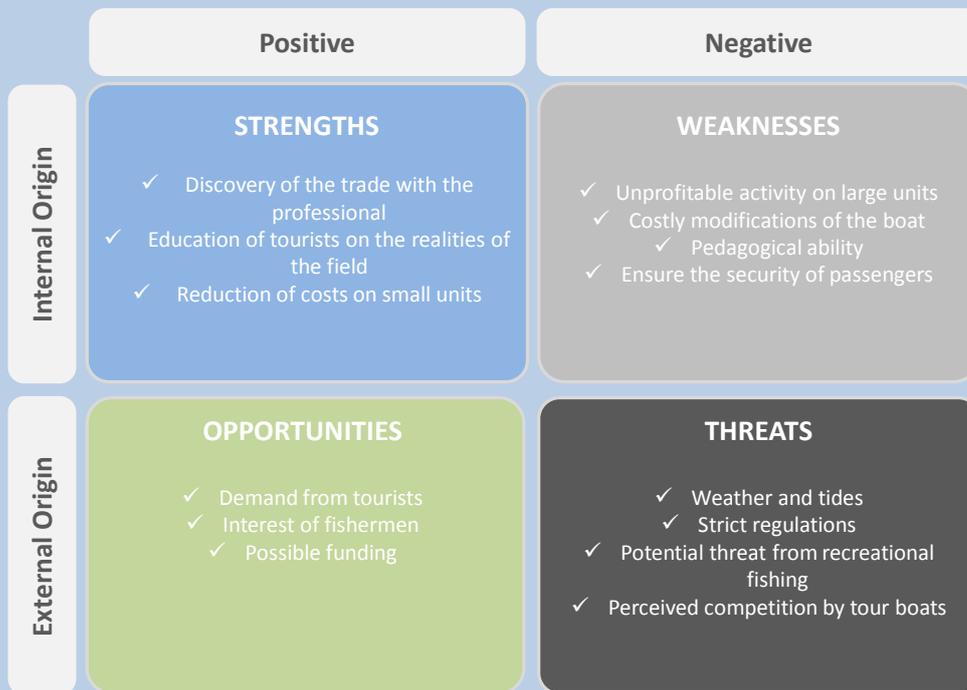


Figure 5: SWOT analysis summary – pesca-tourism

2.3 Tours of fish auctions and fishing ports

The fish auction, or fish market, are the landing places of boats and sorting place of fish according to European legislation (species, size, presentation and quality) (Lemoine and Giret, 1991). It is also where sale by auction is carried out and where any certified business (wholesaler, fishmonger) can buy consignments of fish. In the past, auctions were done by voice, hence the French term “criée” which, by extension, eventually came to also designate the venue where this sale is carried out (Lemoine and Giret, 1991).

2.3.1 State of play: a tour of the business present in nearly all fish auctions

The CCIs being the managers of the fish auctions in most cases, tours are often provided as tours of the business (Association of directors and persons in charge of the fish markets of France, 2014).

Almost all fish auctions on the coast provide a site visit (Figure 5). Only the auctions of Brest, Le Havre, Fecamp and Saint Malo did not choose this option (personal communication from the tourist offices).



Figure 4: State of play tours of auctions along the coastline of the English Channel (June 2014)

Source: GIFS survey, 2014

During the interviews, it was possible to identify several forms of collaboration for the conduct of these tours:

- ✓ In most cases, the tours result from a partnership between the CCI and the tourism structure (tourist office, port museum, fishing exhibition centre, municipal cultural centre, joint union with prerogatives of tourism...). The tourist structure then handles bookings and the assistance of tourists within the auction.
- ✓ The managing structure of the port may decide to handle the entire logistics of the tour by itself (hiring a guide, schedules, visits). This is the case for example with the tour of the Roscoff fish auction under the direction of the CCI of Morlaix tourism department. In Dieppe, the port joint union has also recently set up a tour, led mainly by professionals (personal communication from the tourist office of Dieppe).
- ✓ Visits of the fish auction by an individual are found in Concarneau. Indeed, in collaboration with the CCI of Quimper, this former sea-going fisherman provides tours of the Concarneau fish auction, among others.

In most cases, the tourism stakeholders involved in tours of fish auctions also provide a visit of the fishing port.

2.3.2 SWOT analysis of the tours of auctions and ports

The tours of fish auctions are a clear example of the collaborations between the two very different worlds that fishing and tourism are.

- **Strengths**

A showcase of the sector supported by tourism stakeholders

The advantage of fish auction tours is primarily to open the doors of a key venue where various links of the fishing world meet. In most cases, it is tourism stakeholders who take ownership of the project, providing tourists with the opportunity to go behind the scenes of the fishing sector. The fishing professionals do not necessarily have the time or available staff for the development of these activities within their workplaces. So here it is a real advantage to call upon tourist guides to describe a sector and an unfamiliar place to the general public. *“If the cultural centre did not exist I do not think there would be guided tours of Port-en-Bessin fish auctions. They do not necessarily have the time either. I do not think that the head of the auction would be very available, he also has other things to do”* (guide from Port-en-Bessin). The demand for the tour of the port of Boulogne-sur-Mer was high, and the collaboration with the tourist office made it possible to provide this activity: *“Why did we get involved in this? That is because we were being harassed to provide tours! The problem is that it is not our daily job... So we worked with the tourist office to outsource this service”* (port of Boulogne-sur-Mer).

The interpreter-guide, main player and information vector

Unlike other activities where the fisherman is directly involved, for tours, the guide is the main information vector. Whether for port or auction tours, guides often call upon professionals of the sea in order to be better documented and be closer to the reality of the trade. It is a constant collaboration which allows both sectors to work together on better communication: *“We get everything we do validated by professionals. We ensure we can explain things, we always seek validation and it upholds this exchange with businesses”* (guide from Port-en-Bessin). On the side of the fishing sector, the will to exchange information also exists, in order to obtain a quality of discourse about the sector: *“We regularly send updates on the number of boats and landed volumes for them [the guides] to really have an interesting and relevant level of knowledge”* (port of Boulogne-sur-Mer).

- **Weaknesses**

Difficult beginnings in being accepted by the fishing sector

Setting up tours of businesses may, in some cases, raise questions from professionals on the benefits of the activity. The fish auction is primarily a workplace. One respondent stressed the difficulty of integration from the onset: *“It was not easy to implement this. They do not necessarily understand the benefit at first. After much contact, explanation and working together, yes, but at first, it was not the case”* (guide from the CCI of Morlaix). For others, there may be fear of miscommunication on the sector by players considered as having little knowledge of the maritime world: *“We had to make our mark. This might be it, they had not taken the time to wonder what we were going to present. And they were also afraid of what we were going to convey”* (guide from Port-en-Bessin).

Lack of personnel

An important point that was made clear in the interviews is the limited number of guides: *“Visitors see the leaflet, there are many visits to be done but it is not possible to accommodate them, because we have to accommodate for school visits during the day. Tourists have told us they will avoid Port-en-Bessin. But with fifty children in the mornings and afternoons, how can we accommodate everyone?”* (guide from Port en Bessin).

- **Opportunities**

Success with tourists

Tours of auctions and ports are very successful, wherever the municipality. Some tourist offices are sometimes overwhelmed by demand: *“The tourist refuses almost as many people as it accepts. [...] And it is true that over the last three years there has been a significant increase in requests”* (port of Boulogne-sur-Mer).

An opportunity with tour buses and school groups

School groups and young retirees are often the target audience for these activities: *“In September, I already have bookings they are mainly tour buses and groups that plan early...”* (guide from the CCI of Morlaix), *“we started to advertise with schools. [...] now we have some that have been coming for years”* (guide from Port-en-Bessin).

Supplementing tours of auctions and ports with other circuits

In some municipalities, there is a wide choice of available tours in addition to the auction and port visits. In Concarneau and Port-en-Bessin for example, guides have well understood the potential of these types of tours, and in addition provide tours of wholesale centres, processing plants, a shipyard, or a docked offshore fishing boat (personal communication from guides from Concarneau and Port-en-Bessin).

Integration into renovation plans of fish auctions

For certain auctions, the question of tours arose during the renovation or construction of the building. This has led to consider the guided tour upstream, thus better complying with safety and hygiene regulations: *“It was built into the building plans. This is a tour that overlooks the workrooms and is on a floor above. [...] it was not done previously; it was set up with the new buildings”* (guide from the CCI of Morlaix).

