

# *Interactions between fishing and tourism*

## Case study of the Saint-Brieuc Country

GIFS project • Action 3.3



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Action 3.3. – GIFS Project

2013



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## PRESENTATION OF THE STUDY

The GIFS (Geography of Inshore Fishing and Sustainability) Project brings together English, French, Belgian and Dutch partners. It was selected under the framework of the European Programme of cross-border cooperation INTERREG IV A 2 Seas, co-financed by the European Regional Development Fund (ERDF).

The GIFS Project, which this study fits into, began in 2012 and is the successor to the Anglo-French CHARM (CHannel integrated Approach for marine Resource Management) Project ([www.charm-project.org](http://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 coastal areas.

The work of the GIFS Project covers the English Channel and the North Sea by involving 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**

Within this project, the actions carried out are grouped into three main topics:

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

## ACKNOWLEDGEMENTS

We would like to thank the stakeholders met for their availability and interest in the study. The objective of this report being to conduct a preliminary study across a territory where fishing and tourism are important activities, discussions were very rewarding and helped raise new lines for thought.





The CHARM 3 Project implemented in the English Channel between 2003 and 2012 was intended to provide a reference state of the ecosystem in the English Channel, and a set of instruments incorporating essential scientific knowledge for the sustainable management of living marine resources. To date, many studies and policies have been focused on the biological and economic impacts of fishing. Social and cultural aspects were often absent from these debates, although it is increasingly recognised that fishing can bring various socio-cultural benefits to communities such as identity, heritage and social cohesion. One of the actions of this project explored the way in which fishing contributes to the "sense of place", including how fishermen and communities of fishermen construct their identities and their attachment to the fishing grounds.

The results of this action underline the contribution of inshore fishing to cultural identity, as well as to the aesthetic appreciation of an area. It provides heritage values, inspirations and also contributes to leisure and tourism activities (Acott *et al.*, 2012). Coastal tourism uses inshore fishing for its economic development - often indirectly - either through communication or as part of the activities made available to residents and tourists. These activities may be related to the history, the architecture of the fishing port, to the life and work of the fishermen, but also to the presence of fresh and local seafood products. Tourists have the opportunity to live a cultural, gastronomic experience thanks to the presence of local fishing.

As shown in the interviews conducted under the CHARM 3 Project, interactions between fishing and tourism are complex and vary from one geographical area to another. These interactions, whether they be direct or indirect, can benefit both sectors, although this is not always the case. A duality exists in the relations between these sectors. Tourism can have negative impacts (pressure on services and the environment) (Acott *et al.*, 2012). Indeed, coastal tourism can grow at the expense of commercial fishing activities initially present. For example, the price of land increases around ports, having become attractive for tourism, thus forcing local communities to move away from their workplace (Acott *et al.*, 2012). Tourism then appears as a phenomenon imposed on the local way of life rather than an acceptable form of economic development. Conversely, tourism based on the local economy answers to the new sensitivity of consumers today, who are increasingly looking for authenticity and experiences (Pine, 2004). Similarly to what is happening in agriculture (notably with agritourism) tourism can bring benefits to coastal fishing (commercial opportunities, promotion of products and trades) and stimulate the local economy by allowing, for example, the introduction of new activities related to fishing and fishermen (boardings of passengers, direct sales). This coexistence of fishing and tourism thereby allows consumers to live authentic experiences that in principle can benefit both sectors.

To complete the study carried out in CHARM 3, part of the GIFS Project is focused on the topic "Economy and regeneration of fishing communities". The aim of this activity is to measure the direct, indirect and induced effects, as well as the non-commercial benefits of professional inshore fishing. There, the links between fishing and tourism are analysed in a more detailed manner. This report presents the results of a preliminary study that aims to identify what the links are between fishing and tourism, to describe how the local stakeholders across the territory perceive the current and future interactions and thereby also aims to identify the main obstacles and levers to the development of projects that are common to both sectors. The projects that were studied highlight weak links between these two sectors. This is the reason why the study focused primarily on the hindrances and obstacles to the implementation of joint projects. In the end, the aim is to identify the way by which to foster the synergies between the sectors of fishing and tourism.

## 1 THE ECONOMY OF EXPERIENCE OR HOW TO CREATE A LINK BETWEEN TWO DISTANT SECTORS: FISHING AND TOURISM

The coastal zone is subjected to multiple uses by various sectors of activity such as permanent and seasonal residential activities, marine energies, aggregate extraction, trade, transport, tourism, commercial fishing, etc. The so-called “blue growth” strategy, adopted by the European Union, aims to support the growth of the maritime sector by emphasising “existing, emerging or potential activities” (European Commission, 2012). On the one hand, coastal tourism is cited as one of the priority areas of development; on the other, fishing, a traditional sector, must be revitalised through the impetus of the European Union’s strategy. This strategy must also promote the relations between land and sea that are often neglected in territorial projects. This section provides an initial assessment of both sectors and puts forward some avenues for thought on their potential synergies in the current context

### 1.1 Promising coastal tourism and fishing under pressure

The coastal zone is very popular with visitors in the summer as well as in winter. Coastal tourism contributes to revitalising certain parts of the coast. The wild natural beauty of the coast, its rich biodiversity, its traditional cuisine of seafood products and its culture are as many assets that can be easily promoted (European Commission, 2011). Tourism uses the local characteristics of the territories for its development and its promotion. Thus, links can be created between this sector and other sectors subject to the development of tourism, such as fishing.

Tourism is an important industry in France. In 2010, it accounted for 7 % of GDP (French and foreign visitors) and two million jobs, with a share of 23 % of trips being oriented towards the coast (or 31 % of overnight stays) (Directorate General for Competitiveness, Industry and Services - DGCIS, 2012). In comparison, agriculture (forestry, hunting, fishing as well as crops and livestock production) did not even account for 2 % of GDP in France in 2010 (World Bank, 2013). Moreover, in the near future, tourism should further strengthen its position as the leading French industry with the advent of the economies of leisure, culture, education and retirement. Tourism is therefore a promising sector (Guigou, 2000).

In 2010, French fishing generated a turnover of one billion euros and accounted for 93 000 direct and indirect jobs (Agrimer France, 2013). The fishing sector is now experiencing several problems: resource depletion, rising expenses, sharing of the space with other users, etc. In 2012, 35 % of fish stocks located in European waters were assessed and, among those, 78 % are subject to overfishing (European Commission, 2013). Fishermen must also cover the cost of fuel, the price of which has been rising steadily. From 1998 to 2010, diesel for fishing rose from EUR 0.13 to 0.50 per litre; that is, an increase of 285 % (Meunier *et al.*, 2010). It is also necessary to rethink fishing activities within an environment that is coveted and subjected to an increasing number of uses. Therefore, fishing must now adapt to the increasingly present economic and environmental constraints.

## 1.2 The economy of experience: a promising tourism

### *From the agrarian economy to the economy of experience*

*Since World War II, the various economic dynamics have transformed the economy. In the mid-nineteenth century, the economy was primarily agricultural and industrial. Today, it is mainly made of services. The share of market services in the total value added rose from 34 % in 1949 to 56 % in 2008, while that of agriculture, such as primary production, has melted (2 % in 2008 against 21 % in 1949) (National Institute of Statistics and Economic Studies - INSEE, 2008). This raises the question of the necessary evolution of rural areas towards non-agricultural activities (Paris, 1996).*

In recent years, a new economy has been growing; it is the “economy of experience”. This sector of the economy stages services or products so that the offer put forward to “consumers” becomes memorable and sustainable over time. Today, the fastest growing consumption sector is that of the economy in connection with experiences (Fiore *et al.*, 2007). These make use of the five senses and can have different functions. These experiences can be educational and provide knowledge (tour of a company), entertaining (tour of a farm), aesthetic (discovery of a landscape) or even be an opportunity for a getaway (a night in an unusual location). They often combine several of these functions. They give the opportunity to “customers” to spend a moment that modifies their daily lives and enriches their memories. It can also contribute to the personal development of the individual, to his or her entertainment (Fiore *et al.*, 2007). These experiences address a need for authenticity that is increasingly present in the population (Pine, 2004).

This new sensitivity can for example be satisfied by industrial tourism that makes it possible to discover industries that are often overlooked. The prospect of economic experiences suggests the development of experiences supplied by a local economy to customers (such as local trade, tourism, restaurants) (Fiore *et al.*, 2007). For a few years, the opening of factories, workshops and other industrial sites to the public is being developed; this industrial tourism has even taken on an official name, having become for professionals the “tourism of industrial discovery”. In 2007, more than eight million tourists have experienced this new tourism (Prolongeau, 2009). The idea is to make use of the tour to assist in the development of businesses and to introduce the trades (Regional Council of Brittany, 2012). In many regions such as Brittany, a real organisation with the chambers of commerce and industry is being set up to help the development of this sector; tourist offices or tour operators are also important stakeholders (Prolongeau, 2009). This new tourism affects local tourism but also foreign tourists who accounted for 14 % of tours in 2007 (Prolongeau, 2009). Visitor experiences at the level of small rural businesses can contribute to creating competitive advantages for operators and also to enhance the overall image and vitality of the community and the territory (Fiore *et al.*, 2007). This economy of experiences can be achieved through industrial tourism but also by the use of certain characteristics that are specific to a product, an activity, a territory.

### 1.3 Experience economy in the fisheries sector

To meet the demand for experiences, and faced with the economic situation of primary sectors, programmes have enabled rural economic development by creating value around agricultural services (Fiore *et al.*, 2007). The fisheries sector as a primary sector can also create value around its activities. The authenticity of this industry and its integration into the landscape and the heritage of coastal communities make it an industry prone to developing an economy of experience. In addition, 89 % of French people say they have a good opinion of the country's fishermen, 72 % have a good image of the fishing sector and 83 % believe that fishing is essential to the economic vitality of our country (IPSOS, 2012). Maritime history, in connection with fishing, is also important for coastal communities. The positive image of this sector, as well as its socio-economic importance, make it an undisputed stakeholder along our coasts. This sector is increasingly brought to mix with that of tourism and meet a new demand. This demand comes from visitors wishing to explore the territory and authentic activities, but also from decision makers who support the territorial and maritime development, innovations, as well as the interactions between local economies and tourism. Thus, to meet consumer and market demand, experience tourism can take on many forms in the fisheries sector and can rely on either the activity as such, or the product derived from the activity

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#### 1.3.1 Commercial fishing as support to the economy of experience

In the first case, the economy of experience in connection with fishing can rely on activities of diversification<sup>1</sup> implemented by fishermen. These activities can be categorised into three groups (Roussel *et al.*, 2011). The first group concerns the activities that promote products rather than trades, such as direct sale (see next section). The second group integrates the activities that can be compensated or generate income, such as boarding passengers. The last group of activities rather concerns the activities integrated into the heart of the business, such as the participation in festivals, tours of the boats, and the discovery of the trades.

