



Dimitris Tsafoutis \* D and Theodore Metaxas D

Department of Economics, University of Thessaly, 38221 Volos, Greece; metaxas@uth.gr \* Correspondence: dtsafoutis@gmail.com

Abstract: The transformation of the fishing industry into tourism has become a global trend. Due to the continuous crisis on the field, professional fishermen turn to maritime tourism activities, providing a memorable tourism experience to visitors. Fishing tourism is a relatively new development in sustainable tourism, where tourists have the opportunity to participate in fishing operations by casting and pulling in the nets and taste freshly caught fish cooked on board. Over the past seven years, Greece, following the other European countries, has rapidly adopted this conversion into tourism. The aim of this research is to examine the possibilities and prospects for the development of fishing tourism in Greece. This is achieved through face-to-face interviews with 40 experienced fishers who wanted to be actively involved in this whole process. The analysis of data revealed positive results in this groundbreaking form of tourism.

Keywords: fishing tourism; Mediterranean zone; empirical research; Greece

### 1. Introduction

Over the past years, tourism has changed, is evolving and will continue to evolve in the near future. Tourism is no longer a product but a psychological mood. This is because it is characterized as an interdisciplinary field of scientific research. Psychology is one of the leading disciplines which has benefited the tourist practice [1,2]. Through psychology, researchers can draw important conclusions concerning the behavior of customers, the decision-making process and the overall gratification offered by the various tourist products. In recent years there, has been a trend for more alternative forms of tourism, as well many tourists losing interest in the traditional sun, sand and sea packages and are instead looking to experience something more actively engaging. One such activity is fishing tourism, which is a sustainable recreational activity with many benefits. Through this tourist activity, the conditions for a common vision among tourists and local people could be created. Local fishermen have the opportunity to protect the environment they live in: in terms of environmental, economic and social goods, conserving them from the negative impacts that may result from the development of tourism. Tourists, on the other side, have a greater incentive to learn about places and culture of an area, directly participating in an activity, such as traditional fishing practiced by coastal societies.

Fishing for Greece has been a fundamental activity for its coastal/island communities for many centuries. However, the major problems faced by coastal fishermen emerge in excess of the damage to fishing gears by mammals, the reduction of catches due to overfishing, competition with amateur and retired fishermen and reduced consumer purchasing power, all being factors that increasingly shrink fishing income and push Greek fishermen to seek an opportunity to acquire supplementary income [3]. Furthermore, the promotion of special interest and alternative forms of tourism represents a new developmental opportunity for Greece today that may also be used for cultural promotion and communication [4]. Fishing tourism can effectively combine the three main pillars of Greek heavy industry (tourism, primary sector and shipping). This paper aims to examine possibilities and prospects for the development of fishing tourism in Greece with an emphasis on anglers' experience who have been actively involved in this form of tourism in recent years. The



**Citation:** Tsafoutis, D.; Metaxas, T. Fishing Tourism in Greece: Defining Possibilities and Prospects. *Sustainability* **2021**, *13*, 13847. https:// doi.org/10.3390/su132413847

Academic Editor: Tim Gray

Received: 15 November 2021 Accepted: 7 December 2021 Published: 15 December 2021

**Publisher's Note:** MDPI stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



**Copyright:** © 2021 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (https:// creativecommons.org/licenses/by/ 4.0/). perceptions of the 40 most experienced fishermen will contribute to the emergence of this form of tourism to identify any difficulties and probably encourage many professional fishermen to start this activity. The results of the research are quite significant as Greece, despite its exceptional geographical location and its many islands, is far behind in this form of alternative tourism compared to the rest of the Mediterranean countries. Moreover, there is minimal literature examining this tourist activity as all the research that has been done focuses individually on some areas.

#### 2. Theoretical Background

### 2.1. The Fishing Industry—Recreational Fishing

Fishing is quite a complex field which belongs to the primary sector. The practice of fishing is ancient as it started 60,000 years ago. Just like hunting, its purpose is the survival of humankind. Fishing does not only indicate the simple consumption of fish but also a deep insight into the life of people and their relationship to nature [5,6]. In other words, fishing covers all strands of civilization [6–8]. It offers knowledge, skills and techniques which are transferred from generation to generation. This proves that fishing defines society as a whole. There are three basic branches of it, namely, fish industry, professional fishing and amateur or recreational fishing. However, the escalating crisis of commercial tourism on an economic, social and environmental level has urged several researchers to probe into the potentials of recreational fishing.

Although recreational fisheries are of high importance globally [9], considerable interregional and inter-country variance in their relative importance exists when compared to commercial and subsistence fisheries. The international literature includes various definitions of recreational fishing and its components. At first, Smith claimed that although fishing is an integral part of human life, in developed countries, it has become a pastime activity. In this way, fishing has begun to be connected with the personal well-being far from nutritional well-being [10,11]. This practice has noticeably reduced the quantity of catch [12] since the dietary habits are no longer based exclusively on fishing. The term recreational includes any form of fishing which can be focused on entertainment, pleasure, competition or even tourism [13,14]. Moreover, some definitions of recreational fishing originate from the fishers' behavior and their fishing techniques. Graefe [13,15] suggested a framework that focuses on the fishermen consumptive orientation. Graefe's [13,15] grouping consists of three independent clusters: low-consumptive, mid-consumptive and high-consumptive. Later, Graefe and Ditton [16] classified those three categories in relation to the importance the fishers give to their catch. High consumption focuses on the importance of the fishing activity and catch-related elements. Low consumption focuses on the fishers who are more interested in an escape to nature, relaxation and anything that draws them from the daily routine. In this group, the greatest numbers of fishers were more satisfied with their most recent fishing trip. Based on these definitions, fishing can neither be commercial nor inseparable from fishing for survival as it does not include or aim at profiting [17].