- **Threats**

Support from local elected officials

Elected officials, who are the key decision makers whether for the CCI or collectivities, have a significant impact on the mode of operation of this type of activity: *“Everything is related to terms of office and the choices made by elected officials. Everything is related to that! It is the specificity of chambers other public structures. This is related to the choice of terms of office. It will be both a hindrance and a lever”* (guide from the CCI of Morlaix).

In some cases, there seems to be a lack of awareness of the sector among elected officials, which hinders the development of activities between fishing and tourism: *“As a guide, there is a lack of recognition of our work from the hierarchy, municipal elected officials. I am going to leave and they are not thinking about recruiting someone. Despite all that we can setup, it seems that it does not follow behind. There are always things to develop”* (tour guide).

The weather (obstacle mostly linked with attendance)

The weather affects the number of tourists for such tours. In the case of auction tours which are conducted in a closed building, there is a larger attendance on rainy days, unlike the port visits, which take place outside: *“There is a huge difference. Last year we had a great summer and the season was less profitable”* (guide from the CCI of Morlaix).

The tour provided in Concarneau by a former sea-going fisherman is quite different and does not result in the same SWOT analysis. Indeed, this retiree of the profession admits that this has been a very significant asset in terms of the ease of implementation of his business: “I never thought my experience as a sea-going fisherman would serve me in a retirement activity. That is where the ease is for me...” (guide from Concarneau). Indeed, where other interview analyses revealed difficulties in communicating with professionals and gain acceptance, this former sea-going fisherman turned guide seems to have established itself as a key player of tourism. He is also much in demand from tourists, who enjoy meeting with the professional and the testimony that is given: *“People are happy, as a bonus they get a testimony, which is what they are also looking for”* (guide from Concarneau). In Mareis and Haliotika, two fishing exhibition centres, a few of the guides also are former sea-going fishermen or wives of fishermen and are very popular with the clientele.

Tours of fish auctions and ports are handled by stakeholders of tourism or benefiting from authority over tourism. Maritime professionals participate indirectly by providing updated information in order to communicate on the sector in the best way possible, without excessive time investment. These tours also represent the discovery of a world that is little known to the general public. Easier to implement from an administrative standpoint, they require little investment from maritime professionals for the same benefits in terms of image and awareness (Figure 7, SWOT summary).

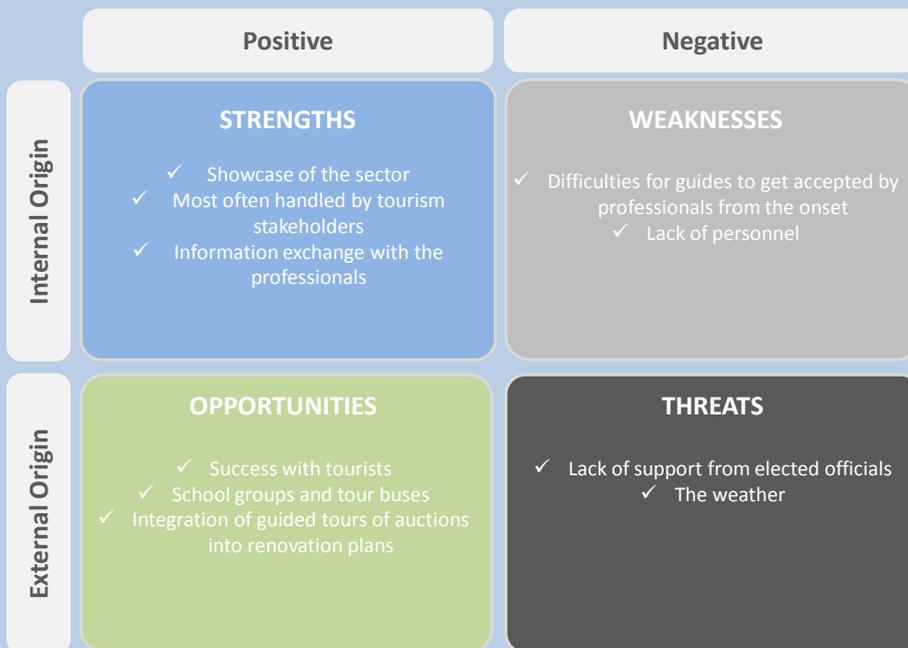


Figure 7: SWOT analysis summary – tour of the fish auction and port

2.4 Festivals and maritime celebrations

Festivals and maritime celebrations are key events in the local calendar, where various stakeholders meet and gather around a product or the heritage of a territory. More and more tourists do not hesitate to book a few days to come and experience the maritime professionals and products.

2.4.1 State of play: various local celebrations along the coastline of the English Channel

Regardless of the size of the fishing port, maritime festivals are present along the coasting of the English Channel and are an opportunity to honour the local heritage or product (Figure 6).



Figure 5: State of play: maritime celebrations and festivals along the coastline of the English Channel (June 2014)

Source: GIFS survey, 2014

According to the interviews, three types of celebrations can be distinguished:

- ✓ Celebrations revolving around maritime heritage. They often focus on an ancient fishing technique, notably the Flobart (traditional boat of the Nord-Pas-de-Calais) or Newfoundlanders (boat equipped for cod fishing on the banks of Newfoundland).
- ✓ Celebrations revolving around a product or specific catch. From Nord-Pas-de-Calais to Normandy, various herring festivals are held in fishing ports. Travelling down along the coast, great Atlantic scallop festivals are just as numerous. Finally, in the department of Manche and in Brittany, there are various events revolving around the whelk, the lobster, or the true scampi. Celebrations around a product from the sea are more recent generally and do not necessarily take place during the tourist season
- ✓ Blessings of the sea. Held in numerous ports, these traditional and popular celebrations are a tribute to those missing at sea.

With local or regional communication, these maritime celebrations attract an ever increasing number of visitors over the years. For example, the “Entire sea on a platter” (toute la mer sur un plateau) festival in Granville, where whelks, lobsters and great scallops Jacques are showcased, featured 11 000 visitors in 2003 and more than 60 000 in 2013 (personal communication from the CLPMEM of Granville). Local residents, as well as many tourists, sometimes coming from remote areas, come to discover a product, a trade, and local know-how.

For most of these celebrations, it is the local associations, bringing together volunteers and maritime professionals, who handle all the logistics. With the support of the collectivities (municipalities, associations of municipalities, General and Regional Council), local fisheries committees and/or the CCI (when present on the territory), it is a true network of local stakeholders that is setup for the smooth conduct of the festivities. Tourist offices participate in the communication of the event but do not necessarily play a major role in the organisation of the festival.

2.4.2 SWOT analysis of festivals and maritime celebrations

During the analysis, only two festivals in connection with products of the sea were analysed: the “Entire sea on a platter” festival in Granville and the “Great Atlantic scallop festival” in Erquy.

- **Strengths**

Promotion of the product

The goal of the festival is to promote a flagship product of the region: *“It really is a festival revolving around the local product. It is more about their reputation and the awareness of the public for the products”* (festival of Granville). Tourists and local residents attend because shellfish, lobsters and other crustaceans are sold at an attractive price: *“That is the goal: clams, great Atlantic scallops, whelks, lobsters... That is why people attend. Clams for 5 euros per kilo surprises them and 20 euros per kilo of lobster... and they are also sure to buy fresh products”* (festival of Granville).

Various events and meeting with professionals

Maritime celebrations are also an opportunity to meet the professionals. During the great Atlantic scallop festival in Erquy, tourists have the opportunity to embark on a speedboat in order to observe the professional great scallop fishing boats. In Granville, various exhibitions on the theme of the sea allow visitors to learn more about the sector. The sale of products remains the key moment when sea-going fishermen and tourists meet to exchange on the great scallops and crustaceans. Fishermen indeed recognise that direct contact with tourists is a positive aspect of the festival: *“I like to talk to them, answer questions... It is the positive aspect of the festival!”* (fisherman from Erquy).

A showcase outside of the territory

The impact of the festival on the long term is another strength of the maritime celebration. They allow visitors to talk about the product outside of the territory and themselves be a vector of promotion of the products purchased or consumed: *“For us, it is the consumer who, when he returns home, will then talk about it to his neighbour. It is a product of Granville; this is how people realise what Lower Normandy is in comparison with Brittany. For us it is a great showcase, we cannot hope for better”* (festival of Granville).