In addition to these activities are the tours of businesses in the fishing industry, generally carried out by the companies themselves, or by external stakeholders, such as the tours of fish markets organised by the tourist offices in some locations.

The development of these activities may have direct impacts and be profitable for the fisherman or the business. This is for example the case of pescatourism<sup>2</sup> which can be profitable when it does not alter the main activity (Baranger *et al.*, 2012). Impacts may also be indirect and improve the image of fishermen (Roussel *et al.*, 2011) but also attract young people into the profession without having visible direct impacts (e.g. financial benefits).

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#### 1.3.2 Fishery products used in the economy of experience

The economy of experience can also rely on the product of the activity for support rather than the business itself. In agriculture, for example, a tourism of experience was established around wine. This tourism allows visitors to discover the trade, the products, and the "terroir". This promotion is beneficial to the product and the territory.

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<sup>1</sup> In this study, diversification is the practice of a complementary activity implemented by the fisherman. It concerns activities related to the product, the trade or the operating structure (Lesueur *et al.*, 2010).

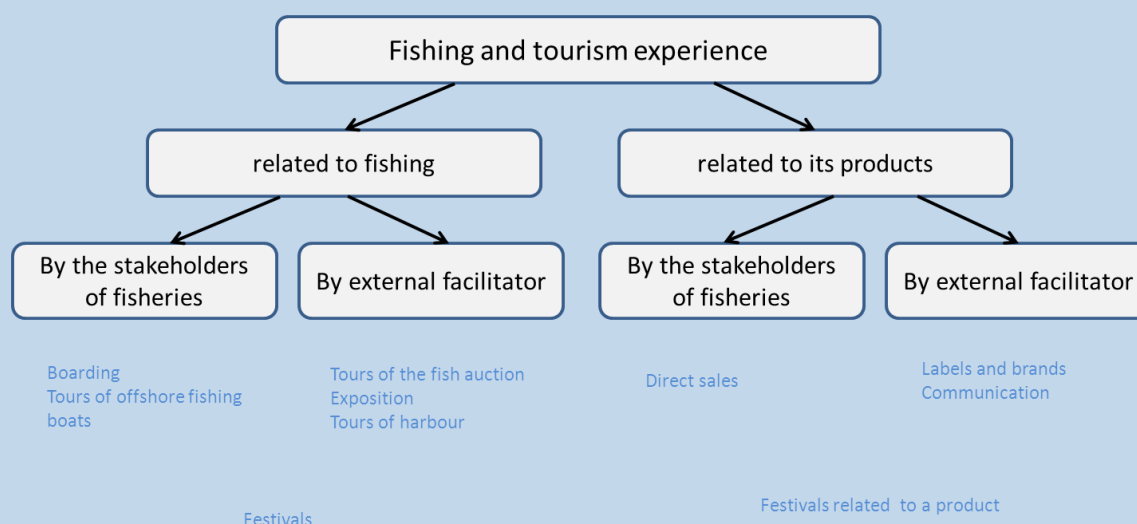
<sup>2</sup> Pescatourism corresponds to transport operations of passengers, carried out on a commercial fishing or aquaculture vessel, in order to enable them to discover the fishing or oyster farming trades as well as the marine environment in a manner that is concomitant to the commercial activity and non-related to a remuneration for this service (Instruction No. 139/DIRM SA of 13 March 2012).

Primary activities are then taken into account as to their specific requirements and for the promotion of productions (labels and brands) (Paris, 1996). Indeed, the products of local productions are increasingly demanded by consumers and have considerable notoriety. Some products have a good reputation and are well identified with respect to a production area or a type of fishing. This is the case of Marennes Oléron oysters, bouchot mussels, South Brittany sardines, etc. The promotion of these products sells the image of a territory and the associated product.

Seafood products meet the expectations of consumers well: they are fresh, often local and healthy. Consumers often associate seafood to holidays (Fournis *et al*, 2009; FARNET, 2013). Thus, the products of the sea can be promoted within a tourism of experience. Fishermen have the opportunity to be at the initiative of these activities through direct sale<sup>3</sup> which is both an activity of promotion of the product and of fishing itself. It allows the fisherman to have an additional income but also to strengthen tourist appeal and cultural character (FARNET, 2011). For example, in the Mediterranean, direct sale on market stalls is part of the cultural and tourism heritage.

The promotion of a product can also be made through labels and brands, but also through festivals that promote a product (mussel festival, sardine festival, etc.) and bring together stakeholders around a festive event. In that case, there is not necessarily a direct and immediate financial return for the fisheries sector but these actions make it possible to improve the image of the product and, ultimately, have for objective to increase sales. Finally, the product can also be promoted through the communication established across a territory, the goal being to promote a territory through a product of the “terroir”.

Coastal tourism is an important sector with a growth potential highlighted by the European Union in its development strategies (cf. Blue Growth). The fisheries sector has to face many environmental, social and economic pressures. One of the avenues for thought addressed in this report is to see how the fisheries sector can benefit from the development of coastal tourism and in what context. Indeed, there are interactions that are possible between fishing and tourism through tourism of experience, which allows to put forward to visitors experiences related to fishing or to its products (Figure 1).



<sup>3</sup> Direct sale is characterised by a direct contact between the producer and the consumer. It includes the sale on production and landing sites, as well as the sale on markets, conducting rounds or the sale in producer stores (FARNET, 2011).

### **Figure 1: Possible interactions between fishing and tourism**

*Source: GIFS surveys 2012 - 2013*

During the European Maritime Day, held May 22, 2013 by the Conference of Peripheral Maritime Regions (CPMR), coastal maritime tourism was defined as “a growth catalyst for the territories”. This is why it seems fundamental to understand how tourism and commercial maritime fishing can interact in a positive manner towards spatial development and growth. Activities related to tourism of experience are not intended to convert the stakeholders of fisheries, but rather to open the fishing sector to the public through tourism. This opening can be beneficial to both sectors. The study aims to analyse the synergies between these two sectors across a territory and understand how to promote them. The method implemented for this study and the results are presented in the following sections.

## **2 PRESENTATION OF THE STUDY AND ITS METHODOLOGY**

Tourism and commercial fishing can have positive synergies across a territory. The study aims to identify existing projects and understand how these sectors interact. The scale of the study has to be defined; it must be a compromise that is relevant to the study of fishing and tourism. In order to gain a good understanding of the interactions, the methodology consisted in surveying the stakeholders of these two sectors so as to have a global vision, that is to say, a vision of synergies across the whole territory.

### **2.1 The Saint-Brieuc Country: a relevant case study**

The study area is fundamental for the analysis. Linkages between sectors are created at the local level; the study area must therefore correspond to a territory which uses local initiatives as a driving force of economic development. According to the study of Paris (1996) and d’Ardillier-Carcas (1999), there is general agreement on the inadequacy of the communal and inter-communal framework with the objective of local development. At a more global level, regions and departments do not seem to be able to answer to stakeholders across the territory; they are present but are more likely to accompany the proposals and objectives of regions or urban clusters (ETD 2003). In addition, demand from tourism is not suited to these scales, and spatial strategies that can have impacts on the

interactions between the fishing and tourism industries have no interest in being created at these spatial scales.

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### 2.1.1 The Country, territory of cohesion and projects

*The status of Country is a territorial entity created to take advantage of geographical, historical, economic and social consistencies, in the context of spatial planning. This status was created in 1995 by the Spatial Planning and Development Act (Loi d'orientation pour l'aménagement et le développement du territoire - LOADT), also called Pasqua Act of 4 February 1995, reinforced by the Spatial Planning and Sustainable Development Act (Loi d'orientation pour l'aménagement et le développement durable du territoire - LOADDT), also called Voynet Act of 25 June 1999. The Country consists of municipalities or municipality clusters that give form to a territory of projects. This notably is a consultative body that allows local stakeholders to work together to develop a sustainable development project for their territory.*

Countries are areas that have been shaped by economics and History, so there is a strong correlation between the territory and the life of geographical areas (Ardillier-Carcas, 1999). Within the Country is a strong cultural, historical, natural identification, on which are expressed solidarities between citizens - residents and the actors of development (political, social, economic stakeholders). This promotes a sense of belonging to the territory (Paris, 1996). The "Country" scale gives an identity card to a territory by promoting its economic, social and cultural local development and specific expertise capital (Guigou, 2000). In addition, the Voynet Act makes the Country a true territory of projects, based a local intention (ETD 2003). At the Country level, development stakeholders support economic activities and policies, producing new feelings of belonging and rooting across their territory (Guigou, 2000).

As a territory of projects, organised around living areas and where a sense of local identity can be important, the Country was chosen to address the local development of coastal zones. That way it makes it possible to account for interactions between the two studied sectors, fishing and tourism, with a spatial approach<sup>4</sup>, an approach on which the study is based for its understanding of the synergies between both industries. In addition, the Country may, in some cases, be a territory of tourism; it corresponds to the tourism consumption basin where policies and territorial actions are unified and have common objectives, aiming to put forward a suitable offer to visitors (Cadoret *et al.*, 2008).

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### 2.1.2 The Country of Saint-Brieuc

Along the coast of the English Channel, numerous projects bind fishing and tourism in a more or less direct manner. These projects were identified from a survey conducted in 2012 among the tourist offices of the English Channel. This survey was completed by online research, notably from the websites of tourist offices and coastal towns. From the data collected, a database was constructed for the French coast of the English Channel. This database can be displayed on a digital atlas and identifies areas of concentration of projects. These areas of concentration have influenced the choice of the study area.

The Country of Saint-Brieuc appeared as an area where fishing and coastal tourism are important activities and where a number of projects exist (such as festivals, museums, guided tours). This territory was chosen as the site for preliminary study. The Great Atlantic scallop [also referred to as "scallop" in this report] is an iconic fishery of this territory it is often cited as an example of a well-

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<sup>4</sup> The territorial approach is one that provides a comprehensive insight into a territory, considered as a socio-economic group composed of men, women, resources, know-how (De Borchgrave *et al.*, 2001a).



managed fishery. In addition, the scallop enjoys a great reputation in France and beyond, and is often put forward as a product of “terroir” in the communication of the Saint-Brieuc Country.

## 2.2 The surveys

Once the study territory had been selected, it was decided to conduct semi-structured interviews, with the help of an interview manual, in order to collect as much information as possible on the topic of the study. These allow for more meaningful and freer exchanges than structured questionnaires, they enable open discussions on topics put forward by the surveyor (Blanchet *et al.*, 1994). The interview manual is intended for surveys lasting from 30 minutes to 1h30 (Table 1).