#### 2.2. Recreational Fishing and Tourism—Definition of Fishing Tourism

Although recreational fishing has been studied by eminent researchers, it is worth mentioning that there is a small amount of this literature that classifies recreational fishing as a form of tourism [18–20]. An explanation of this trend is that the venturing of anglers outside of their place of residence to go fishing is far more motivated by general factors than it is catch related [21]. For example, travel to an "exotic" wilderness destination is highly motivating for FTs, which is common to many other forms of outdoor recreation, which also tend to seek out natural, calm and social environments [22]. Since 1970, tourist surveys have focused on the relationship between tourism and the natural resources in this particular area. All the aforementioned surveys highlight the rapid development of fishing in connection with the free time [11] and the need for a break based on it [19]. This is the reason why there are several definitions which describe the relationship between

fishing and tourism in the international literature. Initially, Bauer and Herr [23] stressed that the concept of the fishing tourism includes a lot of characteristics of tourism, such as the trip from one place to another, the services provided, the overnight stay, leisure time and, finally, entertainment. According to another theory, MacCannell [24] stated that tourism based on fishing is a recreational trip where the person moves from his home to another area and stays overnight with a view to participating in a fishing activity and receiving tourist services. However, Wight [25] considered those definitions too broad and suggested that there must be a discrimination of tourists in relation to their particular expectations and interest in their fishing trips. That is the reason why two teams were used to describe those two mobility groups, the specific and the general. Based on those two definitions, the incentives for the fishing trips are different and they should not be compared. Opposed to this theory, Laiho et al. [13,26] pointed out that the tourists do not think in the same way. They stated that those who participate in a fishing trip consume the same resources as the rest of the tourists. That is why there should be only the definition of fishing tourism because the purpose of the trip does not affect the overall activity.

To conclude, in fishing tourism, tourists move from home to another place, where they stay overnight so as to participate in a fishing activity and receive tourist services. Thus, the fishing tourism combines two independent concepts (1) Fishing and (2) Tourism (Figure 1), where 'fishing' answers to the consumer's question "What I want to do", and "tourism" answers "Where can I do it" [23].

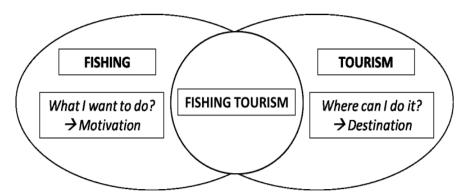


Figure 1. Fishing and tourism evolvement into fishing tourism; Sources: (applying [13,27]).

### 2.3. The Development of Fishing Tourism

With the lapse of time, the improvement in the means of transport, the reduction in the costs of trips as well the potential of the Internet resulted in the increase in international fishing tourism [28,29]. These factors have promoted the urge for more frequent and short vacations offering tourists the chance to travel away from home and participate actively in recreational activities. This innovative tourist product provided the performance of various recreational activities on board with the presence of the crew. This kind of activity has gradually developed worldwide and has become a form of alternative tourism based on traditional actions which attract tourists inviting them to live authentic experiences. There may be some kinds of differentiation concerning the particular destinations or local dishes served (in some cases, food is not included), but the possible leisure activities offered during the trip are as follows:

- 1. Dropping and pulling the net with the active participation of tourists. During this procedure, the professional fishers explain the traditional fishing techniques, describe the kinds of fish catch and advise the tourists on the protection of marine ecosystem;
- 2. Swimming or diving in remote beaches accessible only by the sea;
- Lunch which is prepared on board with the fresh-caught fish cooked by the fishers' wives, following traditional recipes;
- 4. Visiting sites of historical and cultural importance.

Fishing tourism is considered a supplementary source of income as it reduces the practice of fishing considerably, protects the marine ecosystem and at the same time boosts the cultural interest in coastal communities. There are also the synergies between fishing and tourism, which favour the patrimonial activation of the fishermen's knowledge and traditional practices and which intensify the use of the cultural heritage of fishing as a resource for the community, helping to promote the maritime heritageand to value the crafts of the sea [30,31]. More specifically, Bellia [32], based on the traditional economic-social environmental triangle, argues that this form of tourism is an example of sustainability. Due to the fact that it yields more profit to the fishers in comparison to commercial fishery, it creates a supplementary income (financial sustainability). In doing so, fishers use less fishing tools during their trips, resulting in less quantity of catch in relation to the quantity of a regular commercial catch (environmental sustainability). Finally, it helps the recognition of the profession because of fishing's cultural heritage, and generally, the histories of the coastal areas are promoted. This way, fishers become the focal point of this attempt as not only do they maintain the fish stock but also, with the help of tourism, keep their profession alive (social sustainability).

### 2.4. The Dissemination of Fishing Tourism

One of the most common problems contemporary civilization confronts is the difficulty to strike a balance between human intervention and nature conservation. This is a matter of great concern, especially to the most vulnerable regions where several social-economic projects are implemented. Coastal and insular regions in many countries can be regarded as such areas since they become tourist destinations for many visitors. Sustainable tourism is a solution to these problems [33]. It really constitutes a concept which allows the trip to places without having negative impacts on society and nature, and it strengthens the local economy [34]. In this way, harmony among the tourist activity, the environment and the local needs is achieved. More specifically, sustainable tourism which contains fishing elements has been gradually implemented in relation to the demand in different coastal and insular regions. It is difficult, though, to determine from where fishing tourism originated as it seems that this form of tourism is probably as old as tourism itself. It may have appeared in different regions of the world but not in the current concept. In the course of time, many European and international countries, witnessing the successful formula of fishing trips, have been interested in implementing the specific sustainable product in their own regions.