Benefits for municipalities

The festival creates benefits for all, whether for the shops, restaurants and fishermen, the municipality as a whole benefits from this event: *“The town cannot do without an event like this! All restaurants benefit, it is the biggest weekend of the year; it is three sittings for restaurants... There are benefits for everyone!”* (festival of Granville).

- **Weaknesses**

Backing out of certain fishermen

Despite the fact that great Atlantic scallop festivals are seen as being positive by fishermen in general, the number of fishermen involved appears to be decreasing. Some would like to generate more profit from their participation. Indeed, during the great Atlantic scallop festival in Erquy, around fifteen boats harvest the great scallop for the needs of the festival. The Erquy great Atlantic scallop Association purchases them directly from fishermen, for a price of 80 cents (Lesueur *et al.*,

2014). Some seamen speak of a price per kilo of great scallops that is too low for the work involved and wish for a symbolic price of one euro to be a little more profitable. This could also motivate other fishermen to participate. However, these remain a minority and all agree that the festival is still a good showcase for the trade (Lesueur *et al.*, 2014).

An association with few members available for staging the events

For the festival of Granville, the members of the Association admit being overwhelmed at times, by the sheer number of visitors. Victims of their success, the volunteers that are present are constantly being solicited and would like to be a little numerous: *“There are around sixty of us volunteers, we run back and forth for 2 days. [...] Until 3 years ago, well it was a lot of work but we managed. But now, we still manage, but we were obliged to bring people with us”* (festival of Granville).

- **Opportunities**

Support from the stakeholders of the territory

The partnership between municipalities and associations of fishermen is essential for the smooth running of the festival: *“It is the will both, municipalities and fishermen, it has to be done together anyhow”* (CDPMEM of Calvados). Support from elected officials, collectivities, and the partnership with the CCI are also significant action levers for the implementation of the festivities, for the sponsor as well as the communication: *“As the celebrations are held indoors in fish auctions, the CCI participates. In Honfleur and Trouville, it is rather the General Council which is involved, there is no auction in these ports these are people who sell directly to the wholesaler”* (CDPMEM of Calvados).

Increasingly numerous tourists

When the weather is favourable, there is a high influx of tourists and local residents. The scope of the festival is much broader than the territory, even affecting other countries such as Belgium: *“It is true that we now observe benefits well beyond Granville, people coming from 300 to 400km! We even have Belgians who come every year”* (festival of Granville).

For relatively famous festivals, the average is about 50 000 visitors, some even exceed 80 000 people: *“We had a blessing of the sea this summer that always attracts a lot of people, but we had a great Atlantic scallop festival which broke all records this year. This year in Port-en-Bessin, there were more than 50 000 people”* (CDPMEM of Calvados).

Support from the authorities regarding an authorisation for a specific fishing quota for the festival

In some cases, the authorities authorise an exceptional extra fishing day on the eve of the festival in order to supply the festival. Their understanding and cooperation makes it possible to provide fresh products: *“We always request an exceptional fishing authorisation from the authorities for the Friday. So it is an exceptional fishing trip in that period”* (CLPMEM of Granville).

- **Threats**

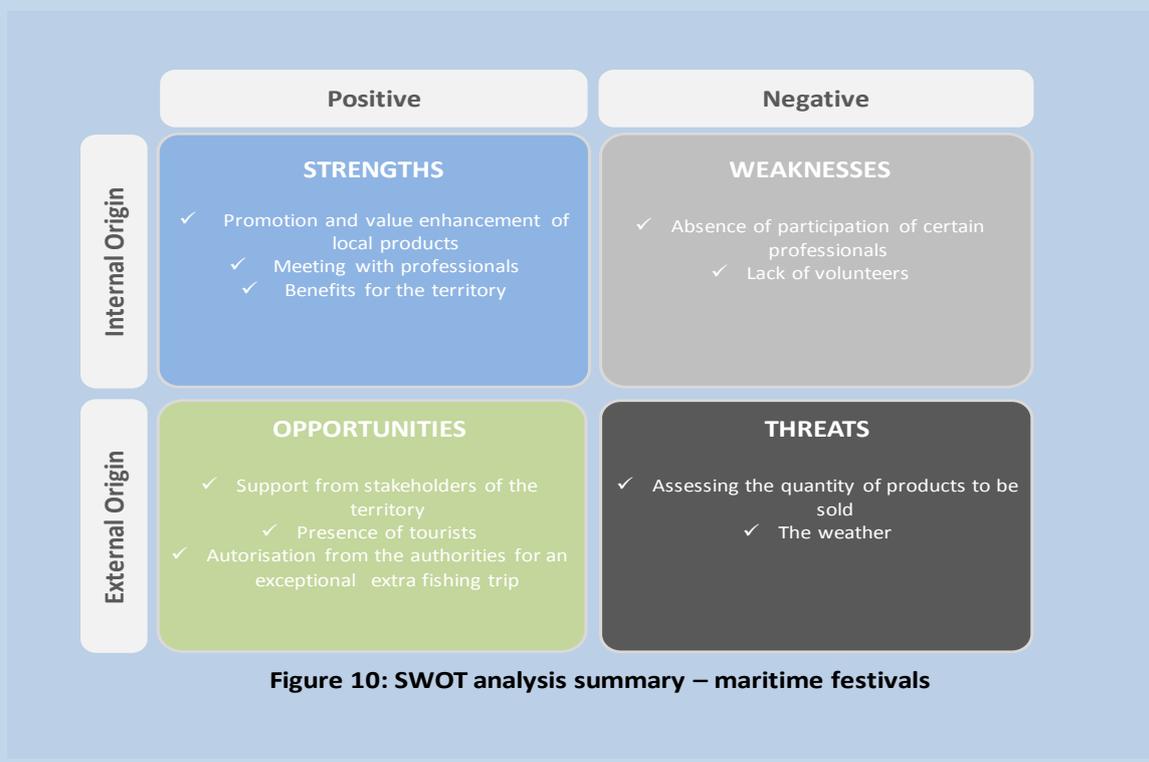
Weather

The weather can be a considerable threat: in case of bad weather, fishing may be prohibited or the festival cancelled: *“It is true that when the weather is bad, we have fewer products, it happened once... We dealt with it. This was due to the storm; we had not been able to harvest the products in a timely manner”* (festival of Granville).

Difficulty of foreseeing the right quantity to be sold

Although the authorities authorise an exceptional fishing trip for the festival, it is always difficult for the organisers to estimate the number of tonnes to be sold over the weekend: *“It is difficult to predict how much will be sold each time, we increase the quantity a little each time but this time for example, we sold all the great scallops we had planned for on the Saturday”* (festival of Granville).

Festivals bring together a large number of tourists over just a few days. Association of fishermen, collectivities and the CCI are required to work together for the success of the festivities. This helps attract visitors but also promote the sector, while displaying a dynamic image of the territory. Festivals allow, over the time of a week-end, to meet with the stakeholders of the sector and to discover the specificities of the maritime world at the local level (Figure 9 SWOT summary)



Along the coastline of the English Channel, the fishing exhibition centres of Haliotika (in Le Guilvinec) and Mareis (in Etaples-sur-Mer) were mentioned in the various interviews (both tourism stakeholders and maritime professionals) as examples in terms of collaborations between the two sectors. Indeed, Haliotika features exhibitions on modern fishing as well as various activities such as boarding a trawler, retrieving trap pot on board a rigid inflatable boat, tours of the port of Le Guilvinec and of the fish auction, maritime-oriented cooking workshops... The same applies for Mareis, which makes a point of showcasing the trade of sea-going fisherman from Etaples-sur-Mer and Boulogne-sur-Mer during photo exhibitions, among others, and features an aquarium hosting local species on its premises and also offers diverse tours such as that of the Etaples shipyard and Boulogne-sur-Mer fish auction.

There are other museums with a part of their exhibition being dedicated to inshore fishing. However, Mareis and Haliotika strive to present the fishermen's world as a whole according to their respective local context, offering various activities and tours revolving around local fishing in parallel. These structures are the perfect example of fishing-tourism synergies.

Collaborations between the fishing and tourism sectors provide benefits to both sectors, but are also a strong element of the territory in terms of attractiveness and indirect economic impact.