**Table 1: Structure of the interview manual**

Theme addressed	Examples of information requested
State of play of the sectors	Figures, developments and prospects, important for the Country of Saint-Brieuc, usage of the image of fishing across the territory
Fishing-tourism interactions	Interactions at different scales (from the territory to the structure), incentives for interactions
Identification of fishing-tourism projects	Nature of projects, upcoming or aborted projects, request/expectations of stakeholders for projects
Description of the project	Origin, project lead, objectives, involvement of fishermen, impacts
Prospects and remarks	Bottlenecks, possible levers, motivations, expectations

*Source: GIFS surveys 2012 - 2013*

During the interviews, existing projects have been identified and particular attention was paid to the work habits of stakeholders; that is to know whether the stakeholders of the fishing and tourism sectors work together. The relatively non-directive nature of the interviews allows the collection of information on the existing interactions between these sectors, and particularly on the projects (completed, ongoing and future), levers, and obstacles. The objectives are to assess the involvement of inshore fishing in the tourism dynamics of the area, to understand how inshore fishing is used across the territory as a potential tourism asset (image, activity, products, etc.) and to analyse the benefits for both sectors in a qualitative manner.

## 2.3 The selection of stakeholders to be surveyed

The interview manual was constructed so as to target various stakeholders: players connected with the fishing sector, those connected with the tourism sector and the actors who have a more global role that can be cross-cutting. They can be individual economic or cultural stakeholders or collective players originating from professional organisations or political institutions.

The stakeholders that may have a role in the topic of the study were grouped by category. The goal is to meet as many categories of players as possible in order to have a global vision of the issues across the territory. To build these categories of players, it was first necessary to understand the structure of the fishing and tourism sectors in the Country of Saint-Brieuc (Appendix 1 - Figures 5 and 6). The stakeholders met potentially had knowledge of the topic of the study. Some actors were met in order to collect statistics on the fishing and tourism sectors; it is the case of the Regional Observatory of Tourism (*Observatoire Régional du Tourisme*) and the agency Côtes d'Armor Development (*Côtes d'Armor Développement*). The categories of stakeholders met are presented in Table 2.

**Table 2: List of structures met during the study**

Category	Structure
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<b>Organisations and structures linked to fishing</b>	Departmental Committee for Maritime Fisheries and Marine Fish Farms (CDPMEM) Regional Committee for Maritime Fisheries and Marine Fish Farms (CRPMEM) Chambers of Commerce and Industry of Côtes d'Armor (CCI) Fish auctions of Erquy and Saint-Quay-Portrieux
<b>Collectivities, inter-communal cooperation establishments, associations</b>	Regional Council of Brittany Regional Committee for Tourism Regional Observatory of Tourism General Council of Côtes d'Armor General Council of Ille et Vilaine* Departmental Committee for Tourism Côtes d'Armor Development <sup>5</sup> Tourist Office of Saint-Quay-Portrieux Tourist Office of Binic Tourist Office of the Bay of Saint-Brieuc Joint union "Syndicat mixte des deux caps" Joint union of the Saint-Brieuc Country "Syndicat mixte du Pays de Saint-Brieuc"
<b>Associations</b>	Great Atlantic scallop Society Tourist Office of Erquy Development Council of the Saint-Brieuc Country and the Saint-Brieuc urban cluster

\* The General Council of Ille et Vilaine was met due to the fact that the topic of the study is of interest to them and their experience is valuable for the study.

*Source: GIFS survey 2012-2013*

In total, 18 actors from the fishing and tourism sectors have been surveyed in the Saint-Brieuc Country. The list of persons surveyed is provided in Appendix 2. These surveys have generated a great interest from all stakeholders met.

### 3 FISHING AND TOURISM ON THE TERRITORY OF THE SAINT-BRIEUC COUNTRY

Before analysing the data from the interviews, the following section presents a brief state of play of the sectors in order to place the results in the context of the Country of Saint-Brieuc.

#### 3.1 Fishing in the Saint-Brieuc Country: a rather favourable situation

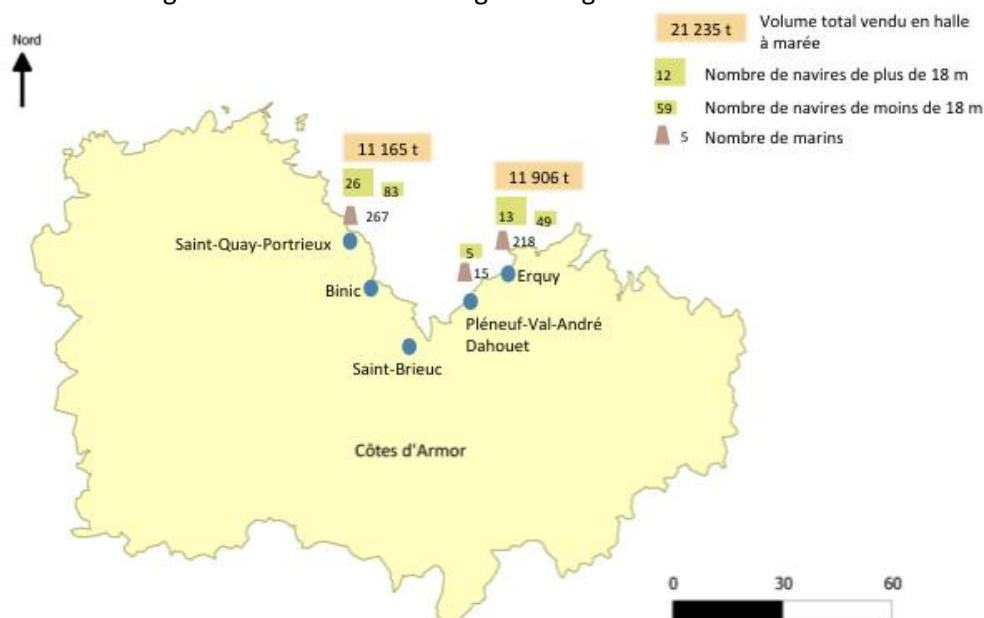
Where fishing is concerned, the territory of the Saint-Brieuc Country is embodied by the maritime district of Saint-Brieuc. Fishing is part of the history of the Bay and is an economy rooted in the territory. The figures used in this section are derived from CAD 22.

##### 3.1.1 Characteristics of fishing in the Bay of Saint-Brieuc

The Country of Saint -Brieuc has three fishing ports: Saint-Quay-Portrieux, Erquy and Dahouet (Pléneuf-Val-André) as well as two fish auctions that are located in Erquy and Saint-Quay-Portrieux (Figure 1). In 2012, the inshore fleet of the Saint -Brieuc Country consists of 127 units and the offshore fleet of 28 units. The coastal fishing vessels have more diversified activities and practice several trades over the course of the year. The main trades performed in the Bay of Saint- Brieuc are dredging, trawling, pot fishing, gillnetting and lining. In 2012, landings in the Country of Saint- Brieuc

<sup>5</sup> Côtes d'Armor Development (CAD 22) is an agency of economic and spatial development that has the role of resource centre and is an operational tool for the economic and spatial development of the department (CAD22, 2013).

amounted to 10 500 tonnes. The main species landed in 2011, in terms of value, in the fish auction of Erquy are, in order of magnitude, Great Atlantic scallops, monkfish, John dories, cuttlefish, squids (Saussier, 2012a); and for Saint-Quay-Portrieux, they are Great Atlantic scallops, monkfish, cuttlefish, squids and bay scallops [in French, “pétoncles”, not to be confused with the “Coquilles Saint Jacques” (scallops or Great Atlantic scallops) in this report] (Saussier, 2012b). In Pléneuf-Val-André, the landings of the few fishing units are done in the neighbouring fish auctions.



**Figure 1: The fishery of the Saint-Brieuc Country in 2011**

Source: Halary, 2012 - Conception: AGROCAMPUS OUEST

The sector's supervising occupational structure are, at the regional level, the Regional Committee for Maritime Fisheries and Marine Fish Farms (CRPMEM) and, at the departmental level, the Departmental Committee for Fisheries (CDPMEM) and the Producer Organisation (PO) Cobrenord (Appendix 2 - Figure 4). The fish auctions of Erquy and Saint-Quay-Portrieux are the same entity and are managed by the CCI of Côtes d'Armor. Across the territory, these actors claim true cohesion. According to the interviews, the stakeholders work together for the reputation of their fisheries, and fish auctions seem to be undisputed players of local development. In recent years, fish landings have been increasing and are well above Great Atlantic scallop landings that to date have always been the flagship species of the Bay (Saussier, 2012a).

### 3.1.2 Fishing for Great Atlantic scallops: the flagship fishery of the maritime district

The Great Atlantic scallop exploited in winter is the first species of the Bay of Saint-Brieuc in terms of volume and value. Fishing for scallops is essential to the maritime life of the Bay of Saint-Brieuc. This fishery is carried on a deposit that was rediscovered in the early 60s and has grown considerably. This protected 150 000 hectares natural deposit has rapidly become the centre of gravity of the fishing economy in Côtes d'Armor (Halary, 2012).

Scallop fishing takes place from October to April, before the development of coral (reproductive organ). The management of this fishery is very supervised and regulated in order to manage the resource and allow its renewal: two days of fishing per week with a limit of 45 minutes per day (usually on Monday and Wednesday). Since 1973, licences are established by the profession to ensure a sustainable management system. These licenses are used to set the number of vessels authorised to fish on the deposit (CDPMEM 22, 2013). In Erquy, it is approximately 60 boats that leave the port and then land an average of 600 kg after each outing.

In 2011, this fishery alone accounts for 24 % of the department's fisheries turnover. Across the Country of Saint-Brieuc, Great Atlantic scallop landings oscillate between 4 000 and 6 000 tonnes since 2005. In 2011, more than 5 000 tons of scallops were landed in the fish auctions of Saint-Quay-Portrieux and Erquy. This represents almost seven million euros for Saint-Quay-Portrieux and six for Erquy, out of the 32 million landed in these fish auctions (Saussier, 2012 a and b). The Great Atlantic scallops of the Bay must imperatively pass through a fish auction; they are then sold or purchased by the various links of the sector. The Great Atlantic scallop, *Pecten maximus*, of Côtes d'Armor is the first commercially harvested shellfish certified in France (Burel, 2013). It benefits from a certification of Product Compliance: product guaranteed and identifiable for the buyer and the consumer as well as a PGI (Protected Geographical Indication), which is a European certification of origin and quality.

Across the Country of Saint-Brieuc, scallop fishing is therefore important in terms of employment, of volumes, and turnover, but also at the cultural, social, and identity levels. Indeed, fishing is part of the local history and is widely used as a symbol of the area's identity.

### **3.2 The importance of the coastal zone for tourism in the Country of Saint-Brieuc**

In Brittany, coastal tourism represents 9 million tourists and places this region at the forefront in terms of coastal holiday trips. In 2011, tourism in Brittany accounts for 97 million overnight stays, of which 75 % on the coast (Regional Council of Brittany, 2013). This area is renowned for the beauty of its coastline and attracts many visitors. One of the objectives of the regional tourism policy of Brittany is to keep and promote this maritime identity.