#### 2.5. Fishing Tourism in Mediterranean Sea

The spread of fishing tourism was far from homogeneous since the Mediterranean countries were more favored concerning the development of this form of tourism. Fishing consists of one of the key pillars of sustainability in the Eastern Mediterranean, both for its economic power and its social dimension. In general, the Mediterranean is one of the most important seas of Europe because of its rich oxygen and the high salinity levels when compared to the rest European seas. The Mediterranean fleet amounts to approximately 82,000 vessels, 80% of which consists of small-scale vessels. The field of fishing in the Mediterranean directly occupies 314,000 jobs in the labor market [35]. More generally, the Mediterranean has become the leading tourist destination in the world, representing 35% of all international tourist arrivals and tourism-generated revenue [36,37]. Different kinds of recreational activities such a recreational fishing, diving and whale watching have been developed in order to attract tourists from all corners of the world. Nevertheless, overfishing by professional fishers has caused declining fishing stocks and point source pollution. Apart from the disruption of fish population, arrivals of new fish species are monitored due to climatic changes [36,38]. Several scientific surveys verify the dwindling of fishing stocks and their possible extinction. For this reason, it was required from many European member states to not only limit the number of their fishing vessels but also to pass laws which protect and control all fishery products. To confront this crisis, direct and

specialized solutions are required by the countries which are closely connected with the Mediterranean Sea. This is one of the main reasons why the EU committee on Fisheries has prioritized projects in coastal and insular areas so that the differentiation in fishing is in line with the tourist field. Thus, fishing tourism came into the limelight, which has become the optimal solution to several European countries, especially the Mediterranean ones.

More specifically, Italy was the first Mediterranean country where fishing tourism was born with the name of "pesca-turismo". In 1982, the Italian Government sanctioned the concept of pescatourism and provided the first legal definition of such operation: Pescatourism means the boarding of non-fishermen, aged over 14, on fishing vessels with a recreational-tourism purpose [39]. Only professional fishermen have the opportunity to suggest pescatourism activities, always based on the territorial specifics of each area. In contrast to Greece, pescatourism in Italy also grows along rivers and lagoons, giving a variety of tourist options. Furthermore, tourists have an option to spend a day or more in the house of a fisherman, renting a room and having traditional and local meals with his family. In this way, tourists may participate in the everyday life of the landlord and witness their everyday routines. This new extended form of pescatourism is called ittitourism in Italy [39]. In Spain, the existence of fishing associations is estimated in the thirteenth century [40,41]. In general, coastal communities are highly dependent on fisheries, especially in the northwestern part of Spain, where Galicia is located [40,42]. Nevertheless, coastal fishing activities create abuse and exploitation of the marine ecosystem [40,43]. These economic shocks have led the EU to take steps to diversify these activities in a way consistent with tourism [40,44]. Since the beginning of the twenty-first century, in Spain and Galicia, fishing tourism has been included in the fishing laws with the aim of promoting the economic diversification of the fishing and aquaculture sector. The first experiences of pescatourism in Spain were carried out in 2004 in the "Cofradía de Pescadores" of Lira (Galicia) with the aim of improving the relationship with the socioeconomic local environment of the fishery community of Lira and to show the complexity of fishing to society.

### 2.6. The Case of Greece

Greece has been characterized for the last 30 years as a country with a special fishing tradition seen in both coastal and insular communities. According to the data of the Ministry of Rural Development and Food, the fishing fleet consists of 14,985 vessels with a total capacity 71,085 (GT) and power of 426,683 k.w. The average age of the vessels according to the latest data reaches 30.22 years. Concerning the employment, the fishing sector occupies 23.431 people, the greatest percent of whom are employed in the small-scale vessels of 0 to 11 m [45]. As for the labor force, it is composed of 96% male and 4% female workers. Although fishing remains a field of critical importance to the Greek coastal and insular communities, it is threatened by the excessive exploitation of the marine resources, the illegal fishing techniques and, generally, the pollution. All these factors progressively diminished the fishers' incomes, driving them to seek alternative solutions as to acquiring additional sources [3]. The influence of the neighbouring countries (Italy and Spain) made fishing tourism the key to preserving and upgrading the Greek fishing sector. A pilot survey was launched in 2004 by German tourists visiting Korinthos and the island of Ikaria with a view to adapting to this new tourist scheme. The common ministerial decree concerning the fishing tourism was signed in May 2015, and in that summer, the first fishing trips to the islands of Kefalonia, Santorini, Skiathos and Crete were launched.

According to the latest available data given by the Ministry of Rural Development and Food, Directorate of Fishing Activity and Product Control, the total number of holders of the Fishing Tourism Licenses for 2021 comes to 197. As shown in Table 1, the majority of those holders are on islands, with the holders from the island of Rhodes at the top. The Southern Aegean islands along with Crete come to the first place concerning the number of licenses (13.70%) and Attica following closely (13.19%). Next come Cyclades (11.16%), the Northern Aegean islands (9.13%), Peloponnese (8.12%), Thessaly and Macedonia (7.10%), Thrace (6.59%) and, finally, Epirus (1.01%). On the whole, even though this scheme has been running for only 6 years, there is an equivalent allocation of licenses, and the demand of fishing trips is great.

Region	<b>Regional Unit</b>	Fishing Tourism Lincences	Total Per Region
South Aegean (13.70%)	Rhodes	20	
	Chalki	1	
	Karpathos	2	
	Kos	1	
	Kalymnos	1	
	Leros	1	
	Patmos	1	
			27
Kyklades (11.16%)	Santorini	6	
	Milos	4	
	Paros	3	
	Naxos	3	
	Mykonos	2	
	Kythnos	1	
	Antyparos	1	
	Folegandros	1	
	Koufonisi	1	
			22
Crete (13.70%)	Chania	13	
	Lasithi	6	
	Rettymno	4	
	Herakleio	4	
			27
Ionian Islands (9.13%)	Kerkyra	9	
	Kefalonia	7	
	Zakynthos	1	
	Lefkada	1	
			18
Attica (13.19%)	Attica	16	
· ·	Evvoia	8	
	Agistri	2	
			26
Thessaly (7.10%)	Magnesia/Sporades	5 13	
	Larissa	1	
			14

**Table 1.** Fishing tourism licenses in Greece, 2021.

Region	<b>Regional Unit</b>	Fishing Tourism Lincences	<b>Total Per Regior</b>
Northern Aegean (9.13%)	Mytiline	7	
	Lesvos	4	
	Chios	3	
	Samos	2	
	Agios Efstratios	2	
			18
Peloponnese (8.12%)	Laconia	4	
	Arcadia	3	
	Achaia	3	
	Elia	2	
	Poros	2	
			16
Macedonia (7.10%)	Thessaloniki	7	
	Chalkadiki	5	
	Pieria	2	
			14
Thrace (6.59%)	Evros	5	
	Alexandroupoli	3	
	Kavala	2	
	Rodopi	2	
	Komotini	1	
			13
Epirus (1.01%)	Preveza	2	
			2
TOTAL			197

### Table 1. Cont.

Data Source: [46,47] Ministry of Rural Development and Food, Directorate of Fishing Activity and Product Control and own elaboration by author.