3.1 Promotion of the fishing sector *via* the sector of tourism

One of the recurring points in the surveys undoubtedly is the desire of the sector to open up to the general public. Indeed, in recent years, fishermen and other links in the sector have gained awareness of the negative image that was circulated by the media about the impact of fishing on the resource: *“They all say it, they really feel that their image, as it is being conveyed, is false... there really is an injustice in terms of image. Before maybe, they were more hidden, more in their ports”* (CRPMEM of Nord-Pas-de-Calais).

Civil society calls out to the world of fishing on issues of resource management and the impact on the ecosystem. Recent debates on deep-sea fishing have significantly impacted public opinion. Communicating on the reality of the trade has become a major issue: *“Objectively, yes, it is beneficial that the sector communicates and tourism is a good way of communication”* (Port of Boulogne-sur-Mer). Relying on tourism is one of the obvious levers to better communicate on environmental issues, but also on the trades of the sector. The CDPMEMs CRPMEMs met often spoke of an increasingly active participation in sea-related festivals in order to introduce the sector to the public. Direct sales, pesca-tourism, festivals, these activities undoubtedly have the benefit of sharing and raise the awareness about the realities of the world of fisheries.

Fishing-tourism collaborations can also have a positive impact on the marketing of the product. Tourists remain potential consumers and this type of activity will raise their awareness about the product sold: *“Tourists will do anything to buy fresh fish from Cornouaille, buy the species they saw on the boat and that they are not used to buying on the stalls. So it disseminates a positive image of the product and the trades”* (Pesca Association). The same goes for the regions of Picardie and Nord-Pas-de-Calais, where fishermen seem to be interested in pesca-tourism for the promotional aspect of the product: *“Financially, they are aware that it will not change their operating account. They see more interest in the sale they will make afterwards”* (CRPMEM of Nord-Pas-de-Calais).

Tourism is also a way to uphold traditions and, indirectly, communities of fishermen in certain territories. Indeed, in Nord-Pas-de-Calais, collectivities and municipalities have chosen to renovate or build direct sale stalls in dedicated spaces, while most ports are silted up and no longer allow fish landings. This is the case in Etaples, where inshore fishing is organising itself and transports the fish landed in Boulogne-sur-Mer every day. In Le Crotoy, the town council opted to build a fish market for direct sales for six fishermen: *“It is a way to uphold traditions”* (town council of Le Crotoy). Finally, structures such as Mareis and Haliotika also recruit former sea-going fishermen as tour guides, which allows the continued presence of the families on the territory.

3.2 Fishing as a strength for tourism

When fishing is present on the coastline of the territory, it can be a factor of attractiveness for tourism (Ropars-Collet, 2014). The presence of boats in ports is an undeniable attraction: *“Look at the number of people on the terrace of Haliotika at 5 p.m.... It is over-crowded, they are passionate about it”* (agency for the development of western Cornouaille (Agence Ouest Cornouaille Développement – AOCD)).

The arrival of boats in the evening and the direct sales that ensue is a major entertainment for these small coastal ports: *“It is true that it is motivated by economics but it is also for tourism... One must see the attraction it brings! People rush on Saturday, Sunday and bank holidays around the fish market”* (town council of Le Crotoy). The tourism attractiveness of the municipality is reinforced: *“On*

the port of Trevignon there is a whole organised sale that attracts people every day” (CDPMEM of Finistere). The fishing world becomes an attraction where “boats benefit from pleasant surroundings [...] it becomes a place to stroll” (CDPMEM of Finistere).

Ports and the maritime world are attractive and there is a genuine demand for information in order to know this sector which is little known by the general public. Tours of fish auctions and ports are a perfect illustration of this interest. Showcase of the sector, the interviews reveal that the number of tourists is ever-increasing for these tours of business. Schools, families and young retirees are looking for activities such as this. There is a real potential to be developed as to the targeted audience: *“In the region I am convinced. Because there is an aging population that requires specific activities. Today, economic or industrial tourism works well”* (port of Boulogne-sur-Mer). School groups are also an important part of the number of admittances. As the consumers of tomorrow, their awareness of the world of fisheries and the product is crucial for the sector: *“We start to educate children about the products of the sea from an early age”* (Port of Boulogne-sur-Mer).

More generally, tourists are seeking information about fishing and want to learn about the economic sectors of the territory: *“Many people do not know much about fishing and the sea, so they are more interested in an activity that Roscoff is renowned for. People come to learn about the history and what the local economy is made of”* (CCI of Morlaix). According to interviews, boarding fishing boats also remains a steady demand from tourists who do not hesitate to call out to fishermen on the docks: *“In the summer, many tourists ask to know if they can embark on a boat”* (CDPMEM of Finistere).

The same goes for maritime festivals, where the number of tourists never ceases to increase over the years. Their attendance is closely linked to the desire to discover a flagship product of the region and come home with a fresh and quality product coming directly from the hand of the producer. This trend which is also visible in agriculture also affects fishing.

Fishing provides new opportunities for tourism activities in order to meet the demand of tourists in search of authenticity on a sector that is little known by the general public. Tourist structures such as Haliotika and Mareis allow this demand to be partially met. According to the interviews, these structures were cited as exemplary communication and promotion tools of the sector. They are the real-life example of a fishing-tourism synergy where professionals and tourists gather around a common theme: the discovery of sea fishing. There is a real potential for tourism and maritime professionals remain open to proposals: *“I think it will grow. There is a demand on both sides. Tourists who want to witness the fishing activities and fishermen who are not opposed to it”* (CDPMEM of Calvados).

3.3 The importance for the territory

On the scale of the territory, the benefits of fishing-tourism collaborations are numerous. Indeed, these collaborations increase the attractiveness of a territory, create new economic and social dynamics as well as promote local products and traditions.

Fishing can be an economic channel for certain territories but also a significant strength to be promoted: *“People are aware of that. The link between attractiveness of the territory and fishing activity is key. So much so that in Lesconil although it is no fish auction any longer, they have always wanted to carry on landing products of the sea there. Fishing is transported by trucks because it brings life to the docks”* (AOCD). According to surveys, festivals and pesca-tourism also have an indirect effect on the image and the economy of the territory. Indeed, pesca-tourism increases the number of nights spent by attendants, tourists having to embark early in the morning and returning late at night: *“If we leave at 2 a.m., I tell tourists to book a hotel room. As we will come back late, it is better to book a second and then they will leave the next day. People take a train ticket, a taxi or a car, it derives into accommodation needs... There is something to be developed here”* (fisherman

from Paimpol). Similarly, tours of ports and fish auctions also have an indirect impact on the municipality: *“If we do not provide guided tours, people will perhaps not stay the day and maybe will not consume, buy souvenirs in the case of groups, postcards, breakfast... all of that has an impact”* (guide from Port-en-Bessin).

According to the surveys, it would seem that collectivities are seeing more and more of an interest in developing these synergies: *“For those who have territories with a somewhat marginal sector, the collectivities see a viable economic activity in the long term in tourism and fishing is a strength to enhance the territory”* (Pesca Association).

4 HINDRANCES TO THE DEVELOPMENT OF THE INTERACTIONS

Although there is a real potential in the development of fishing-tourism synergies, the interview analyses helped highlight the difficulties encountered in the implementation of activities between the two sectors. Indeed, the actors that are involved face different obstacles that can hinder the implementation of these collaborations.

4.1 A sector of tourism that is not suited to the development of fishing activities

The organisation of tourism falls in line with the French territorial organisation (Michaud and Barrey, 2012): each territorial collectivity (region, state and municipality) is competent in the field of tourism. Intermunicipalities, which regroup municipalities, can also acquire this prerogative (Michaud and Barrey, 2012).

4.1.1 A tourism strategy little focused on fishing activities

Regions and departments respectively establish a tourism development strategy, translating the orientations set by the collectivity. Regional tourism committees (RTC) and departmental tourism committees (DTC), created by the Regional or General Council, prepare and implement the tourism policy (Michaud and Barrey, 2012).