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#### **3.2.1 Tourism in Côtes d'Armor**

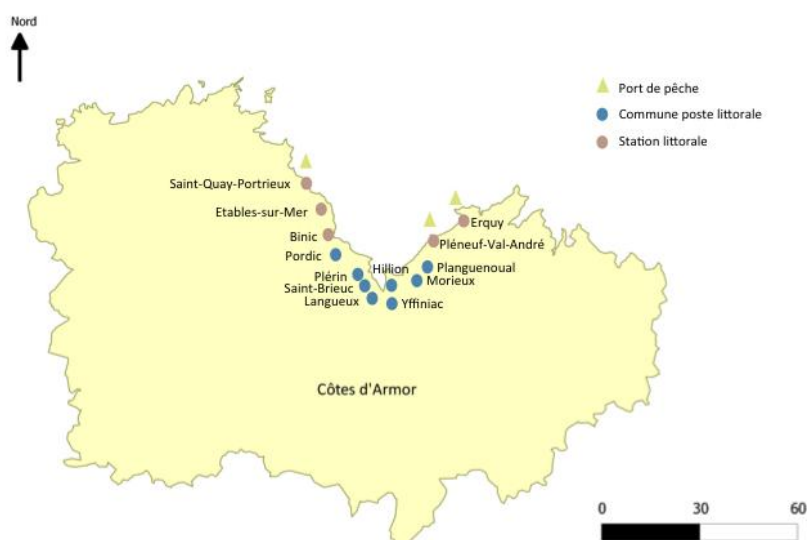
Tourism in Côtes d'Armor is the second largest industry after agrifood; it is therefore a very important sector for the department. This activity represents 10 % of GDP and 10 000 direct jobs during the peak season. In high season, Côtes d'Armor is visited daily by 300 000 tourists (General Council of Côtes d'Armor, 2012). The territory of the Saint-Brieuc Country accounts for a quarter of the tourist offer of Côtes d'Armor and a quarter of tourist beds in the department, for a third of the population. It should be noted that three-quarters of tourist beds are located within the coastal communities. Erquy is the first municipality in the country in terms of accommodation (the second of the department) (Anonymous, 2012). In terms of activities, the Country of Saint-Brieuc accounts for, in 2008, 26 % of the supply of leisure activities of the department with, among others, 19 "water-based recreational activities" and 23 activities of "culture and recreation" (Anonymous, 2008). However, these headings do not provide information about the details of the activities available and whether some of them have more or less direct links with the sector of commercial fishing.

Tourist frequentation is spread from Easter to late October. It is still worth noting that a quarter of the season's tourist frequentation is fulfilled over the first 20 days of August (Anonymous, 2010). During their stay, tourists balance their spending between accommodation (30 %), food (33 %) and transport, travel and leisure (38 %) (Anonymous, 2010). Tourism is highly seasonal; this feature must be taken into account in the study.

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#### **3.2.2 Structure of tourism in the Country of Saint-Brieuc**

Where tourism is concerned, the coastal zone of the Saint-Brieuc Country is composed of two types of municipalities. "Stations" directly involved in the tourism and seaside function, and post-coastal municipalities more or less directly involved in the attractiveness of stations (Figure 2).



**Figure 2: Location of coastal municipalities of interest for tourism in the Country of Saint-Brieuc**

*Source: Country of Saint-Brieuc, 2013 - Conception: AGROCAMPUS OUEST, 2013*

The structure of the sector is presented in Appendix 1 (Figure 6). Fishing ports are located in coastal stations, which also are important destinations of interest for tourism. However, no study has been conducted across the territory to determine the demand and/or tourist frequentation in more or less direct link with the commercial fishing sector. However, a number of stakeholders surveyed are interested in this information, which is difficult to obtain. Coastal tourism is an important sector for the territory but the role that fishing plays in the attractiveness of the coastal zone is not known.

Commercial fishing and tourism are two important sectors across the study territory. Tourism contributes to the economic vitality of the area. Fishing is part of the territory, of its identity, and also has economic impacts on it. Tourism “stations” and fishing ports are the identical, they are the same locations. Interactions may therefore exist between the sector of tourism and that of fishing in these places. The study explores the synergies that exist between these two sectors and identifies joint projects. The rest of the report presents the results of the surveys and of the bibliographical research on the topic.

## 4 INTERACTIONS BETWEEN THE SECTORS OF FISHING AND TOURISM ACROSS THE COUNTRY OF SAINT-BRIEUC

The projects that are taken into account in this study may be actions, activities or events that directly or indirectly bind the fishing and tourism sectors. Three types of projects have been identified across the Country of Saint-Brieuc: projects that illustrate the history of fishing, economic discovery projects, and projects carried out by fishermen to diversify their activity<sup>6</sup>. These projects can be linked to either the act of fishing, or the product (in most cases the Great Atlantic scallop).

### 4.1 Fishing as a product of interest for tourism

The interviews have showed that these two sectors coexist without difficulty, but that they do not necessarily interact. Some projects bind these two sectors but fishing is not a major product of interest for tourism across the Country of Saint-Brieuc and the interactions between these two sectors are quite rare.

<sup>6</sup> In this study, diversification is the practice of a complementary activity established by the fisherman. It concerns activities related to the product, the trade or the exploitation structure (Lesueur *et al.*, 2010).

*The Great Atlantic scallop fishery will be the topic of a separate section due to the emblematic use of the scallop product across the territory.*

#### 4.1.1 Maritime projects around the history of fishing

Currently, maritime tourism projects implemented across the territory are not intended to publicise modern-day fishing to visitors, but rather to preserve the Breton maritime culture in a larger sense and to promote the territory. It is mainly achieved through popular festivals (Table 3) during which is highlighted the history of a fishery of the past as well as Breton culture. Indeed, fishing has been very important in the area in the twentieth century. Fishermen went offshore of Newfoundland to fish for cod until 1992, when the stock collapsed.

Museums and exhibitions on the topic of the sea also have little reference to modern fishing. When fishing is addressed, it is most often through the historical standpoint. Former fishermen as well as fishermen's wives participate in these events and are active members of the organisation. Almost no link is made with the active fishing professionals.

According to respondents, these projects may seem a bit overrated and tend to aestheticise fishing or make it a postcard, a memory. One respondent from the fishing industry also said: *“Reality is being magnified; there is an aesthetic reinterpretation of history, disconnected from reality.”*

**Table 3: List of projects identified across the territory, where fishing could be represented**

	Topics				Brief description
	Present day fishing	History of fishing	Maritime	Gastronomy	
<b>Maritime festival of Saint-Brieuc (<i>Fête maritime de Saint-Brieuc</i>)</b>		X	X		<ul style="list-style-type: none"> <li>- Traditional boats</li> <li>- Music and shows</li> <li>- Traditional dances</li> <li>- Dockside exhibitions</li> <li>- Sailor songs</li> <li>- Catering on site</li> </ul>
<b>Cod festival (<i>Morue en fête</i>)</b>		X	X	X	<ul style="list-style-type: none"> <li>- Tribute to fishermen</li> <li>- Traditional boats</li> <li>- Local handicraft</li> <li>- Maritime activities</li> <li>- Concerts and parades</li> </ul>

Mackerel festival ( <i>Fête du maquereau</i> ) (Saint-Brieuc)	X	X	<ul style="list-style-type: none"> <li>- Recreational fishing races</li> <li>- Tastings</li> <li>- Traditional games</li> <li>- Concerts</li> <li>- Catering (traditional, grilled mackerel and mussels and chips)</li> </ul>
Sea festival ( <i>Fête de la mer</i> ) (Pléneuf-Val-André)	X	X	<ul style="list-style-type: none"> <li>- Water-based activities (ancient sailing ships)</li> <li>- Catering</li> <li>- Fest-noz (night festival)</li> </ul>
Maritime heritage workshop ( <i>Atelier du patrimoine maritime</i> ) (Pléneuf-Val-André)	X	X	<ul style="list-style-type: none"> <li>- Collections of objects from the past linked with the sea</li> <li>- Sailing ship models</li> </ul>
Museum of popular traditions ( <i>Musée des traditions populaires</i> ) (Binic)	X	X	<ul style="list-style-type: none"> <li>- Collections (from coastal navigation to offshore fishing)</li> </ul>
Newfoundland temporary exhibition ( <i>Exposition temporaire Terre-Neuve</i> ) (19/10/13 au 20/04/14)	X	X	<ul style="list-style-type: none"> <li>- Story telling</li> <li>- Presentation of the trade and the regions where fishermen practiced their trade</li> </ul>

Source: GIFS surveys, 2012-2013

#### 4.1.2 The discovery of a local economy: fishing

The presence of commercial fishing is important for the territory's economy but also for its identity, as was indicated by the stakeholders met. Across our study area, the discovery of the fisheries sector is run, in part, by people from outside the industry and without any ties with fishing professionals. The municipalities of Erquy and Saint-Quay-Portrieux wished to make the fisheries sector known to the general public by implementing various projects or by communicating on existing ones. Still, this type of activity is not the main axis of development of tourism stakeholders. They are marginal activities compared to all the products of interest to tourism across the territory; they are part of a whole and attract curious visitors. *"Tourism of experience is a niche market, it is even more so for fishing which is a sector that is poorly known and difficult of access for the general public."*

The sites of Saint-Quay-Portrieux and Erquy are working on the discovery of the fishing sector and provide tours of the fish auction and/or the port, made by a guide (Table 4). These visits are made independently and there is no involvement of fishermen or of industry professionals. To carry out these tours, guides were trained (one night at the fish auction), and contacts were made with the various stakeholders of the sector (DDTM, Committee for Fisheries, fish auction, etc.). During the tour, the guide presents fishing using illustrations and models. During the Great Atlantic scallop period, tours focus on this topic. Fish auction discovery activities are presented online on the websites of tourism stakeholders of the Saint-Brieuc Country as well as on the portal of "business touring in France" supported by the Ministry of Handicrafts, portal which lists all of the French businesses that are open to the public.