### 3. Materials and Methods

The main objective of this research is the extension of the opportunities and prospects in Greece. To answer the research question and due to the limited literature on fishing tourism in Greece, primary research was conducted based on semi-structured interviews. Qualitative research methods are characterized as a process of collecting, analyzing and interpreting data, focusing on quantifying complex and context-bound observations [48]. In contrast to the other methods of data acquisition, such as questionnaires or participant observations, its main purpose is to give to the researcher a rich and detailed account of the data regarding the perceptions, thoughts and impressions of interviewees expressed in their words. It has been well rehearsed that focus group discussions constitute a type of group interview where, amidst a relatively informal atmosphere, interviewees are encouraged to discuss specific topics that underlie issues [49].

In the first stage, a letter was sent to the fisheries departments in order to identify the holders of fishing tourism licenses. As it is mentioned above, 197 fishing tourism enterprises were issued in Greece in 2021. Then, two experienced fishermen (license holders) helped select the right ones to support the research. The main criterion to choose the most representative sample of fishers to support the present survey was the tourist experience they have via their continuous trips. All 40 fishermen accepted to participate in the survey. These candidates cover geographically all parts of the Greek territory. It is worth pointing out that this research was conducted in 26 regions, of whom 15 were islands. That is the reason why the practical part of the interviews took 4 months to be completed (14 March 2021/18 June 2021). Each interview lasted on average one to one and a half hours and took place on each fisher's vessel. This interview venue was chosen on purpose as the vessel or any place near the port is considered familiar to the fishers, which facilitated the whole interview. A large percentage of the interviews took place quite early in the morning when the fishermen returned to the port with their fish. Simultaneously with the cleaning of the nets, the respondents also answered the questions of the interview. In this way, the smooth execution of the whole process was achieved without creating problems of anxiety or short answers. It should be stressed at this point that a pilot survey of the interview was conducted in June 2020 with 5 fishermen (2 in Volos, 2 in Kefalonia, 1 in Larisa). Although they have private fishing tourism licenses, they were not included in the final sample of the 40 interviewers. The use of the pilot survey was deemed necessary as some questions were modified because they were not understood by fishermen. This is mainly due to their low level of education. Simpler words in the research questions were used for the smooth conduct of the interviews. All interviews were anonymous as each

A total of 7 research questions were used in order to answer the central question of the research. The research questions, based on a detailed literature review, posed to the fishers were the following:

fishing vessel has its own code (from B1 to B40).

RQ1: To what extent they think significant the employment of a family member or generally of a second person in their fishing trip:

Despite the minimal scientific examination of the role of women in commercial fishing, their active presence, especially in recent decades, has highlighted their role. However, statistical systems overlook their contribution and their financial contributions to the industry [50]. The lack of this information in both the European Union [51] and the rest of the world [52] has profound social and political implications as it prevents women from being recognized as a skilled workforce.

RQ2: Whether the food plays an important role in the fishing experience:

The interrelationship between tourism and gastronomy cannot be ignored. Several studies have shown that food has a big impact on tourists' decisions when choosing their holiday destination. As more and more researchers focus on the role of food in culture [53,54], food has been considered not only a basic necessity for tourism consumption but also an essential element of local culture [53,55].

RQ3: In what ways is fishing conducive to the development of a sense of connection to the local host areas:

Heritage that is part of an ongoing and traditional lifestyle is a significant cultural resource that hold multifaceted values for communities' socioeconomic and cultural benefits, including tourism. Previous studies show that many people consider commercial fishing and its material culture an attractive part of the landscape [56,57]. Maritime cultural landscapes, including the built environment and interaction of people with the sea, are main elements that increase the attractiveness of such coastal towns [56,58].

RQ4: If there is a local distinctiveness that makes the place distinguished from the rest: Tourism managers try to use the unique and special features of the destinations

Tourism managers try to use the unique and special features of the destinations in order to stimulate the interest of the tourists by building a separate image for each place. Distinctiveness, due to its high correlation with differentiation, is a significant influence in the minds of consumers. These characteristics can increase the attractiveness and competitiveness of a destination, especially when tourists are increasingly looking for unique and authentic experiences [59].

RQ5: If they take any measures or practice any conservation methods to protect marine life:

One of the main reasons for creating this form of tourism is the protection of the marine environment. The purpose of this question is to document the ways in which

environmental sustainability is achieved. The same question has been used by respective researchers in surveys conducted in Taiwan and Norway.

RQ6: If they believe there are any setbacks to the development of Fishing Tourism in Greece.

RQ7: If there is any way to expand this form of tourism.

The last 2 questions are basic supplies to support the main research question. The views of fishermen on the difficulties they face and the future upgrades that can be made to the industry are deemed necessary.

### 4. Results

Table 2 shows the demographic characteristics of the fishers participating in this survey, as well as some data about their fishing vessels. Initially, the list of the fishers consists of 39 men and 1 woman (B20). Their average age is 48.65, and the minimum professional occupation of the men is 14 years. A total of 70% of them come from fishing families. That in combination with their average fishing experience (24.75 years) is one of the main reasons for their different educational level and the foreign language acquisition. More specifically, 22.5% of the fishers have dropped out primary school from the first grades, and only 20% of them have pursued undergraduate studies. Additionally, 20 out of 40 of them do not speak a foreign language, and thus they receive help from an additional member of the crew during their fishing trips.