At this scale, the orientations of tourism development strategies rarely concern inshore fishing, which is solely considered to be an economic sector rather than a support for tourism activities. The sector of fisheries having different weights depending on the territories, few regional or departmental tourism committees wish to develop these activities at this scale (personal communication from the Agency for the development of tourism (agence de développement du tourisme – ADT ⁶) of the Manche department). Indeed, other activities better defining the identity of the territory are more likely to be developed in order to increase tourism attractiveness: *“We are working on the development of all outdoor activities globally, but it is not specifically stated in the document whether fishing will be a critical element”* (ADT of Finistere). However RTCs and DTCs are committed to promoting and relaying information from local stakeholders as is the case with Haliotika, but cannot commit to implementing such projects across the department or the region. Fishing-tourism activities therefore remain local activities anchored in a territory where the sector is present, but the RTCs and DTCs do not necessarily have a role to play.

⁶ Agency for the development of tourism (public establishment for intermunicipal cooperation – EPCI) is a different statute than the departmental tourism committees (DTC) (Association under Law of 1901) but the missions remain the same.

4.1.2 The absence of a preferred interlocutor within the fishing sector

The DTC of Finistere, which since became the Agency for the development of tourism in Finistere (ADT), strongly focused on the tourism product linked with fishing that could be set up on the coastline of Finistere, as has been done for freshwater angling across the department (personal communication from the ADT of Finistere). Indeed, the approach “Fishing accommodation in Finistere” (Accueil Pêche en Finistère) is a departmental qualification for accommodations (hotel owners, camping grounds, bed and breakfasts) wanting to specialise in the hosting of freshwater anglers, so as to promote Finistere as a fully-fledged freshwater fishing destination. Trained by the departmental Federation for fishing and the protection of aquatic habitats (Fédération Départementale pour la Pêche et la Protection des Milieux Aquatiques) and the ADT of Finistere, the hosts that obtain the qualification are able to provide tourists with a complete set of information to accommodate angling tourists.

The idea was to offer the same accommodation qualification with criteria for sea fishing, whereby hosts would provide information on the boats that are able to embark a few tourists for a day. The main hindrance encountered is that, unlike the freshwater fishing sector, there is no direct interlocutor for sea fishing: *“We had managed to apprehend the context of freshwater fishing because we had a player in the fishing Federation, and the accredited associations for fishing and the protection of aquatic habitats (Association pour la Pêche et la Protection des Milieux Aquatiques - APPMA) thus there was a structuring. From a legal and regulatory standpoint, we had a direct technical interlocutor”* (ADT of Finistere). The absence of an interlocutor to set up joint projects in the department has significantly slowed the project: *“Regarding sea fishing, we go into something much more complex, with many more branches and bodies. It was impossible to focus exclusively on our core mission, which is tourism development”* (ADT of Finistere). Tourism offer therefore being difficult to structure at the departmental level, the project failed. It is a reality that has been encountered in other territories: at this scale, fishing and tourism projects are difficult to implement, notably in legal and regulatory terms.

4.1.3 A lack of human means for the development of local initiatives

During the surveys with tourism stakeholders, it appeared that the structures likely to develop these activities are faced with a problem of human resources, often insufficient. For example, in Port-en-Bessin, the municipal cultural centre offers a variety of tours (ports, shipyard...), it is often difficult to balance tour guide and office work: *“This really is our bottleneck [...] Three permanent guides would not be too much! It would enable us to develop”* (guide from Port-en-Bessin). Lack of staff is a hindrance and prevents from exploiting all existing potential. The AOCD, being the structure in charge among other things of tourism development on the territory of Cornouaille, is also interested in fishing and tourism collaborations but notes that in-house work capacity is difficult to combine with the amount of work to be invested in such projects: *“We are a small organisation with limited resources. Just on the tourism component that is significant for us, we have two full-time project officers, which is low when compared to the number of people in the tourist offices of west Cornouaille. This is our main obstacle”* (AOCD). Fishing-tourism synergies remain niche activities, only a few employees are specifically dedicated to their development. As highlighted by the AOCD, the recruitment of a project officer that would be specifically dedicated to this subject could facilitate the development of joint projects between fishing and tourism.

4.1.4 A fishing sector that seems difficult to approach

According to some of the interviews, fishing professionals can be difficult to approach, the value of such collaborations not being necessarily well understood at the onset: *“It is true that it is more a step by us, stakeholders of tourism, towards them, fishing professionals”* (guide from Port-en-Bessin). Tourism stakeholders may also feel a lack of interest on the part of fishing professionals, which does not encourage collaborations: *“We do not feel they are interested in tourism...”* (tourist office of Côtes d'Armor ⁷). Some tourism stakeholders perceive the fishing sector as a closed environment: *“It is not easy working with the fishing professionals, who have not turned to other sectors enough”* (RTC of Brittany ⁸). However, as emphasised by the CDPMEM of Finistere, this could have been the case but it seems that this trend is reversed, notably through the rising awareness of the importance of better communicating on the sector: *“At one time, there were barriers between each activity; each was in its own corner... But now it works better”* (CDPMEM of Finistere). Communication difficulties can prevent links being created between actors, however for the proper implementation of these collaborations: *“Stakeholders must work together to provide consistent products”* (RTC of Brittany ⁹).

4.2 A still limited involvement of the fishing world

According to the interviews, it is clear that the fishing world is slowly beginning to open up, notably for better communication and representation of the sector. However, the importance of turning to the tourism sector does not seem obvious yet.

4.2.1 Other concerns for a sector facing difficulties

The stakeholders of the maritime sector remain interested in turning to tourism but interviews clearly showed it was not a priority in the current context: *“It is good to have this type of approach, but priority should be placed on economic activity”* (port of Boulogne-sur-Mer). Indeed, the primary concern right now is to uphold the sector: *“For me, as I am working with elected officials, the tourism component remains fairly marginal. The main concern of fishermen right now is to uphold the sector, the renewal of fishermen and of the flotilla”* (AOCD).

Tourism can indirectly participate in generating revenue, but turning to this sector is not the primary purpose of fisheries committees: *“We have to do a lot of things and we cannot do everything. Frankly, it is not a priority”* (CDPMEM of Finistere). The representative structures of fishing professionals are however trying to better communicate by trying to be present at punctual events such as maritime festivals. Still, the implementation of activities such as pesca-tourism seems difficult to organise. According to interviews, although the role of the CRPMEM and CDPMEM is to inform fishermen about pesca-tourism, the number of fishermen who are interested remains low and thus few resources are devoted to it for the time being (in terms of project support). However, committees are open to any potential collaboration, but due to lack of time, the initiative must come from other structures: *“We help, we try to participate. To say that we initiate is something else. We support the municipality and the local collectivities when they organise something, we try to be present”* (CDPMEM of Calvados).

⁷ Interview conducted as part of the GIFS Project, study on fishing-tourism interactions across the Country of Saint-Brieuc (Angelini and Lesueur, 2013).

⁹ Interview conducted as part of the GIFS Project, study on fishing-tourism interactions across the Country of Saint-Brieuc (Angelini and Lesueur, 2013).

4.2.2 FLAG: a new tool that both sectors are finding difficult to familiarise with

Fisheries local action groups (FLAG) are structures that foster partnerships between local stakeholders from all sectors (public, private and civil society) in view of the establishment of an integrated local development strategy (FARNET, 2013). FLAGs are the basis of Axis 4 of the European Fisheries Fund (EFF), a programme aiming to support the sustainable development of territories that are highly dependent on fishing and shellfish farming (FARNET, 2013).

Along the coastline of the English Channel, three FLAGs are present:

- ✓ “Three estuaries of Canche, Authie and Somme” (trois estuaires de la Canche, l’Authie et la Somme), the legal representative of which is the Association for the sustainable development of maritime activities (Association pour le Développement Durable des Activités Maritimes dans les trois estuaires - ADDAM);
- ✓ “Sea and rurality of Cotentin and Bessin” (Mer et terroirs du Cotentin et du Bessin) supported by the Association for the sea and rurality of Cotentin and Bessin;
- ✓ Cornouaille EFF Group supported by Pesca Association.

Although strategies vary depending on the FLAG, all aim to enhance fishing activities (trades and products). The FLAG supported by the Association for the sea and rurality of Cotentin and Bessin chose to work on developing the mutual strengthening between tourism activities and enhancement of maritime activities (personal communication from the Association for the sea and rurality of Cotentin and Bessin). FLAGs therefore are a tool to potentially improve fishing-tourism synergies, more or less directly.