Table 4: List of available activities that are linked to fishing, and their audience

Activities	Erquy "Syndicat des Caps" Union	Saint-Brieuc Tourist office	Saint-Quay-Portrieux Tourist office
Tours of the port	Schools	Included in a 3h tour called "tour of the port"	General public

<b>Tours of the fish auction</b>	General public & Schools & Groups of farmers <sup>7</sup>	-	General public & Schools
<b>Exhibitions</b>	-	-	Permanent exhibition on the Great Atlantic scallop fishery

Source: GIFS surveys, 2012-2013

According to surveys, these experiences meet an increasingly present need for authenticity among the population. In Erquy, for example, the fish auction tour is the flagship activity during the peak season out of the 110 activities provided by the “*Syndicat des Caps*” Union. Although the stakeholders surveyed indicate that constraints are important and that this activity remains marginal in relation to fishing and tourism, it seems that local tourism stakeholders are attracted by the implementation of these activities on their locality. According to surveys, there is a real lack of contact between fishing and tourism stakeholders. The latter all agree that meetings between tourists and fishing professionals would be undeniable assets of interest for tourism. Similarly, the collection of accounts from fishermen would bring much added value to these tours. But tourism stakeholders do not necessarily have the right contacts. In addition, from an administrative and organisational standpoint, it is also easier for the latter to organise the tours themselves (payment of the performance, management of schedules, etc.). Comments collected from tourism stakeholders:

*“There is no discovery of the port for the general public. It could be implemented because the port is well organised and many would be interested (also the hours would be less restrictive than those of the auction)”. “The problem is that the general public does not see the fishermen, the ships in action, the link between production, product and processing is lacking.”*

#### 4.1.3 Diversification to introduce fishing to visitors

The link with the fishermen exists when it is they who implement activities that directly or indirectly affect tourism. Based on the study by Roussel (2011), it is possible to highlight diversification activities related to tourism implemented by fishermen across the territory of the Saint-Brieuc Country. However, these initiatives remain rare (Table 5). When informed, tourism stakeholders (tourist office or the “*Syndicat des Caps*” Union) communicate on these activities to the general public.

**Table 5: Diversification activities established by fishermen within the Country of Saint-Brieuc**

Diversification activities linked to tourism	Description
<b>Boarding of passengers</b>	Only one fisherman offers boardings of passengers in Saint-Quay-Portrieux: “Fishing outing at sea on a shellfish trawler” Punctual boardings may occur during maritime festivals for example.
<b>Direct sale</b>	This activity is not often carried out on the territory or in any case is not very visible. It can punctually be relatively significant for Great Atlantic scallops before the holiday season.

<sup>7</sup> This activity aims to introduce farmers to an alternative local primary industry present in the territory. This activity is carried out in partnership with the CCI.



<b>Involvement in maritime festivals</b>	Fishermen can participate in several maritime festivals in the territory. It is the case mainly during the Great Atlantic scallop festival.
<b>Contribution to documentaries</b>	Some fishermen occasionally participate in films or documentaries about their trade. One can quote for example the film "Planet Ocean" by Yann Arthus Bertrand

Source: GIFS surveys, 2012-2013

### Direct sale

Although fishing across the Country of Saint-Brieuc is essentially coastal and so would allow a regular supply of stalls, few fishermen regularly and visibly practice direct sale. According to the persons surveyed, this activity is not part of the culture of the area, contrary to other geographical areas such as Upper Normandy and the Mediterranean, where this activity is part of the tradition. In the Country of Saint-Brieuc, some fishermen carry out this activity on the port, such as in Erquy where a fisherman sells his production to tourists during the summer. This activity is also carried out in markets. It is, however, performed punctually with the Great Atlantic scallop before the holiday season: some fishermen sell up to 60 % of their catch of scallops before Christmas. This diversification activity represents an additional workload, but it is also a source of additional income for the fisherman.

According to respondents from the fisheries sector, it does not appear that this activity could be a development perspective for the fisheries sector in the Saint-Brieuc Country. Yet stakeholders of tourism underline the interest of visitors for fresh local products that could be bought directly from producers. *"There is no rise of this type of activity, there is even rather a decrease, it is another trade. About 10-15 % of the production is sold by the fishermen, it remains marginal."*

### Boardings of passengers

There is no true "pescatourism" across the territory. Only one shellfish fisherman embarks passengers on board his trawler. Since the fisherman is forbidden by law to embark passengers when practicing trawling and dredging, he decided to disarm his ship in the summer and change his activity. He then proposes activities of recreational fishing and discovery of the fishing trade. There is no observation of commercial fishing during these tours. The objective is for the fisherman to introduce his trade and gain additional income outside of the Great Atlantic scallop fishing season.

Tourist offices in the Country of Saint-Brieuc have regular requests from visitors to board a fishing boat. Currently, this activity is very restrictive for fishermen whether organisationally or administratively (notably with regulatory restrictions). Yet *"it works really well, people are fond of this kind of activity."*

Other diversification activities seem episodic, occasional (festivals, documentaries, ...) and the participation of fishermen is variable. In the end, even if these activities enable interactions between the fishing and tourism sectors, they remain little practiced across the Country of Saint-Brieuc. Still, the activities related to fishing that are made available by fishermen or by outsiders are very appreciated by tourists, due to the fact that they correspond to the quest for authenticity, and discovery, of the visitors. All local stakeholders interviewed highlighted the region's potential for such activities.

## 4.2 The Great Atlantic scallop, a link between both sectors

The link between the fishing and tourism industries is forged, in fact, via the scallop, iconic product for the territory. It is used in communication and promotion by the tourism stakeholders. However, fisheries stakeholders are generally not very much involved in the promotion of the territory through a product of their trade. It is in fact rather a promotion, and events, implemented by the stakeholders in charge of these missions.



#### 4.2.1 The Great Atlantic scallop, a gastronomic emblem of the territory

All the stakeholders of tourism that were interviewed mentioned the importance of the scallop product as a product of the “terroir”, which is a key element for the territory’s reputation. Many projects are implemented across the Country of Saint-Brieuc to promote this product (Table 6). These projects are for visitors and residents. They are intended to associate the territory to this product in order to be identified as a tourist destination. The scallop’s shell is used in the communication of tourist offices, on logos, on their websites and pamphlets (Appendix 3 - Figure 7). It is also highlighted during gastronomic events, as well as various other events. For example, the “Golf Armoricaïne” (golfing tournament) uses the emblem of the Great Atlantic scallop shell in its communication and on its poster (Appendix 3 - Figure 8), in the title of the prize (the Great Atlantic scallop trophy) and through scallop tastings. This use provides specificity to the territory and allows it to be a well-recognised entity.

**Table 6: Projects on the Great Atlantic scallop across the Country of Saint-Brieuc**

Projects	Description
<b>Charters</b>	Two charters guarantee the use of scallops from the Bay by participating restaurants across the Country of Saint-Brieuc (Appendix 3 - Figure 9). They were signed by restaurants and: - the ex-local Committee for fisheries and the Producers Organisation Cobrenord for the first charter - the Great Atlantic scallop Society for the second charter.
<b>Cooking classes</b>	Established by the “Syndicat des Caps” Union in Erquy
<b>Gastronomic events</b>	Fine food show (Saint-Brieuc); “Rock’n Toques” Festival (Saint-Brieuc); Great Atlantic scallop festival and exported events (Montmartre, Villard-de-Lans, Lyon, Oupeye in Belgium)
<b>Gastronomic stay</b>	Holiday tour which includes Bay scallop tastings, provided by the tourist office of Saint-Quay-Portrieux and the “Syndicat des Caps” Union of Erquy

*Source: GIFS surveys, 2012-2013*

The promotion of the Great Atlantic scallop product across the territory is mainly carried out by tourism stakeholders to promote the tourist destination “Country of Saint-Brieuc”. Certain steps are backed by fisheries stakeholders, such as the charter for restaurants, however this approach is not clearly visible as indicated by some of the players interviewed. Indeed, this charter is not well known in the area and it is located in the municipality of Saint-Quay-Portrieux. In addition, a similar charter is proposed by the Great Atlantic scallop Society. A unique charter would have more impact on the territory, the consumer, and tourism stakeholders would benefit.

It is also clear that the projects implemented by the tourist offices or the collectivities have a broader reach because they have greater means of communication. However, these projects are not harmonised across the territory, notably because of the skill areas of the various structures. Indeed, tourist offices can only work on the area on which they can operate, which is often the municipality. As such, some projects cannot be implemented. For example, it is not possible to have stays that integrate several locations unless it is provided by an outside agent or a departmental Committee for tourism, or by a combination of several tourist offices. Yet visitors are attracted to this type of products as they are not limited to one location during their travels. *“The weekend on the theme of the Great Atlantic scallop is very popular with groups and individuals.”*

#### 4.2.2 A product that can be the link between tourism and fishing

In most cases, the Great Atlantic scallop product is used as an emblem of the territory even if no link is made with fishing. The scallop is used as the logo of tourist offices, but do visitors make the link

upstream with fishing? Certain projects aim to promote fishing, which is where the shellfish originates from, and by doing so make the link between the product and the production. As underlined by the “Syndicat des Caps” Union and tourist offices of Erquy and Saint-Quay-Portrieux, visitors are very interested in this activity and wish to observe landings as well as discover the trade.

Tourism structures that have a fishing port in their area of expertise are trying to promote fishing by linking with the product. Thus, the tourist office in Saint-Quay-Portrieux has provided visitors with a free permanent exhibition entitled “From its birth to your plate, the Great Atlantic scallop is unveiled in 10 m<sup>2</sup>”. This exhibition traces back to the history of the fishing port, presents the Bay of Saint-Brieuc as well as fishing, and then devotes itself to the scallop fishing economy and the various possible pleasures around the product such as leisure (watching the landings, tours, ...). This exhibition, which consists of billboards, allows visitors (tourists and locals) to get an overview of the scallop fishery. During the scallop season, tourism stakeholders propose tours of the port and the fish auction on the theme of scallop fishing. But the scallop fishing season – from October to May - is actually at odds with the presence of tourists in the area.

The product is widely used in tourism communication without direct economic benefit to the fishing sector. The promotion of the product and the trade through tourism can yet benefit fishing. These benefits are related to the image of fishing but also to the increased sales of seafood. In most cases, they are long term benefits on a broad scale that the local fishing industry will not feel.

#### 4.2.3 The example of the Great Atlantic scallop festival

In the Country of Saint-Brieuc, an event enables the promotion of both the product and the activity for a weekend, it is the Great Atlantic scallop festival. This festival is organised at the end of the fishing season (April), which coincides with the beginning of the tourist season (spring holidays). This compromise makes it possible to reach a maximum number of visitors and present a product as well as a trade. The scallop festival is a popular festival held since 1993 with support from the General Council of Côtes d'Armor (Table 7). It takes place every year successively in one of the three main fishing ports of Côtes d'Armor: Erquy, Saint-Quay-Portrieux and Loguivy-de-la-mer. The purpose of this event is to create linkages between tourism and fishing by allowing visitors to discover the latter. The festival posters (Appendix 4 - Figures 10, 11 & 12) successfully illustrate the scallop product that is the central element of the posters, however fishing itself is not always mentioned. On the posters of past editions, only that of Erquy in 2011 mentions fishing, by means of a fishing boat and a sailor.