Table 2. Socio-demographic characteristics of fishermen and data from vessels.

CODE	LOCATION	AGE	EDUCATION	FOREIGN LANGUAGE	YEARS OF FISHING	FROM FAMILY FISHERY	ADDITIONAL HELP
B1	RHODES	54	PRIMARY	NO	37	YES	NO
B2	RHODES	50	HIGH	ENGLISH	29	YES	NO
B3	RHODES	48	PRIMARY	NO	22	YES	NO
B4	RHODES	52	HIGH	ENGLISH	17	NO	NO
В5	KEFALONIA	31	HIGH	NO	18	YES	MEMBER OF FAMILY
B6	KEFALONIA	54	HIGH	NO	36	NO	MEMBER OF FAMILY
B7	KERKIRA	30	HIGH	ENGLISH	15	YES	MEMBER OF FAMILY
B8	PREVEZA	50	HIGH	NO	17	NO	MEMBER OF FAMILY
В9	ZAKINTHOS	42	GRADUATED DEGREE	ENGLISH	16	YES	MEMBER OF FAMILY
B10	KEFALONIA	62	GRADUATED DEGREE	NO	45	YES	MATE
B11	VOLOS	53	HIGH	ENGLISH	28	YES	MEMBER OF FAMILY
B12	SKIATHOS	47	HIGH	ENGLISH	30	YES	NO
B13	KITHIRA	61	GRADUATED DEGREE	ENGLISH	29	NO	MATE
B14	KITHIRA	38	HIGH	NO	30	YES	MEMBER OF FAMILY

CODE	LOCATION	AGE	EDUCATION	FOREIGN LANGUAGE	YEARS OF FISHING	FROM FAMILY FISHERY	ADDITIONAL HELP
B15	MILOS	60	HIGH	NO	35	YES	MEMBER OF FAMILY
B16	MILOS	63	HIGH	NO	47	YES	MEMBER OF FAMILY
B17	MILOS	50	HIGH	ENGLISH	20	YES	MATE
B18	PAROS	64	HIGH	NO	50	YES	MEMBER OF FAMILY
B19	PAROS	42	PRIMARY	NO	30	YES	MEMBER OF FAMILY
B20	THIRA	31	GRADUATED DEGREE	ENGLISH- SPANISH- FRENCH	8	YES	MATE
B21	NAXOS	47	HIGH	NO	25	YES	NO
B22	MYKONOS	42	PRIMARY	NO	32	YES	MEMBER OF FAMILY
B23	ATHENS	50	PRIMARY	NO	23	NO	NO
B24	ATHENS	55	GRADUATED DEGREE	ENGLISH- GERMAN	36	NO	MATE
B25	SAMOS	54	HIGH	ENGLISH- GERMAN	17	YES	MEMBER OF FAMILY
B26	POROS	50	HIGH	ENGLISH	26	NO	NO
B27	CHANIA	53	PRIMARY	ENGLISH	22	NO	MEMBER OF FAMILY
B28	CHANIA	44	GRADUATED DEGREE	ENGLISH- ITALIAN	30	YES	NO
B29	RETHYMNO	47	PRIMARY	ENGLISH	19	NO	MATE
B30	RETHYMNO	45	HIGH	NO	22	NO	NO
B31	LASITHI	52	HIGH	NO	24	YES	NO
B32	HERAKLEION	49	PRIMARY	ENGLISH	19	NO	NO
B33	HERAKLEION	56	HIGH	NO	28	YES	MATE
B34	THES/NIKI	39	HIGH	NO	15	YES	NO
B35	CHANIA	72	PRIMARY	ENGLISH	20	YES	MATE
B36	CHANIA	47	GRADUATED DEGREE	ENGLISH	19	YES	MATE
B37	LEMNOS	53	HIGH	NO	35	YES	MEMBER OF FAMILY
B38	KAVALA	31	HIGH	NO	14	YES	MATE
B39	KOMOTINI	44	GRADUATED DEGREE	ENGLISH	15	NO	NO
B40	ALEX/POLI	35	HIGH	ENGLISH	16	YES	MATE
AV	VERAGE	48.65			24.75		

Table 2. Cont.

Source: Authors elaboration.

As for the fishing boats (Table 3), their average age is 19.55 years, and the majority of them are made of plastic (strong polyester). In contrast, the rest of the 13 fishing boats are defined as traditional "trehandiris" originally made of wood (pine or iroko). The

presence of the traditional sailboats is of paramount importance as both the cultural and fishing heritage of Greece are well advertised. The age of these traditional boats is a typical example, since all of them were constructed before 2004. According to the law, the maximum length of boats must be 15 meters. So, the average length of the boats that participated in the survey is 10.19 meters. Finally, the fishing gear displayed varies depending on the specifications of the boat as well as on the tourists' demand.