The support structures are in charge since 2010 of financially supporting projects and have them emerge. However, these tools are still currently being appropriated by local stakeholders and it was difficult to launch the projects in a timely manner. This is notably the case of the FLAG supported by the Pesca Association: *“Axis 4 of the EFF relies heavily on hosting events, on emergence, and consultation. We are on a huge territory, very rich, and to successfully implement consultations across Cornouaille with a poorly understood tool... It is difficult”* (Pesca Association). Indeed, the program was actually launched in 2010 and stopped in 2013, leaving little time for players to grasp the tool: *“The time to advertise it, for people to appropriate it, and reflect together on projects that match the strategy... it was a whole process which was very long”* (Pesca Association).

The programming committee, composed of fishing professionals as well as public and private stakeholders, also relies on tourism stakeholders, notably DTCs. However, it seems that due to a lack of time or other obligations, it is difficult to gather all the representatives of the programming committee: *“They have trouble seeing their implications with respect to fishermen”* (ADDAM). Whether or not tourism professionals chair on the board of the FLAG, good agreement between the two sectors is essential to ensure that tourism products are developed and visible on the market, in order to also benefit the fishing sector.

4.2.1 A significant investment that is not amortised in the short term

For activities such as pesca-tourism, some boats require heavy investments to be brought up to standards. Costs can be significant and hardly made profitable in the short term. Financially, the diversification of fishermen *via* tourism does not seem to be interesting: *“The diversification of fishermen via tourism, financially is not something that is very interesting. Their goal is above all to be fishermen. If they can embark tourists it is one thing...”* (AOCD). The incentive for fishermen must also be financial; therefore the activity of pesca-tourism struggles to interest a large number of seamen, especially on large units.

4.3 Political and operational hindrances across the territory

Today, there are few policies that promote fishing-tourism synergies along the coasts. These collaborations are projects that also aim to enhance the region's attractiveness and value. Local structures and elected officials are invited to participate in the development of these synergies, even if some obstacles may hinder their development.

4.3.1 A lack of frameworks and structures identified for fishing-tourism synergies

Apart from the Haliotika and Mareis fishing exhibition centres, which are structures that promote modern fishing *via* various activities, there are very few technical support tools for local stakeholders, or structures federating and bringing together the prerogatives of both sectors. The territorial modes of operation of tourism being heterogeneous and with large networks of tourist offices, tourist Countries, joint unions, etc. not clustered into hubs, this is restrictive for concerted actions dedicated to spatial planning and tourism marketing.

4.3.2 Support from elected officials

The tourist office is created by initiative of a municipality¹⁰, a grouping of municipalities¹¹ or a group of groupings of municipalities. Its mode of operation depends on the federating collectivity (Michaud and Barrey, 2012). Promotional actions for tourism (accommodation, enhancement of the rurality, local life) often fall within optional prerogatives of intermunicipal structures (MAIRIE CONSEILS, 2009), it therefore is above all a will of elected officials to adopt this prerogative or not. In some cases, even if this prerogative exists, some elected officials may not be aware of the importance and value added of the economy of tourism on the attractiveness of the territory: *“Our hierarchy, the elected officials, are not really aware of the economic impact that the tours can have on the municipality”* (tour guide). Budget allocations depend on elected officials, their decisions are therefore crucial to the development of local initiatives. If no interest is perceived by local elected officials, the projects can simply be abandoned.

4.3.3 Lack of cohesion between the political leaders of collectivities

Finally, during the interviews, a political compartmentalisation was exposed in some cases for the common implementation of projects. The scale of the municipality can appear to be quite restrictive for the implementation and management of tourism projects. In order to rationalise a more ambitious approach, the collaboration between elected officials is essential in order to gain momentum beyond the perimeter of the municipality: *“elected officials do not necessarily want to work with the neighbours; it is a political obstacle that must be overcome. Attitudes must change: the card of unity, exchanges and integration must be played”* (Angelini and Lesueur, 2013). Without the cooperation of elected officials, there is little chance for the projects to be developed on the scale of a territory.

The difficulties encountered in establishing fishing and tourism projects seem to raise a major problem of organisation: the tourism sector and the stakeholders of the fishing world rarely meet. Links between stakeholders seem to be weak and few structures allow a pooling of competences for the development of joint projects that are beneficial to both sectors.

¹⁰ According to Article L.133-1 of the Tourism Code

¹¹ Based on Article L.134-5 of the Tourism Code

Maritime identity is a strength that can be developed within territorial dynamics. When local stakeholders begin to cooperate and work together, the tourist offer in connection with the maritime world can significantly evolve to include a wide range of activities (FARNET, 2013). Certain obstacles that have been introduced above remain must still be overcome before maritime tourism can fully meet its potential.

5.1 Initiating and encouraging departmental and regional projects

According to the interviews, it is above all the local stakeholders who must take ownership of projects. Fishing-tourism synergies enable territorial enhancement and require an integrated approach between several sectors. A development framework must be established, which encourages cooperation between several sectors. In this sense, public policies can be drivers for the development of joint projects and the creation of synergies between fishing and tourism.

5.1.1 Fostering collaborations *via* public and territorial policies

The commitment of territorial collectivities is a considerable lever to establish local dynamics. For example, the General Council of Côtes d'Armor launched the "turquoise economy" in 2011, an approach with multiple objectives to enhance its maritime and coastal potential, in which real opportunities are available with regards to fishing and tourism synergies (PICAULT *et al.*, 2014). The extension project of the Erquy fish auction, in parallel with the completion of a multi-purpose tour space, has for example succeeded in fitting into the approach of the General Council, in partnership with the CCI, thus facilitating the reception of the general public and schools groups. This project is monitored by reflection committee of which the fish auction and tourist office are an integral part.

Furthermore, during the interviews, a fisherman that is very involved locally in the different structures and who practises pesca-tourism highlighted the potential role of the regional economic, social and environmental Council (Conseil Économique Social et Environnemental Régional - CESER) in encouraging such projects: *"The CESER should for example, with the support of politicians, incite the communities of municipalities to encourage fishermen in developing these relationships"* (fisherman from Paimpol).

By definition, the CESER is a consultative assembly composed of four "colleges" representing the socio-professional categories (VIE PUBLIQUEa, 2013). It fulfils a consultative mission with the political authorities of the region. It makes no decisions but gives opinions, by which it participates in the administration of the region. The CESER is solicited to provide its opinion on topics that, notably, pertain to regional spatial planning and territorial development strategies (VIE PUBLIQUEa, 2013). In this sense, for certain regions, the CESER may be a lead to encourage collaborations between fishing and tourism and develop spatial planning policies: *"I think it should be a decision made within the CESER, to then communicate to the Country. It is rather the CESER which disseminates to the Country and then the tourist offices that take ownership of it. This will encourage professionals to get involved or not"* (fisherman from Paimpol).

5.1.2 European aid

The European Union supports the development of territories through structural funds and European programmes, managed in part by the regions. For fishing, the European Fisheries Fund (EFF), financial tool of the Common Fisheries Policy (CFP) is partly managed by FLAGs (under Axis 4 of the EFF). These are valuable tools for the development of fishing-tourism projects. Indeed, FLAGs encourage and support the fishing industry in launching these new projects. Axis 4 of the EFF also helped

establish a territorial strategy, which is a major advantage when it comes to consultation and territorial approach. Although the tool has been struggling to make itself known, it now seems to be increasingly solicited: *“As stakeholders progressed in their understanding of the tool, the question of project emergence was less common. The objective was to improve knowledge of the approach and see what emerging project could correspond”* (Pesca Association).

Depending on FLAGs and their respective objectives, European funds have therefore contributed much to retaining more added value locally (through direct sales and the local creation of stalls for example), promoting local fishing heritage (refurbishment of a trawler for the improved safety of tours) and were a great support in promoting the trades and the products (through their involvement in maritime festivals for example) (FARNET, 2013). The program having ended in 2013, the reform of the CFP has recently led to the development of new aid, the European Maritime and Fisheries Fund (EMFF) (European Commission, 2014). This tool, which is a continuation of the EFF, is now managed regionally, where each region decides the establishment of modalities. This aid enables to take into account the specific context of each territory and adjust to it.

5.2 Supervising the projects using the tools of the territory

Fishermen can be direct players of fishing-tourism collaborations, notably with pesca-tourism. Incidentally, it is important to foster professional commitment to the various projects. However, this does not mean that fishermen should lead the projects directly. Other structures (associations, local collectivities, tourism businesses) can lead and coordinate these initiatives locally.

