

CONTRIBUTION TO THE CONCEPTS OF FISHING TOURISM AND PESCA-TOURISM

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In recent years, coastal places with a strong fishing tradition are trying to promote a new tourism modality, the so-called marine / fishing tourism. However, the concept has not yet been unanimously defined, since the different Fishing Laws present a variety of clarifications for this activity. This research shows the results of the analysis of existing legislation in this area, as well as the scientific literature, and provides a new definition of tourism / fishing and fishing-tourism, in order to clarify both terms.

The marine / fishing tourism is an activity of recent implantation that is being promoted in different coastal areas of the world (Pardellas y Espejo, 2013). According to Herrera-Racionero et al., (2018), this fact is motivated by the socio-environmental crisis that traditional fishing is experiencing, with significant economic and cultural costs, which is why the search for alternatives that reconcile the survival of artisanal fishing, with great roots in the coastal populations, with the necessary environmental sustainability.

In this situation of crisis of the fishing sector and search of new competitive singularities to attract a greater number of tourists, the thought arises on whether a novel activity such as fishing / fishing tourism can become an economic complement for fishermen, and that generates a socioeconomic benefit in the territory (Moreno-Muñoz, 2016).

Fishing is, by itself, an experiential activity, in contact with an ecosystem such as the marine, full of suggestions and nuances; an experience that arouses great interest for the visitor: its natural and fishing and cultural resources (lighthouse, ports, fish markets, traditional fishing systems and arts, contact with the people of the sea and their own vocabulary, a set of intense festive events associated with the sea as an inspiring setting and as a setting to be carried out, its museums and interpretation centers, gastronomy, monuments and crafts).

Therefore, the basic pillar on which this tourist modality is based is the cultural, tangible and intangible cultural heritage, suspicious of being used as a tourist resource. That is to say, as Capel (2014) states, it is an opportunity to give value to elements such as historic port spaces and architecture, fishing facilities, historical arsenals or naval shipyards, in short, all the settlement and coastal landscapes. However, other aspects linked to the sea such as local traditions and knowledge, gastronomy or religious festivities must also be considered (Martínez and Moreno, 2013).

At an international level, initiatives have been noted in America, Asia and Europe. Its development is not homogeneous, being the countries bordering the Mediterranean Sea where this type of tourism has been most promoted. It is convenient, therefore, to mention some of them. In Brazil, specifically in Carnaubal in Piauí, artisanal fishermen are beginning to transport tourists to contemplate the fishing task in order to value their trades and obtain new rents (Vasconcelos et al., 2014).

In Asia, Korean fishermen transport visitors to the fishing grounds to watch the fishing activity. They even give them accommodation in their homes and with that they get economic resources. This situation leads to a decrease in fishery resources and, therefore, a fall in their income (Cheong, 2003). On the other hand, in Taiwan, the fishermen, due to the decrease in income and the excessive increase of mass tourism, are participants in the fishing-tourism activity, showing general satisfaction with this and with the tourism operators (Chen and Chang, 2017).

In Europe, initiatives such as Istria (Slovenia), Sicily (Italy) or the North Central Region of Portugal stand out. In the first place, due to the increase in tourism, the population is beginning to consider the maritime elements and, above all, the gastronomic elements of the sea as a tourist resource (Rogelja and Janko, 2017).

In Sicily (Italy), fishermen and local authorities have promoted the enhancement of a traditional fishing gear in the process of disappearing, the bottom longline, as a tourist attraction that generates additional benefits during the summer to fishermen through demonstrations to aboard the vessels (Cillari et al., 2012).

With regard to the North Central Region of Portugal, several interpretation centers have been developed on the seine, a fishing gear that has a long tradition throughout the Portuguese coast. In addition, the typical homes of the fishermen (the *palheiros*) have been restored, giving them a tourist use but without losing their architectural pattern, so that tourists can recreate the way of life of the Portuguese sailors.

In Spain, the marine / fishing tourism has been developed in the coastal Autonomous Communities, thanks to the promotion of Fishermen's Associations, Local Fishing Action Groups (GALP), private companies and local councils. But, it is interesting to note that success has been mixed among all of them. Thus, Galicia is the most prolific in number of initiatives, since it has achieved an alternative economic profitability and an instrument to enhance the value of the many resources of fishing communities, both tangible and intangible (Patiño, 2016). Regarding the Mediterranean regions, it is worth mentioning in the first place the European Project "MARIMED: Fishing as a factor of sustainable development", developed between 2004 and 2006, which aimed to develop forms of tourism with fishing as a central and innovative element, considered as a social, economic and cultural system, capable of offering an added value to the benefit of the sea (Pérez and Espejo, 2012). This initiative was not very successful in Spain. Only a few coastal municipalities, such as Águilas (Murcia Region) or Roses (Catalonia), took advantage of community aid, creating museum infrastructures or remodeling the fishing ports. However, in the last five years, the marine / fishing tourism is being strongly promoted in the Spanish Mediterranean coast, due to the new demands of tourists and the need to offer unique quality products that help tourist destinations to be more competitive. Therefore, elements related to the landscape or local identity are incorporated, such as the heritage linked to

fishing, parameters that favor tourism that increases the competitiveness of the destination, generates new economic rents in the host community and guarantees sustainability future of resources and territory (Croes et al., 2018).

One of the problems presented by the marine / fishing tourism is the diversity of denominations with which it is named in the different Spanish Autonomous Communities. For example, in Galicia it is called “*mariñeiro* tourism” and in the Canary Islands “*pesca-turismo*” (Pardellas and Padín, 2013). Practically only the fishing laws or / and drafts of those that are being processed by the Autonomous Communities are the only ones that clearly define the concept of tourism or fishing tourism, there being no unanimous definition for this term.

Therefore, as it is one of the emerging tourism modalities in recent years, it seems appropriate to undertake a research project in which a conceptual tour is carried out on the terms *seafishing* / *fishing* and *fishing-tourism*. Fundamentally they have been addressed from the different fishing laws, so there is a shortage of definitions from specialized literature. In the present work these terminologies will be analyzed, trying to delimit both meanings in the most complete way possible, with a view to the consolidation of the marine / fishing tourism.

This tourist modality has a short trajectory, something more than a decade, in all the scales. However, in a context of crisis of the fishing sector and the new motivations of tourists, who seek new experiences in a combination of holidays, tourism and cultural enrichment (García and Albuquerque, 2003), it becomes an unavoidable objective for the development territorial and identity of the coastal territories with fishing tradition.

In Spain, the marine / fishing tourism presents an upward trend, this is confirmed by the growing number of initiatives. However, not all coastal Autonomous Communities have legislation that helps boost these activities, especially *fishing-tourism*. For example, this fact is holding back its implantation in places such as the Region of Murcia or the Canary Islands, whose fishermen currently can not take tourists on their boats to contemplate the development of a full fishing day.

In short, time will tell if the fishing / fishing tourism is consolidated within the tourist offer of the localities linked to the existing fishing not only in Spain, but also in other parts of the world. The cooperation and predisposition on the part of the actors involved (fishermen, public administration, fishermen’s associations and private companies) will be decisive when promoting this modality.