CODE	REGION OF STARTING TRIPS	YEAR OF BOAT	MATERIAL	LENGTH	DISPLAY FISHING TOOL
B1	KOLONA PORT	18	PLASTIC	8.40	FISHING RODS
B2	KOLONA PORT	16	PLASTIC	8.70	FISHING RODS-NETS
B3	FALIRAKI	26	PLASTIC	13.40	FISHING RODS
B4	MANDRAKI	40	WOOD	14.00	FISHING RODS
B5	AGIA KYRIAKI	16	PLASTIC	8.50	NETS
B6	SVORONATA	23	WOOD	15.00	NETS
B7	ASTRAKERI	15	WOOD	8.00	FISHING RODS
B8	PSATHAKI	19	PLASTIC	8.50	NETS
B9	ZAKYNTHOS PORT	23	WOOD	14.95	FISHING RODS-NETS
B10	LIXURI	31	WOOD	9.70	FISHING RODS-NETS
B11	MILINA	20	PLASTIC	7.30	FISHING RODS-NETS
B12	SKIATHOS PORT	16	PLASTIC	9.60	FISHING RODS
B13	AGIA PELAGIA	14	PLASTIC	12.65	NETS
B14	AVLEMONAS	17	PLASTIC	10.00	FISHING RODS-NETS
B15	POLLONIA	16	PLASTIC	10.90	NETS
B16	ADAMAS	9	PLASTIC	10.00	FISHING RODS
B17	POLLONIA	16	PLASTIC	9.00	FISHING RODS-NETS
B18	PISO LIVADI	38	WOOD	14.90	FISHING RODS-NETS
B19	ALIKI	35	WOOD	14.00	FISHING RODS-NETS
B20	VLIXADA	31	WOOD	14.80	FISHING RODS-NETS
B21	PANORMOS	19	PLASTIC	8.70	FISHING RODS-NETS
B22	ANO MERA	18	PLASTIC	9.95	NETS
B23	KALITHEA	20	PLASTIC	8.90	NETS
B24	NEA MAKRI	41	WOOD	11.00	FISHING RODS-NETS
B25	PYTHAGOREIO	9	PLASTIC	9.10	FISHING RODS
B26	GALATAS TROIZINIAS	16	WOOD	9.00	FISHING RODS-NETS
B27	MARATHI	6	PLASTIC	9.35	FISHING RODS
B28	KISSAMOS	9	PLASTIC	8.40	FISHING RODS
B29	PLAKIAS	11	PLASTIC	8.30	FISHING RODS-NETS
B30	RETHYMNO PORT	6	PLASTIC	7.50	FISHING RODS
B31	IERAPETRA	19	PLASTIC	8.70	FISHING RODS-NETS
B32	MALIA	15	PLASTIC	10.00	FISHING RODS-NETS
B33	LENTAS	26	WOOD	11.30	NETS

Table 3. Data of fishing boats.

CODE	REGION OF STARTING TRIPS	YEAR OF BOAT	MATERIAL	LENGTH	DISPLAY FISHING TOOL
B34	XALASTRA	33	PLASTIC	8.70	FISHING RODS
B35	NEORIA	19	WOOD	11.90	FISHING RODS
B36	KOLIMPARI PORT	7	PLASTIC	8.50	FISHING RODS-NETS
B37	MIRINA	6	PLASTIC	10.00	FISHING RODS-NETS
B38	NEA IRAKLEITSA	25	WOOD	8.90	NETS
B39	FANARI	19	PLASTIC	7.50	FISHING RODS
B40	ALEX/POLI PORT	19	PLASTIC	9.99	FISHING RODS-NETS
	AVERAGE			10.19	

Table 3. Cont.

Source: Authors elaboration.

### 4.1. The Contribution of a Family Member or a Second Person during the Fishing Trips

The contribution of women and children not only to Greek fishing trips but worldwide has become apparent through fishing tourism. That is because professional fishermen can not handle a small group of 8–12 tourists on their own while on board. More specifically, 15 of them employ 1 family member (wife, children, mother), and in 11 boats, an experienced fisherman is employed. When asked how significant this addition was, all their answers were from the same perspective. Concerning the involvement of their children, fishermen believe that fishing tourism is the only chance for their children to be smoothly introduced to the field. Nowadays, no fisher wishes his child to be occupied with the commercial fishing, which is no longer profitable and easy due to overfishing. In this way, young people are not only specialized in the fishing field but they are also given the opportunity, through their innovative ideas, to achieve a huge leap in the modernization of the fishing sector. In addition, the role of women on board gives the sense that this form of tourism is not exclusively aimed at men but at both sexes. In general, the involvement of family members contributes to creating a friendlier and warm atmosphere. The fisher B9 who collaborates with his mother during the trips said:

"Tourists are fond of family environment, as they see the captain with his mother. My mother cleans the fish, cooks them, in other words they feel at home."

On this issue the captain, with the code B26, for the contribution of the family members added:

"The tourist feels more familiarized with the new surroundings because he is on a boat with a family. This is very important because the tourist after an hour feels that he has known you for a long time. After all, it is a big deal, we all become a family."

At the same time, the help of a second person, whether it is a family member or not, offers many benefits to the fishers. The captain cannot easily cope with big groups of tourists (8–12 persons). His main concern is navigating, demonstrating various fishing techniques and cooking the fresh catch. The ultimate purpose of adding one person to help is to increase the safety of the trip and to collaborate with the captain on functional issues, for instance, removing the fish scales and all food preparation. Moreover, the demographic Table 2 of fishers shows that 50% of them do not speak a foreign language. Consequently, the second person can communicate with the tourists and provide them with important information concerning the fishing gear on display (explanation of the fishing method, names of the different species and ways of cooking the catch) and more specialized knowledge on geomorphological, historical and archaeological characteristics of each region. Actually, this person takes on a tour-guide role during the whole trip. Additionally, the wives or children of the fishers undertake all the preparation before the trip (cleaning the boat, food supplies, etc.), the electronic reservations as well as the

advertising in the social media. Only 2 out of the 40 fishers did not need a second person during the trip, while the remaining 30% of the sample (12 fishers) claimed that although they do not have a second person to help them, his contribution would be valuable.

### 4.2. Food as a Factor of Fishing Experience

The interrelated relationship between tourism and gastronomy cannot be ignored. Several studies have shown that food has a big impact on tourists' decisions when choosing their holiday destination. Hudman argued that food is an essential variable in the tourism industry as 25% of total tourism expenditure is covered by food [53,60]. As more and more researchers focus on the role of food in culture [54], food has been considered not only a basic necessity for tourism consumption but also an essential element of local culture [47]. Although there is plenty of literature concerning tourism and gastronomy, there are few surveys on providing food in non-conventional surroundings. The atmosphere, the company and generally the isolation in a remote, unusual place make the process of eating more pleasant and delightful [61]. In case of fishing tourism, the tourists may be served a meal on board, tasting the fish which have just been caught along with other traditional recipes. A total of 82.5% of fishing vessels consider eating on board an indispensable part of the fishing experience, thus incorporating it into each of their trips. This is because food is valued as a key part of the whole fishing process and completion of the experience. In this way, tourists have the opportunity to witness the fish scaling, the cooking and, finally, to enjoy the catch on their plate. A small group of fishers pointed out the willingness of the tourists to participate in the cooking process and taste the same fish they had caught themselves. Eating on board gives them the chance to taste fresh and authentic flavors, enjoy the traditional cuisine and generally the local products. On this issue, interviewee B35 commented:

"Our flavors are unique, our exceptional products are a big asset to us, all vegetable come from our gardens, the wine from our vineyards."