**Table 7: The Great Atlantic scallop festival**

	Saint-Quay-Portrieux	Erquy
<b>Organiser</b>	CDPMEM 22	Association reginéenne de la Coquille Saint-Jacques (Great Atlantic scallop association of Erquy)
<b>Role of the tourist office</b>	Communication, event support (ticket distribution...)	Communication and activities
<b>Role of fishermen</b>	Fishing demonstration, vocal accounts, landing and sale of scallops to visitors	
<b>Cohesion of stakeholders of fishing and tourism</b>	Very good	
<b>Number of visitors</b>	Between 50 000 and 70 000 visitors on average	
<b>Origin of visitors</b>	Local, regional, national and neighbouring countries (Belgium)	
<b>Reach</b>	Events exported to Montmartre, Villard de Lans, Lyon, Oupeye (Belgium)	

*Source: GIFS surveys, 2012-2013*

During the Great Atlantic scallop festival, the activities available are:

- ✓ Fishing demonstrations: motor boats embark passengers to go watch scallop fishing. On board the speedboats, explanations are given either by an ex-fisherman,
- ✓ tours of the fish auction;
- ✓ tours of navy vessels and offshore fishing boats;
- ✓ encounters with fishermen;
- ✓ scallop tastings (close to 20 000 skewers prepared).

During this event, visitors may also buy scallops of the Bay at auction, either orally or in a fish auction.

*In 2009 in Saint-Quay-Portrieux, The Great Atlantic scallop festival accounted for:*

*5 500 passengers*

*30 000 entries*

*1 650 kg of scallops tasted (or 18 000 meals)*

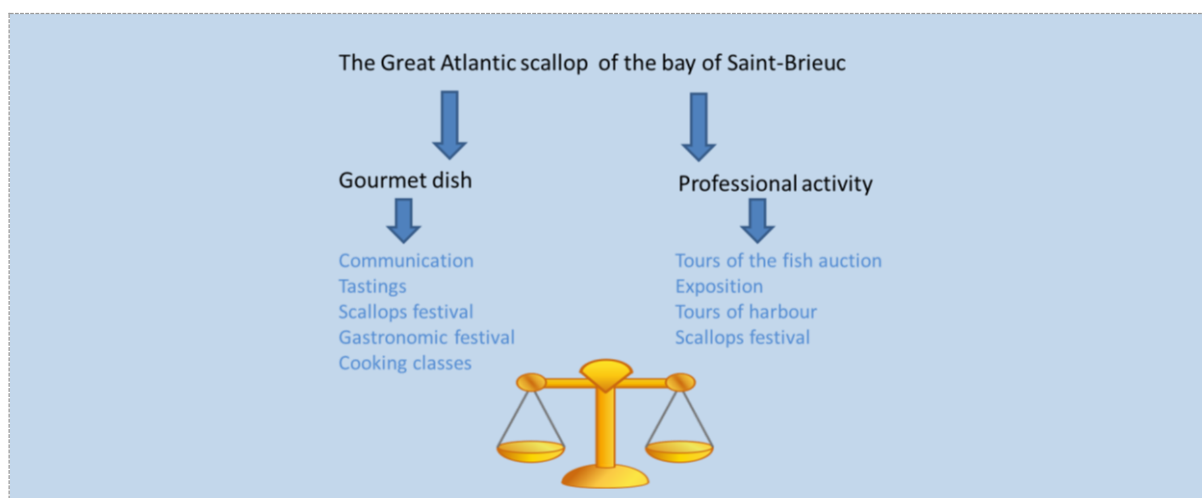
*50 tonnes of scallops sold*

*17 000 spectators at concerts*

It seems that at a global level, the stakeholders interviewed see this event as very marginal, reaching few people. However, at the local level, players underline the importance of this event and the high demand of visitors to participate in this event. It is also exported to present the product, fishing and the territory on a larger scale (Montmartre, Villard de Lans, Lyon, Oupeye). During this event, stakeholders work together to promote and increase the notoriety of the territory. Indeed, the representatives of fishermen (CDPMEM 22) are part of the organisation Committee, and during the event, fishermen are very important contributors, and are being put forward in the various activities available. Tourism stakeholders are present in support of communication and the organisation. There is a true synergy between the two sectors during this event. However, according to surveys, visitors do not always make the link between the Great Atlantic scallops of the Bay that they taste at the event and another scallop proposed in restaurants or in supermarkets. This event can be seen as a marketing operation but which, beyond the one-time impact on the territory during the festival, has no long term economic impact on local fisheries.

The surveys revealed that although there are tourist activities using fishing as support, fisheries and tourism stakeholders in general do not work together much even if their interests may be similar. The fisheries stakeholders, as well as those of tourism, want the Country of Saint-Brieuc to be recognised and its economic activities to be promoted.

Across the territory, the scallop is an iconic product used in tourism communication. Communication is done in a more important manner on the product as a gourmet dish (Figure 3), which makes it possible to reach a wider range of visitors. The link is rarely made between the product and the activity that is at its origin.



**Figure 3: A predominance of tourist products linked to the Great Atlantic scallop**

*Source: GIFS surveys, 2012-2013*

The Great Atlantic scallop festival is the only event rooted in the culture where sustainable and structured interactions exist between the two sectors. During this event, stakeholders work together and try to provide visitors with an overview of the industry through tours, observations of commercial fishing, tastings, ...

To push this analysis further, a specific study has been set up at the Great Atlantic scallop festival of 2014 in Erquy. Its aim is, notably, to measure the economic impact of this festival on the territory. The results are presented in a separate document.

## **5 HOW TO FACILITATE THE SYNERGIES BETWEEN THE FISHING AND TOURISM SECTORS?**

Although both sectors can reap benefits by working together, it turns out that across the study area, synergies between the two sectors are rare. We therefore tried to understand and analyse the hindrances and barriers to the implementation of joint projects

### **5.1 The barriers to the synergies between fishing and tourism**

The interviews made it possible to identify several factors impeding or preventing the implementation of joint projects

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### 5.1.1 Organisational blockages within both sectors

In the Country of Saint-Brieuc, the tourism stakeholders interviewed generally work locally. According to the tourism Code, they cannot work on projects outside their field of action, which is either limited to the commune, or community of communes for the tourist office of the Bay of Saint-Brieuc. Yet among tourist offices, there is a real desire to work together on a common project

For now, the guidelines for collaboration are set more on the reputation of the territory than on the optimisation of the tourist offer. The Great Atlantic scallop is certainly used as an emblem of the territory, but this usage is not uniform and it seems that there is only one product but several territories. The community of communes of Saint-Brieuc uses the scallop to promote tourism, but it focuses its actions on gastronomy. The communes of Erquy and Saint-Quay-Portrieux however, work more in relation with the fishing industry, but they have no common actions, except the Great Atlantic scallop festival. However, this event was initiated by the fishing industry, there is no cooperation between municipalities. There is therefore little or no territorial cohesion on tourism. Some tourism stakeholders say: *“We need to work on a larger scale.” “There is a difficulty to mobilise, raise the awareness of the players, a grouping of tourist offices cannot do all the work by itself.”*

In parallel to the wishes of the stakeholders, the motivation of the elected representatives is a driver for the implementation of projects. However, parochialism is still too present across the territory. According to certain respondents: *“Elected officials do not necessarily want to work with the neighbours, it is a political brake which must be overcome. Attitudes must change: we must play the card of unity, exchange, and conviviality.”*

Within the fishery, there is no real structure whose role is to foster fishing/tourism projects. Thus, each player in the fishing industry is at the limit of its powers when it engages in a tourism oriented project. The CDPMEM 22 may be a support for such projects, but its skills as well as the amount of caseload prevent them from being drivers. Moreover, according to the surveys, the fishing industry professionals are not always available in view of their work, and the land-sea divide imposes an additional constraint to the implementation of joint projects with tourism stakeholders. *“The fishing industry professionals are not 100 % involved in the tourist approach, they primarily are fishermen, they cannot focus on that too, their work is already time consuming.”*

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### 5.1.2 Regulatory and financial barriers to the implementation of joint projects

The organisation of the fishing and tourism sectors makes it so that they have little opportunity to cooperate, and in addition there also are regulatory and financial disincentives. Indeed, in some cases, the implementation of tourism projects in connection with commercial fishing must face constraints in terms of regulations, which sometimes involve significant investment. These regulatory and financial disincentives depend on the projects implemented. According to the interviews, the two most problematic categories of projects and that yet would have a real impact on tourism are the tours of businesses and the boarding of passengers.

#### **Tours of businesses**

Within the agrifood industry, the tours of businesses are not prohibited by regulations. However, stringent provisions on hygiene in these companies make the access to workshops by visitors very

difficult. These provisions hinder the development of these activities. As it were, the fish auctions of Erquy and Saint-Quay-Portrieux are open to the public but the processing industries are not. In addition, the auction and the processing plants remain dangerous places. That of Erquy is not really suitable for visits. Only small groups can come, the management of the fish auction does not want to receive large groups. Similarly, visiting Celtarmor (Great Atlantic scallop shelling plant) could be really interesting for visitors. It could be integrated into a discovery tour. However, the plant is not suitable, it is not conceivable to currently receive people. For projects of company tours to see the day, significant investments should be made, which raises the question of the profitability of this new activity, business tourism still being a niche sector.

*“Setting up tours of processing industries is very complex or even impossible. It would require major adjustments.”*

*“Would profitability be sufficient? There is a good chance that the investment is not profitable. Do we have a large enough customer base for the activity to create added value on tourism attractiveness? I do not think so, it is marginal.”*

### **Boarding of passengers**

This activity on board fishing vessels is strictly regulated. Indeed, the boarding of passengers is subject to very strict regulations and all ships are not suited to host this activity. Where fishing for scallops is concerned, as it makes use of a trawling gear, it is even forbidden. That is why during the Great Atlantic scallop festival, shuttles are chartered to take spectators to see scallop fishing demonstrations. This makes it possible to introduce the activity, and is popular with visitors. However, they are not in direct contact with the professional, but rather with a representative of the fishermen.

For other fisheries where boarding may be possible, the implementation can be complex (many restrictions, sometimes lengthy procedure, necessary modifications on the boat, etc.) and often hinders professionals. The Chamber of Commerce and Industry (CCI) underlines that when the regulations were less strict, professionals boarded people much more willingly to help them discover the fisherman's trade. Tourism stakeholders do not necessarily have knowledge of the complexity of these regulations and sometimes tend to think that the fishing industry does not want to provide activities linked to tourism.

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#### **5.1.3 Constraints of seasonality, weather, and pace of work**

Other obstacles related to seasonality, weather and the schedules of professionals have also been identified by stakeholders as barriers to the sustainability of activities. Indeed, it is a “complicated tourism” if we wish to introduce the local economy. Schedules, for example, may appear as restricting to tourists. Landings of seafood are often carried out very early in the morning and tours of fish auctions are conducted at around 4 or 5 am. If boardings were to develop, passengers would have to adapt to the rhythms and durations of fishing campaigns. The weather is also quite a limiting factor for some tourism projects. It is impossible to predict and guarantee good conditions.