According to interviews and depending on the territories, there sometimes seems to be a lack of specific structures where stakeholders of the fishing and tourism sectors can consult and work together. But the fact is that the back bone of these collaborations is to come together around common projects, *via* federating structures. FLAGs are obviously a good start, but the three associations supporting Axis 4 of the EFF do not cover the entire coastline of the English Channel. The interviews have often highlighted that it was vital for local structures to lead projects and supervise individual initiatives in order to provide a consistent offer according to a defined territorial strategy.

5.2.1 The intermunicipality as a place of exchange for the various stakeholders of the territory

Municipalities have the opportunity to come together within public establishments for intermunicipal cooperation (Établissements Publics de Coopération Intercommunale - EPCI) and can take on different forms¹² such as communities of municipalities (VIE PUBLIQUEb, 2013). These structures for cooperation define intermunicipality (VIE PUBLIQUEb, 2013). They can thereby collaborate on conducting joint project for local development, over a greater scale than the simple municipality. Intermunicipality therefore helps foster local economic development and brings about a territorial spatial planning policy (VIE PUBLIQUEb, 2013). Other forms of cooperation exist, it is the case of joint unions, a grouping of local collectivities with other legal persons¹³ (VIE PUBLIQUEc, 2013).

¹² Article L.5210-1-1 of the general Code of territorial collectivities (Code Général des Collectivités Territoriales – CGCT)

¹³ A legal person is a grouping with legal personality. Generally, a legal person is composed of a group of physical persons gathered to accomplish something in common. Legal persons of public Law : the State, territorial collectivities, public establishments... (source : translated from INSEE)

According to interviews, these structures embody the interface between the professional world and institutions, playing a federating role in the implementation of networks, of gathering and transfer of knowledge to various stakeholders of territorial development. Working in close collaboration with FLAGS in certain territories, the EPCIs (specifically communities of municipalities), territorial collectivities and joint unions are more suited to lead fishing and tourism projects: *“for project development, for the aspect of tourism, all communities of municipalities are bound to do this. They are the players destined to take care of it”* (Association for the sea and rurality of Cotentin and Bessin). Certain territorial collectivities are aware that cultural action is an essential part of local development and that it contributes greatly to the attractiveness of the territories, as well as to social cohesion (financial benefits, economic dynamism, urban planning, broadening of the audience, memory sharing): *“the dynamics comes from the collectivity more than from the sector. Most of the projects we had in relation to tourism were supported by the collectivities, not by the fishing sector”* (Pesca Association). Territorial collectivities are key players in the development of tourism, especially as they can perform as operators, leading to enhanced planning and a pooling of resources.

5.2.2 Financial support for local development from the Region, via the “Country”

The Country is defined as “a territory which embodies a geographical, cultural, economic or social cohesion, it can be recognised at the initiative of municipalities or their groupings as having the potential to form a Country ¹⁴”. Initiated in 1995, the regional contracts of Countries (Contrats Régionaux de Pays) are a regional policy tool for local development (Leroux, 2006). The contract, which is signed between the Region and a Country is part of a partnership strategy between the Regional Council and the territorial collectivities having decided to unite, within in a Country, to lead a project of general interest. The domains of intervention in favour of the Countries are broad and concern two main objectives (ANPP, 2014):

- ✓ Develop the strengths of the territory in question;
- ✓ strengthen reciprocal solidarities between urban and rural areas.

Aimed at boosting local development initiatives, the Country is a relevant space where public and private stakeholders of the territory come together to organise collective action (Combette-Murin, 2005). One of the priority objectives of the Countries is to strengthen the partnership between elected officials and economic, social, cultural as well as associative environments. To this end, a development board regroups these players in the field and is a place for work, reflection, discussion and proposals on the development of the Country. It is freely organised (composition, operation, statute...).

A global financial aid is set by the Regional Council to support the program of action adopted by the Country in line with its development charter. Project financing is done through dedicated funds such as the regional spatial planning and development fund for the territory (Fonds régional d’aménagement et de développement du territoire - FRADT) and the regional spatial planning and development fund for the territory (Fonds national d’aménagement et de développement du territoire - FNADT) (Region of Upper Normandy, 2006). They may be supplemented by European programmes such as the European Regional Development Fund (ERDF), the European Social Fund (ESF), etc. (Combette-Murin, 2005).

¹⁴ Law of guidance of the spatial planning and development of the territory, Law 95-115 of 4 February 1995.

Soon, coastal regions will have the opportunity to apply to become intermediate bodies of part of the EMFF (Ministry of Ecology, Sustainable Development and Energy, 2014). For the first time, regions are in charge of managing the regional component of the EMFF, which gives them a more coherent intervention policy: *“In Brittany, the region wants to build on the Country to implement the EMFF approach by combining it with that of LEADER and trying to achieve multiple funding. The EMFF is more conducive for the territory to have a territorial strategy involving maritime tourism and agriculture”* (Pesca Association). Indeed, the Country level seems ideal: *“Ever since France regionalised its European funds, the Country is being revived through the projects. It fits the administrative boundaries of the maritime quarter, there is an entity. The Country enables to find the energy and the ideas to build loyalty, uphold local jobs through what already exists and, if possible, to create more”* (fisherman from Paimpol). The new programming of the EMFF will also improve the collaborations already underway with the FLAGs: *“In our programming committee, we have no stakeholders of tourism. They have not been contacted. It is a food for thought for the next programming period. We will work on it with the Countries and give them ideas”* (Association for the sea and rurality of Cotentin and Bessin).

It should be noted though that there is a fear of seeing the interests of fishing taken into consideration to a lesser extent: *“As the Country will manage several funds at a time, one can wonder if the issues related to fisheries and aquaculture are not going to be diluted among all the others”* (Pesca Association). With the FLAG, there is a specific programming committee on the EFF where professionals have more than half the votes. For the EMFF, the programming committee regroups all the funds, which could result in less attention being given to fishing professionals (personal communication from the Pesca Association).

5.2.3 Establishing local dynamics via other federating structures

Other structures, with the prerogative of tourism among others, also have the ability to supervise local projects. It is the case for example of the AOCD, local development agency which was able to set up a tight network among local players. Its missions are focused on the spatial planning of the territory and are carried out in partnership with all of the tourism stakeholders: *“We manage a European programme as well as aid for tourism from the General Council and the Region. We know the players in all domains well. Our knowledge of the field is the reason why we have succeeded in fostering trust across the territory. During our meetings, there is always the opportunity to speak out and we will listen”* (AOCD). The management board brings together various stakeholders such as elected officials of the territory, socio-professionals, representatives of consular chambers and of the fishing, cultural sector, etc. The AOCD also assists in territorial management with the intermunicipal Union for the spatial planning of western Cornouaille (Syndicat Intercommunautaire Ouest Cornouaille Aménagement - SIOCA) and notably works with elected officials on developing a strategy around fishing in the territorial coherence strategy (schéma de cohérence territoriale - SCOT). This technical tool enables to build an enhanced coherent strategy, having developed expertise in several areas including fishing and tourism.

The AOCD has initiated an interesting approach: *“Sea by excellence”* (La mer par excellence), a network of players aiming to develop the quality of communication and knowledge of the offer around the fishing and aquaculture activities across Cornouaille: *“We try to develop a common culture of a high standard with a quality of discourse and a promotion of the region around this theme”* (AOCD). Accommodations, restaurants, tourist offices, cultural sites and leisure facilities whose theme is the sea and/or fishing are invited to be part of this network. In this territory, there is a strong demand from the clientele for the discovery of professional fishing: *“It is hoped that tourists find what they are looking for and that they feel they are on a maritime territory, on which there are things to do around this theme with complementary offers”* (AOCD). Tourism stakeholders and operators working with fishing, aquaculture and recreational fishing are therefore partners. This allows for better visibility of the offer, varied and rich, on the theme of the sea: *“We have a strong*

territorial maritime identity. We have many exhibition centres, the mariners' shelter (abri du marin) in Combrit, Haliotika in Le Guilvinec, the maritime museum in Audierne, the museum in Douarnenez, the fishing centre in Penmarch... There is equipment dedicated to the world of fishing" (AOCD). Although it only represents a small action among others in the AOCD, the network provides communication coherence on the territory and conveys a local dynamics where various actors are brought to meet and collaborate: "We want that communication to be shared and for the stakeholders to be the vectors of the communication" (AOCD). The structure is a central player in the heart of the territory, providing technical engineering to collectivities and support project leaders (search for funding, linking with networks, and promotion of know-how).