On the same issue B10 interviewee added:

"In my opinion the time and quality of meal represents 60% of the whole experience, the flavors are unique and unprecedented for tourists, they have not tasted them before, they are impressed because they are the freshest products they can taste."

Broadly speaking, because the fishing trips usually last from 4 to 7 hours, the fishers believe that without eating a meal, the whole trip would be monotonous and the tourists displeased. The remaining seven vessels (17.5% of the total number) which do not provide the gastronomic experience offer the catch to the tourists free for household consumption.

#### 4.3. Fishing Trips as a Means of Preserving the Fishing Heritage

Tourism has been diversified because of the tourists' new interests and demands. Thus, part of it has turned to cultural heritage as a tourist resource. Now, tourists seek more and more authentic experiences compatible with the cultural heritage of each place [56,62]. As for the fishing sector, the accessibility to coastal places with distinctive traditional features, such as a fishing industry, commercial docks, freshly caught seafood and local cuisine, create a unique experience and contribute to a vibrant culture [56,63]. Moreover, this revival of traditional activities and events presents the cultural identity of the communities [56,64]. It is said that only the familiar objects are really appreciated and there is no better way to experience an activity unless it is witnessed firsthand. In case of fishing tourism, this is achieved in the best possible way, as the tourists embarking on a fishing boat enter directly into the world of fishing and the traditions of the local communities. Most fishers, when asked what the special bond that connects tourists with the coastal area is, replied that only through a fishing trip does the visitor truly understand and empathize with the fisher, his daily life and, generally, his way of life. More specifically, B3 interviewee reported:

# "When a tourist embarks on my boat he wants to experience my way of life, to become one with the fisher, to get dirty, to eat the same food as the fisher eats, to walk barefoot, he wants to live 'his dream'."

At the same time, the knowledge the tourists gain and the active participation in the fishing process make them become acquainted with the materials or intangible characteristics, such as the vessel itself, the fishing gear (nets, rods) and even the smell of the freshly painted "trehantiri", the traditional boat. All these traits are indicators of cultural heritage, and they affect the way of the fisher's life. Furthermore, they constitute the main representative features of the fishing trip. They are not only symbols of a fishing community but also act as parameters in differentiating fishing trips. They are defined as indicators of cultural heritage influencing the way of life of both local fishermen and tourists as they contain the status of both cultural and tourist resources. Even the fishermen themselves are a part of the marine cultural landscape and, in general, the central figure of fishing trip [6,65]. In general, tourists are given the chance to live a unique, hands-on, real-life experience because they manage to explore their place of destination via the sea, through direct contact with the sea and the natural environment. In contrast to the neutral attitude of the tourists in the beginning of the journey, their active participation in the fishing process brings them intense feelings, such as the rush of adrenaline. This awakens the innate instinct of the hunter waiting to catch his own prey. Finally, given the satisfactory reactions of tourists, fishers feel that they have achieved their objective of revealing their secrets and way of a fisher's life to tourists and promoting tourism in their fishing regions.

### 4.4. The Local Distinctiveness of Regions as a Basic Means of Local Promotion

One of the main priorities given to the fishing trips is the exploitation and promotion of the local regions. Most fishers stress that the whole country of Greece itself, with its islands, its culture and civilization, is unique. They place great emphasis on the subject of historical, archaeological and mythological elements of their place. For instance, the fishing crew in Kithira explains the Minoan civilization to the tourists, fishers narrate the Argonautic Mission in Volos and the captain from Rhodes makes a tour in the port for the tourists to take photographs of the castle. Of equal importance are the geophysical and geo-morphological attributes of each area. The unspoiled beaches, the deep blue waters, the cave with stalagmites which can be accessed only by the small fishing boats, the rocks, the caves and even the shipwrecks soar the tour to the new heights. Overwhelmed by the natural beauty and rich history of each place, tourists become so connected to the region they have visited that they crave revisiting it at any opportunity. Another strong point Greece and the other Mediterranean countries possess is the good fishing grounds and biodiversity. For example, some regions are famous for their catches such as Kefalonia for its lobsters, Santorini for its "simiako garidaki", Paros for its "skate" and the Amvrakian gulf for its "gampari".

The chance to enjoy a meal on board results in having a foretaste not only of the fishers' traditional menu, such as kakavia, but also of various local products typical of each region (such as the wine of Samos, cheese from Mykonos, "ladenia" of Milos). It is worth mentioning that the transition from professional to tourist recreational fishing has also brought about a different attitude to sea mammals. That is because dolphins, seals and tortoises have always been regarded as basic enemies due to the fact that they destroy their nets and fishing gear. However, in case of recreational tourism, fishers have succeeded in reversing this current trend and turning the disadvantage into an advantage, offering a unique chance to the sightseers to admire those mammals from close. Finally, fishers reveal that some attributes they consider ordinary are seen as extraordinary in the eyes of the tourists. A typical example on the subject was given by a fisher in Milos (B17) who reported:

"I have never expected that the goats in Poliaigos island I see almost every day since I was a kid, would make the tourists so thrilled. Now goats have become a part of my journey and I take the boat as close to rock as possible so that they can take pictures of them." A similar case took place with the fishing vessel that makes tours in Samos. According to the captain (B25), a seagull can become an important attraction to the fishing trip and stated:

"During the whole previous year a particular seagull has approached us when we anchor in the port. It was been accustomed to us. The tourists fed it with little fish. Many of them asked me if they will meet the bird if they come again."