Across the study area, we saw that the use of the Great Atlantic scallop product enables a wider range of visitors to be reached (great reputation, more developed tourist offer, etc.) and that landings take place in the daytime. However, this is a shellfish caught in winter, that is to say, outside of the tourist season. The appeal of visitors for tourism products such as tours of fish auctions on the theme of the scallop is too low to compensate for the lack of tourists during this period.

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#### **5.1.4 A lack of dynamism for the creation of tourism-fishing projects**

The surveys highlight the desire of all tourism stakeholders to work more closely in link with the fishing world. Some fisheries stakeholders also see benefits for the industry to open up to tourism. However, in the absence of a structure or players with the role, time and resources to play a transversal role that would create this link, the actors surveyed think it is difficult to implement joint projects with both sectors.

Project elaboration and monitoring indeed require much facilitation and work that must be driven by an individual or a structure that is motivated by the project (Anonymous, 2009). The implementation of projects usually comes from a personal desire that is therefore linked to the individuals and their interest in this topic. Moreover, the difficulty of measuring the direct impact of combined projects of this type, common to both sectors, and the still low demand by tourists do not currently favour the emergence of leading structures or individuals.

### **5.2 Prospects for facilitating the implementation of joint projects**

Strategies implemented by public policies can facilitate interactions between fishing and tourism. The challenge is to establish a development framework that encourages the cooperation of these two sectors. In this sense, public policies can be engines for the implementation of joint projects and the creation of synergies between fishing and tourism. According to surveys, all the players agree they are interesting tools, which have their place in the territory of the Country of Saint-Brieuc.

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#### **5.2.1 Axis 4: a tool that can foster synergies between the fishing and tourism sectors**

Under the Common Fisheries Policy (CFP) framework, specific aid was implemented by Europe, to enable self-management of local populations in order to develop new economic activities in areas where traditional markets are declining (European Commission, 2011). For the period 2007-2013, these aids are defined through Axis 4 of the European Fisheries Fund (EFF). Axis 4 of the EFF is a co-financing tool of local projects for the sustainable development and improvement of the quality of life of fishing areas. These funds are made available to Fishing Local Action Groups (FLAG) which are a combination of public, private and associative partners who, together, develop an innovative strategy and measures for the sustainable development of fishing areas (FARNET 2011). The principle is to encourage development projects with the stakeholders of the territory, to build new local partnerships around specific projects and create or recreate links between land and sea in the territories. One of the measures eligible to this fund are services and small tourism infrastructures linked with fishing with the aim of revitalising tourism and its synergies with fishing.

This system, developed in agriculture (LEADER group) is a novelty in the fisheries sector (established in 2007). In France, only eleven groups were established on the 2007-2013 programming period and none in the Bay of Saint-Brieuc. The first results show that this approach resulted in a link between the fishing industry professionals and the other stakeholders in the territory, of which were French but also European tourism stakeholders (Anonymous, 2013). For example, in Germany, Axis 4 helped the fishing ports to bet on tourism. Thus, the EFF has enabled the creation of a maritime museum (budget of 7 million euros, of which 5 provided by the ERDF). This museum was born of the merger between the museum of shipwrecked victims and the museum of fishing, the goal being to have a stronger impact on tourism by combining both museums (FARNET, 2011). Certain ports have also been adjusted to provide tours (information kiosks, maps, explanatory displays, ...). Among the projects implemented by these groups are also actions destined to support “pescatourism” and direct sale projects, notably for a shrimp shelling company which is being supplied by local fishermen. Many other examples exist through European FLAGs. In southern Italy, for example, Axis 4



is part of a bottom-up<sup>8</sup> approach to tourism promotion. Fishing is a “supplier of emotions” (FARNET, 2013).

The European fund was therefore a support to the implementation of diversification measures for fishermen in relation with tourism: “pescatourism”, direct sale, and promotion of small cold water fish (mackerels, sardines, anchovies). It also helped create links between fisheries stakeholders as well as those of tourism and catering by making them work on common projects to promote their territory. The 2013 reform of the CFP will, among other things, result in the establishment of a new fund to assist the sector. This European Fund for Maritime Affairs and Fisheries (EFMAF) should consolidate territorial anchorage and continue in pursuit of the objectives of Axis 4. Perhaps it may be of help to the tourism promotion of fisheries across the Country of Saint-Brieuc.

*“Perhaps with the new fund (EFMAF) which is turning to tourism, there will be projects? Because if there is a budget and driver individuals, it will grow, even if it remains a secondary activity.”*

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### **5.2.2 A cooperation structure to foster the synergies**

In the Country of Saint-Brieuc, there is no cooperation structure which could link the sectors and would also be a meeting place between the stakeholders. Some structures such as CAD 22 work over both sectors, but without regular contact with professionals. According to surveys, tourism and fisheries stakeholders do not know each other and do not often have the opportunity to work together. Joint projects between the two sectors are often developed between structures and/or individuals who have affinities, which facilitates the work.

Stakeholders try to foster regional and departmental interactions because both sectors wish to put forward the coastal zone and fishing in the promotion of local heritage. However, there are no clear guidelines that encourage cooperation. At the local level, projects and interactions between these two sectors vary according to geographic locations and stakeholders. Indeed, in Saint-Quay-Portrieux, for example, the tourist office is accustomed to working with the fishing industry, which facilitates the implementation of projects. In contrast, in Binic, a coastal town where there is no fishing port, interactions do not exist, despite the fact that the tourist office seems to have the willingness to work with the fishing world. All local stakeholders interviewed see the added value in partnering. However, the interactions are rare or non-existent. The players do not meet on a regular basis but only have timely contacts.

A cooperation structure could, according to some stakeholders surveyed, help bring players together around a table. This kind of structure can emerge in the context of approaches such as the Integrated Coastal Zone Management (ICZM). For example, in Ille et Vilaine, the General Council promotes the creation of a local public company that will be responsible for coordinating land-sea links and facilitate the coordination of players in creating a spatial logic around a common heritage. Communities can foster synergies between fishing and tourism by creating a global context that supports interactions between both sectors and thus the creation of joint projects.

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### **5.2.3 Create bridges between fishing and tourism: the example of Haliotika**

Some local projects can be real bridges between the two sectors. All stakeholders interrogated during the interviews mentioned the example of Haliotika as a structure that has been able to link fishing and tourism. This structure created in 2000 in Guilvinec, at the initiative of the town council,

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<sup>8</sup> A bottom-up approach is based on expectations, ideas, projects, and initiatives of local populations (De Borchgrave *et al.*, 2001b).



has an intermediary role and creates structured interactions between the fisheries and tourism sectors. This centre was born from a desire to present a little known activity to the general public (Haliotika, 2013). This centre built in the fishing port of Guilvinec, first French artisanal fishing port and first fresh fishing port, allows visitors to discover the fishing world in an educational manner over 800 m<sup>2</sup>. The discovery centre offers a playful communication around fishing that targets the general public, especially young people, to make them want to work as fishermen (Strauss, 2013). In 2012, 47 000 visitors came to see the fishing centre. Today Haliotika is an undisputed player of cultural tourism in Finistère. The exhibits are informative and highly educational. Multiple activities are used to connect the fishing world to tourism: tours of the harbour and behind the scenes of the fish auction, cooking workshops, seafood tasting, boarding a trawler<sup>9</sup>. The fisheries stakeholders played a role in the creation of this centre. Indeed, they provided important accounts as well as a large amount of information relating to the trade. Today, they still participate in the life of the discovery centre through activities such as the boarding of passengers.

This structure is very popular with the general public and stakeholders in the region. It offers educational elements on the fishing sector, and thus opens this industry to the general public. The players surveyed have all underlined the added value of such a structure on the territory. This centre brings benefits to both sectors. For tourism, this is an essential structure locally. For fishing, the benefits are twofold, they are financial for activities in which the fishermen are involved and they are related to the communication and to the improvement of the image of the sector. However, it has been emphasised that the aim is not to recreate the centre in other places but to draw inspiration from it. Comparable projects were mentioned by the stakeholders on the territory of the Saint-Brieuc Country (showroom, port development). But these projects are still under study. They could be good tools to facilitate synergies between fishing and tourism.

Across the territory of the Country of Saint-Brieuc, synergies between fishing and tourism are rare. Various factors may explain the lack of links. Were cited, notably, strict regulations which can be real barriers to the development of business tourism. Beyond regulatory aspects, stakeholders interviewed highlighted a lack of dynamism in the territory. No structure is driving the creation of synergies, these are created by certain occasions and most often through affinities between people or structures. In addition, the tourism of experience related to fishing is a niche market that has a number of daunting constraints for targeted clients: working hours of fishermen, the influence of weather, seasonality, ...

Within the Country of Saint-Brieuc, the actors have highlighted that currently there is no tool/structure available to encourage such efforts. Axis 4 of the EFF has been a recognised tool. However, for the moment, no local action group has been set up in the department of Côtes d'Armor. This new tool can, indeed, be a financial lever but also be the source of dynamism and projects in the area (facilitate contacts, initiate projects, support players, ...). One idea that

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<sup>9</sup> Boarding aboard trawlers is forbidden, however the Haliotika centre holds a special exemption enabling it to provide this activity.

emerges in the interviews is indeed the establishment of cooperation structures to create positive synergies between the fishing and tourism industries. The example of Haliotika was often cited as an attractive gateway to contribute to tourism dynamism around the fishing industry.

## CONCLUSION

Interactions between fishing and tourism can take on different forms and be carried out through various media (the fishing activity or a product derived from fishing). One objective of this study was to identify existing fishing-tourism projects in the Country of Saint-Brieuc in order to understand how the stakeholders work together. Various projects have been identified in the study area. Several festivals exist in the area, they will mainly mention the history of fishing or refer to the iconic product of the territory: the Great Atlantic scallop. A tourism of discovery is also made available. It may take the form of tours (port or the fish auction). These visits are not carried out by fishermen but by players of tourism. Professionals have also implemented activities related to tourism such as the boarding of passengers and direct sale of local products. More than fishing itself, it is the Saint-Brieuc Bay Great Atlantic scallop product that is put forward across the territory.

From the various projects identified and the interviews, it appears that there are few synergies between stakeholders from both sectors. The only project where actors from both sectors work

together is the Great Atlantic scallop festival, where fishermen sell their produce and communicate on their trade. As for tourism stakeholders, they play a role of promotion and communication.

Today, the links between the two sectors are quite weak and the projects were mainly intended to promote products (Great Atlantic scallop) or the fishing activity but as a whole. A postcard effect is therefore created, where fishing is frozen. This communication is used by tourism but the impact on the fishing sector is hard to estimate because benefits are not necessarily visible at local level. The fishing-tourism activities that can truly have an economic impact on the fishing industry are, across this territory, quite marginal. The development of these activities is currently hampered by the regulations in force (for example, the boarding of passengers is only possible under certain conditions) or they impose excessive investments. The Great Atlantic scallop is used across the territory to create a link with fishing because landings are carried out during the daytime, which facilitates visits. However, the scallop is a product caught outside of the tourist season, which limits the development of tourism projects in connection with this product.

