

FishTrail

*Follow the fishing trail
To the fishes tail
Then tell the tale*

A proposed Sport and Wellness Transnational Tourism Project



The project goals

To create a transnational fishing tourism network for linking sustainable development of:

- Competitive local economy
- Transnational tourism development
- Cultural heritage
- Fishing sites across Europe
- Physical and mental health

The project deliverables

1. Creation a network of fishing sites across Europe 'The trail'
2. Record five videos (with multi-lingual subtitle options) per partner promoting the local fishing sites in the trail
3. A collection of *Anglers tales* where they record their experiences on the fishing trail in words, pictures and sound

Key priorities

- Sustainable development (environmental/economic/socio-cultural)
- Development of angling sites competitiveness
- Tourism Development
- Responsible use of natural resources

- Positive environmental impact of activities
- Preserving the European angling Heritage
- Jobs created
- Diversification of the supply of tourist services and products
- Development of tourism products at a transitional and European scale
- Exchange of good practice between member states
- Raising the awareness on the importance of sustainable including environmentally friendly tourism
- Exploitation of local Natural Assets (Payments for Ecosystem Services)
- Increased visibility of Angling opportunities in Europe
- Strengthening of trans-national cooperation with regard to sustainable tourism
- Higher involvement of small scale and micro enterprises and local authorities
- Stimulating competitiveness of the tourism industry by means of enhanced focus on the diversification of sustainable thematic tourism products
- Virtual translation tourism routes/itineraries/trails
- Stimulation of competitiveness of the tourism industry
- Encouraging diversification of the supply of tourism products and services by the development of sustainable tourism products
- Sport and wellness rural and coastal tourism