During the study, few similar structures involving fishing and tourism development were identified along the coastline of the English Channel. The study area being very wide, it is possible that there is also a lack of visibility and communication on these valuable tools. It is important that they make themselves known to the players of the territory in order to gain support for potential projects.

Fishing-tourism collaborations can be supported by structures that are close to local stakeholders, where a context of consultation can be established. Tourism development must take into account the expectations and concerns of fishermen. It is important that the sector contributes to the development of the strategy and that it is encouraged to participate. Territorial collectivities, EPCIs, Countries, development agencies, these structures have the advantage of being able to supervise these projects, to provide a territorial strategy and to have the means to invest: *"I think your original question really is one of territory, and tools for the territory, that is what it is about. It is not at the regional level that everything happens, there must be proximity" (AOCD). Departmental or regional level tourism stakeholders are not the direct players, but can relay the information: "we need a local provider, it can be Haliotika, it can be a tourist office, and that can dedicate these means to ensure tourism development" (ADT of Finistere).*

The study introduces the levers mentioned during the interviews. The list is obviously not exhaustive; these are lines of thought that can be deepened more specifically depending on the territory. Indeed, the levers for action vary according to regional and/or departmental strategies, that are more or less favourable to the development of tourism, and differences in funding exist depending on the territory.

CONCLUSION

Today, tourism represents a major element of economic life but also is a key factor in promoting the territory and its inhabitants. The state of play of the four tourism activities based on inshore fishing has made it clear that, although they are so-called “niche” activities, they interest visitors, potential consumers of products from the fishing sector.

Tourism can contribute to increasing the added value of local fishing products, for example, by educating tourists on the trade and the techniques used by local fishermen, while improving the overall image of the sector. Likewise for the tourism sector, the sector of fishing is a major strength that can meet a new demand from tourists (notably tourism of experience), but contributes greatly to territorial identity. This image can also be an argument for tourist attractiveness.

Today, the activities between the fishing and tourism sectors remain niche activities. Although they provide benefits to both sectors, they still seem difficult to implement. Links between the fishing and tourism sectors seem weak. These projects applying to an entire territory, it is the local stakeholders who must regroup in order to create a local dynamic. For these fishing-tourism synergies to be successful, it is necessary to bring together the various stakeholders of the territory around federating structures capable of organising and supervising the projects locally, while respecting territorial identity. Communities of municipalities, Countries and territorial collectivities are the basis for the development of these projects, as they are close to the players in the field. Moreover, without the motivation and integration of fishing professionals, these projects will not take place. It is by fostering exchanges, debates and dialogues, by giving voice to each partner that a project can be carried out over time in the long term and benefit the economy of the territory. The capacity for action results from available resources of supporting structures (financial, human and time) but also from the commitment of territorial stakeholders (fishing and tourism professionals, and elected officials).

LIST OF ACRONYMS

ADDAM	Association for the sustainable development of maritime activities (<i>Association pour le Développement Durable des Activités Maritimes</i>)
ADT	Agency for the development of tourism (<i>Agence de Développement Touristique</i>)
ANPP	National association of territorial balance hubs and the Countries (<i>Association Nationale de Pôles d'équilibre territoriaux et ruraux et des Pays</i>)
AOCD	Agency for the development of western Cornouaille (<i>Agence Ouest Cornouaille Développement</i>)
BQM	Brittany sea quality (<i>Bretagne Qualité Mer</i>)
CCI	Chamber of Commerce and Industry
CDPMEM	Departmental Committee for maritime fisheries and marine fish farms (<i>Comité Départemental des Pêches Maritimes et des Élevages Marins</i>)
CEO	Chief Executive Officer
CESER	Regional economic, social and environmental Council (<i>Conseil Economique Social et Environnemental Régional</i>)
CFP	Common Fisheries Policy
CRPMEM	Regional Committee for maritime fisheries and marine fish farms (<i>Comité Régional des Pêches Maritimes et des Élevages Marins</i>)
CNPMEM	National Committee for maritime fisheries and marine fish farms (<i>Comité National des Pêches Maritimes et des Élevages Marins</i>)
DDTM	Departmental Directorate for the Territories and the Sea (<i>Direction Départementale des Territoires et de la Mer</i>)
DGCIS	General Directorate for competitiveness, the industry and services (<i>Direction Générale de la Compétitivité, de l'Industrie et des Services</i>)
DIRM-NAMO	Interregional Directorate for the Sea North Atlantic Western English Channel (<i>Direction Interrégionale de la Mer Nord-Atlantique Manche Ouest</i>)
DML	Directorate to the Sea and the Coastal Zone (<i>Direction Mer et Littoral</i>)
DTC	Departmental Tourism Committee
EPCI	Public establishments for intermunicipal cooperation (<i>Établissement Public de Coopération Intercommunale</i>)
EMFF	European Maritime and Fisheries Fund
EFF	European Fisheries Fund
ERDF	European Regional Development Fund
ESF	European Social Fund
EU	European Union
FLAG	Fisheries Local action Group
FNADT	Regional spatial planning and development fund for the territory (<i>Fonds National d'Aménagement et de Développement du Territoire</i>)

FRADT	Regional spatial planning and development fund for the territory (<i>Fonds Régional d'Aménagement et de Développement du Territoire</i>)
GC	General Council
GIFS	Geography of Inshore Fishing and Sustainability
RTC	Regional Tourism Committee
SCOT	Territorial coherence strategy (<i>Schéma de Cohérence Territoriale</i>)
SIOCA	Intermunicipal Union for the spatial planning of western Cornouaille (<i>Syndicat Intercommunautaire Ouest Cornouaille Aménagement</i>)
SWOT	Strengths-Weaknesses-Opportunities-Threats

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APPENDICES

Appendix I : List of surveyed stakeholders

Stakeholder	Structure	Date
Authorities	DML Boulogne-sur-Mer	04/04/2014
Association	Association for the sea and rurality of Cotentin and Bessin (FLAG)	13/05/2014
Association	Pesca Association (FLAG)	15/05/2014
Association	Association of bolinche fishermen	15/05/2014
Association	ADDAM Association of the three estuaries (FLAG)	02/04/2014
Association	Association of the festival “The entire sea on a platter”	12/05/2014
Collectivity and EPCI	Joint Union of the Bay of Somme	03/04/2014

Collectivity and EPCI	Town Council of Le Crotoy	03/04/2014
Collectivity and EPCI	Agency West Cornouaille Development (AOCD)	27/05/2014
Supervision	Fishing port of Boulogne sur Mer	20/06/2014
Individual	Sea-going fisherman from Paimpol	12/07/2014
Individual	Sea-going fisherman from Hourdel	17/06/2014
Individual	Sea-going fisherman from Boulogne-sur-Mer	19/06/2014
Occupational organisation	CRPMEM of Nord-Pas-de Calais	22/04/2014
Occupational organisation	CDPMEM of Calvados	14/05/2014
Occupational organisation	CRPMEM of Upper Normandy	24/04/2014
Occupational organisation	Granville office of the CDPMEM	12/05/2014
Occupational organisation	CDPMEM of Finistere	26/05/2014
Occupational organisation	France Filière Pêche	07/04/2014
Tourism	Guide from the CCI of Morlaix	26/05/2014
Tourism	Mareis, fishing exhibition centre	02/04/2014
Tourism	Cultural centre of Port en Bessin	25/04/2014
Tourism	Haliotika, fishing exhibition centre	17/03/2014
Tourism	ADT Tourism	15/05/2014
Tourism	Guide from Concarneau	27/05/2014

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In order to understand the interactions and how to stimulate positive synergies between these two sectors, AGROCAMPUS OUEST analysed the relationship between tourism and fishing on the Channel coastal. The report gives an overview of the different links between the fishery sector and tourism, describe how the actors of this sector perceive the current collaborations and the ones to come and identify the negative / positive points in order to develop shared projects between the two sectors. Several stakeholders as tourism officers, elective representatives, fishermen have been interviewed during the field work.

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