In conclusion, in the Country of Saint-Brieuc, tourism takes advantage of fishing based on the Great Atlantic scallop and fishing for its attractiveness, and by increasing its range of activities on offer. Tourism stakeholders would like to work more in relation to fisheries stakeholders and develop more joint projects. On the other hand, the fishing industry sees no immediate interest in working with tourism. The unwillingness is due to factors such as lack of time, administrative constraints and the land-sea divide. These projects promote the trade and the products, but there are no direct measurable impacts at the local level. Even for promoting the scallop, there are not necessarily any direct local benefits because part of the general public does not make the link between the local product and the scallop product tasted elsewhere and not originating from the Bay of Saint-Brieuc. The impact is global: promotion of seafood and of the image of fishing. The difficulty of quantifying the impacts makes the involvement of the fishing industry professionals even more difficult. Creating an impetus across the territory can be a lever to promote synergies between fishing and tourism. The impetus can be initiated by European tools such as Axis 4 in promoting the development of local synergies between these two sectors, but also by structures supported by the collectivities such as Haliotika in Le Guilvinec. The implementation of joint projects between fishing and tourism in a territory brings a tourism impetus around an economic activity by integrating it as a leading player. The synergies that can be created between the two sectors can be beneficial to both sectors. Beyond the tools, the study shows that this type of project is born from the will of the stakeholders and from their motivation to support this type of activity.

## LIST OF ACRONYMS

<b>CAD 22</b>	Côtes d'Armor Development ( <i>Côtes d'Armor Développement</i> )
<b>CCI</b>	Chamber of Commerce and Industry
<b>CDPMEM</b>	Departmental Committee for Maritime Fisheries and Marine Fish Farms ( <i>Comité Départemental des Pêches et des Élevages Marins</i> )
<b>CFP</b>	Common Fisheries Policy
<b>CHARM</b>	CHannel integrated Approach for marine Resource Management
<b>CPMR</b>	Conference of Peripheral Maritime Regions
<b>CRPMEM</b>	Regional Committee for Maritime Fisheries and Marine Fish Farms ( <i>Comité Régional des Pêches et des Élevages Marins</i> )

<b>DDTM</b>	Departmental Directorate for the Territories and the Sea ( <i>Direction Départementale des Territoires et de la Mer</i> )
<b>DGCIS</b>	Directorate General for Competitiveness, Industry and Services ( <i>Direction Générale de la Compétitivité, de l'Industrie et des Services</i> )
<b>DIRM</b>	Interregional Directorates for the Sea ( <i>Direction Interrégionale de la Mer</i> )
<b>EFF</b>	European Fisheries Fund
<b>EFMAF</b>	European Fund for Maritime Affairs and Fisheries
<b>ERDF</b>	European Regional Development Fund
<b>GDP</b>	Gross Domestic Product
<b>GIFS</b>	Geography of Inshore Fishing and Sustainability
<b>ICZM</b>	Integrated Coastal Zone Management
<b>INSEE</b>	National Institute of Statistics and Economic Studies ( <i>Institut National de la Statistique et des Études Économiques</i> )
<b>LOADDT</b>	Spatial Planning and Sustainable Development of the Territory Act ( <i>Loi d'Orientation pour l'Aménagement et le Développement Durable du Territoire</i> )
<b>LOADT</b>	Spatial Planning and Development of the Territory Act ( <i>Loi d'Orientation pour l'Aménagement et le Développement du Territoire</i> )
<b>PO</b>	Producer Organisation
<b>PGI</b>	Protected Geographical Indication

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## Webography

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**GREAT ATLANTIC SCALLOP SOCIETY** (page visited on 02/04/2013) <http://www.coquille-saint-jacques.org/>

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### **Regulatory texts**

Order No 139/DIRM SA of 13 March 2012 pertaining to pescatourism

Order of 9 May 2011 amending Order of 23 November 1987 on the security of vessels (creation of the division 230 and amendment of divisions 120, 130, 211, 219, 226 and 227 of appended regulation)



## Appendix 1: Schematic of fisheries and tourism stakeholders in the Bay of Saint-Brieuc

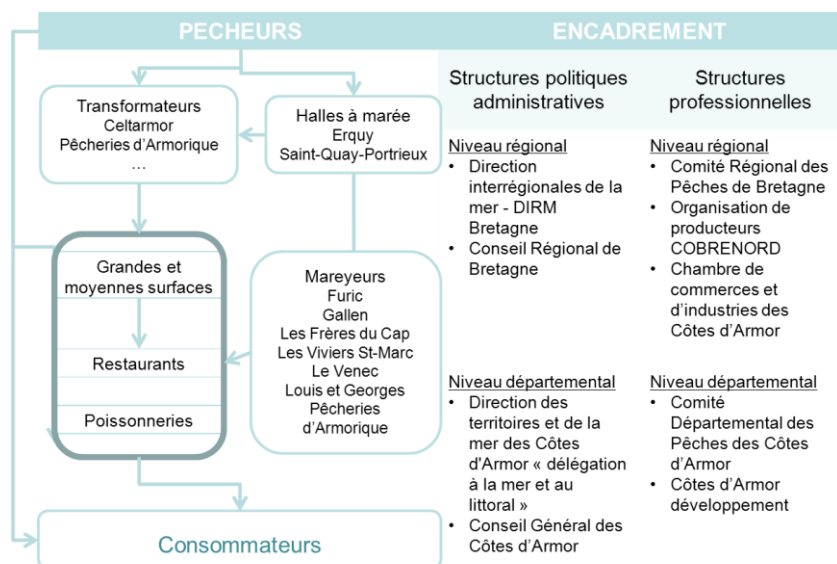


Figure 4: Structure of the downstream sector of fishing and supervision

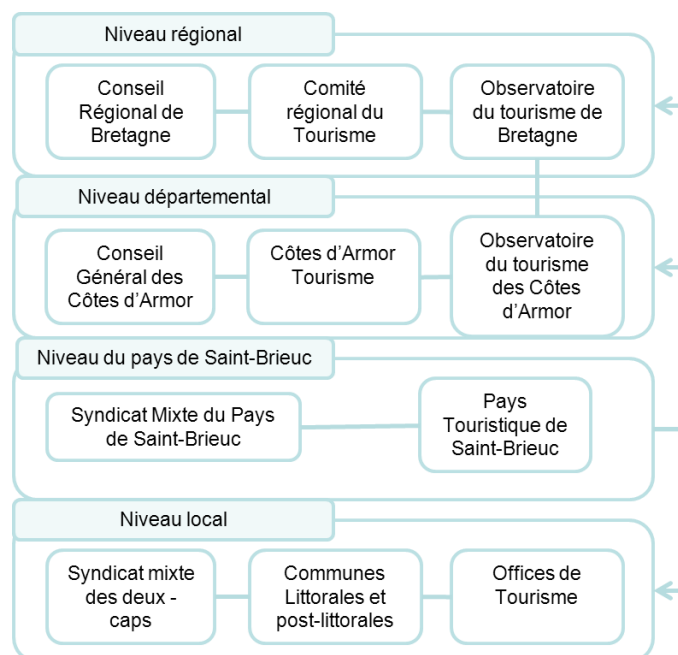


Figure 5: Structure of the tourism sector across the Country of Saint-Brieuc

## Appendix 2: List of stakeholders surveyed

TYPE OF STAKEHOLDER	BODY	FIRST NAME	SURNAME
Collectivity	CAD22	Christophe	Halary
Administration	CCI	Patrick	Mace
Professional fishing organisation	CDPMEM of Côtes d'Armor	Laure	Robigo
Collectivity	Departmental Committee of tourism	NC	NC
Collectivity	Regional Committee of tourism	Laetitia	Harel
Association	Great Atlantic scallop Society	Claude	Pancin
Association	Development Council of the Country of Saint-Brieuc and the Saint-Brieuc urban cluster	Claire	Guirimand-Heydon
Collectivity	General Council of Ille et Vilaine	Thierry	Robin
Collectivity	General Council of Côtes d'Armor	Guy	Prigent
Collectivity	General Council of Brittany	Julien	Paugam
Administration	Erquy and Saint-Quay- Portrieux fish auctions	Patrick	Mace
Professional fishing organisation	CRPMEM of Brittany	Jacques	Doudet
Collectivity	Regional Observatory of tourism	Jessica	Viscart
Collectivity	Tourist office of Binic	Erick	Prunier
Collectivity	Tourist office of the Bay of Saint-Brieuc	Didier	Simon
Collectivity	Tourist office of Saint-Quay- Portrieux	NC	Georges
Association	Tourist office of Erquy	Laurence	Merdrignac
Collectivity	"Syndicat des Caps" Union	Marion	Meffre
Collectivity	Joint Syndicate of the Country of Saint-Brieuc	Alexandra	Billé



Figure 6: Logos of tourist offices of the Bay of Saint-Brieuc, Erquy and Saint-Quay-Portrieux

Source: tourist offices websites



Figure 7: Poster of the Golf Armoricaine: use of the Great Atlantic scallop

Source: Golf armoricaine, 2013



Figure 8: Logo extracted from the Committee for Fisheries and PO charter and logo extracted from the Society charter

Source: Cobrenord, 2013 & Great Atlantic scallop Society, 2013

#### Appendix 4: Posters of the Great Atlantic scallop festivals

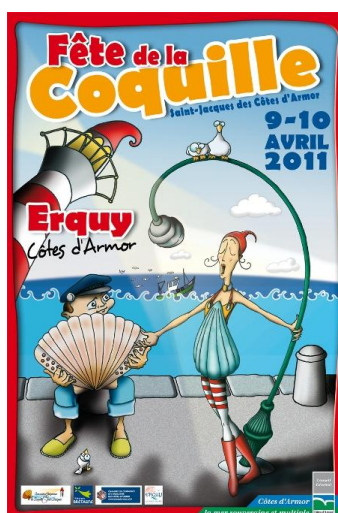


Figure 9: Poster of the 2011 Great Atlantic scallop festival



Figure 10: Poster of the 2012 Great Atlantic scallop festival



Figure 11: Poster of the 2013 Great Atlantic scallop festival

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In order to understand the interactions and how to stimulate positives synergies between these two sectors, AGROCAMPUS OUEST analysed the relationship between tourism and fishing in one case study, the “Pays de Saint-Brieuc” located in Brittany. In France, a “Pays” is an area whose inhabitants share common geographical, economic, cultural or social interests and work together for the sustainable development of the territory. In the Pays de Saint-Brieuc, the fishing sector and the tourism sector are important for the local economy. Moreover, the main fishing activity is the scallop (*Pecten maximus*) fishery that is emblematic and well known in the country. The aim was to, firstly, understand all activities where there are currently links between fishing and tourism and, secondly, to understand how people in the two sectors work together.

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