All in all, distinctiveness depends highly on the images, perceptions as well as whom each one is in their daily life. As a result, certain situations and circumstances local people experience can become a major factor of reexamination of their route of journey.

### 4.5. Marine Conservation and Protection Policies by Tishing Tours

One of the main purposes for the authorization for fishing and the creation of the fishing licenses is to protect the marine environment helping reducing overfishing. According to fishermen, this is achieved in the best possible way because their fishing gear has been significantly limited in comparison to the gear they used when they worked professionally. They point out that the fishing practice is just to cover the needs of the tourists' meal and nothing more. Apart from those who have fishing rods for demonstration, the rest who use nets said that the mesh size of their nets is such that it allows catches of 400 gram and more, while undersized fish escape. Of equal importance is the fishers' contribution to collect seawaste. It is collected either by the nets or by cleaning up the beach and then stored in order to be recycled at another stage. It seems that fishery breaks new ground, which is something not expected by most fishers. This entire environmentally friendly attitude is greatly encouraged by the behavior and mentality of the foreign tourists. Regarding this issue, participant B15 noted:

"Foreign tourists are more ecologically advanced than we are, they argue with me even when I throw my cigarette butt into in the sea. They are very aware of these issues, they make us better too."

Environmental awareness is one of the reasons why no plastic is used in Greek fishing boats, all materials are recyclable and there are skip bins for waste. On the same wavelength was the captain with code B24 who added:

"We were forced to become better as the average European thinks more ecologically than the average Greek, so we are forced to raise an ecological awareness in advance which then comes as natural."

Contemporary environmental sensitivity has characterized for decades the emerging culture in the developed world. Making a correlation with religion, the Christian discerns the life-giving presence of Christ in many traits of the environmental sensitivity and culture. This encounter offers grounds for a reciprocal understanding and enrichment of Christians and non-believers or non-Christians towards the attainment of a wider and deeper respect of environmental and human-shared values [66]. Finally, it was largely observed that with fishing trips the technique of catch and release fishing is applied. It is essentially a fishing technique used in recreational fishing. It has a long history and for this reason has stimulated both researchers' and the fishers' interest. The advantages of this method are obvious since there is appreciable improvement in the fishing stocks and many socioeconomic benefits to the societies [67]. This fishing technique can be classified into two basic categories: (1) regulatory C&R and (2) voluntary C&R [19]. The former refers to country legislation and regional fishing policies. Practically, fishing might be regulated by such laws and guidelines as length-based protected seasons, protected species [17], daily bag limits and annual quotas. The later, instead, is based on the fisherman's voluntary decision to release fish or not, and the behavior itself is not connected to occurring regulations [67]. It is obvious that in the case of fishing tourism this fishing policy is carried out by purely voluntary purposes, without any external compulsion. In some cases, the tourists themselves release the fish that have been caught. In fact, they are essentially

given the opportunity through a fishing trip to live out a sustainable experience. In recent years, tourism research has turned its attention to sustainable experiences as a potential means to obtain competitive advantage, while enhancing destination sustainability and perceived experience value [68–72]. For the time being, there is no explicit definition for the sustainable experience, but it could be as follows:

"An experiential experience aiming at stirring strong emotions and memories, ensuring environmental sustainability at the areas of destination."

The increasing tourist activity has raised both fishers' and visitors' concerns about the environmental and socio-cultural issues of sustainability, such a marine rubbish, sea pollution and climate change. In the end, in order to live a sustainable experience, the following four factors must be combined: (1) interaction with the natural environment, (2) interaction with the cultural environment, (3) perceptions and views and (4) activities based on nature.

#### 4.6. Setbacks to Further Fishing Tourism Development

In the light of the above units, it seems that an important step forward in developing fishing tourism has been taken in Greece. However, fishers who have a better picture because of their continuous interaction in their field of work draw attention to the setbacks that hold further development and expansion of fishing tourism. First and foremost, there are no promotional campaigns to highlight this particular form of alternative tourism in a local as well as in a national level. Its present promotion is exclusively a private initiative of each company (fishing boat). Second, the legal uncertainty as to the practice of swimming and eating a meal in certain beaches has a negative effect on the whole travel arrangements of the tour. Due to the ambiguity of the Joint Ministerial Decision where the practice of the above activities is not clarified, there are fishing boats whose only service they provide is fishing. For the majority of the fishers, swimming and food are the foundations of the tourist experience and a strong incentive to attract them. The captain from Naxos (B21) stressed:

"Without swimming and food the trip would be monotonous with low levels of satisfaction on the part of the tourists."

Another impediment that hinders the growth of the fishing tourism sector is certain limitations concerning the safety of tourists during the fishing trip. One of these limitations is the total power of propelling engines of the vessel should not exceed 15BB in accordance with the law. From the fishers' perspective though, this horse power is too low for the proper operation of the tour. More specifically, the captain with code 40 pointed out:

"The fishing boats occupied in fishing tourism should be equipped with two basic engines so that safety is guaranteed in case of an emergency."

In several areas of Greece, there are amateur fishermen engaging in illegal fishing tourism trips with just a skipper's license. There should be a clear legal distinction between them and the professional fishers who possess professional vessels. All this illegality driven by speculative purposes taints the concept and nature of fishing tourism at the expense of licensed fishers. Finally, the lack of both the holders of fishing tourism licenses and those professionals who want to start working on issues related to tourism, learning new fishing techniques, providing first aid and lifeguard knowledge necessary for the safety of tourists makes the whole situation more difficult.

# 4.7. Fishing Tourism 365 Days a Year

At present, the duration of the tours depends on the tourist season of each area. However, fishers state that the trips could be extended up to 10 months a year. The only chances needed are the arrangements of the trip in such a way that they apply to diversified groups of tourists with different motives and preferences, as well as some modifications of the vessels. Tourists who visit Greece in the winter have nothing in common with the profile of the summer tourists whose basic motive and goal is fishing. In reality, they are probably keen amateur fishers who are strong enough to endure the adverse weather conditions (storms, rain, wind) with an ulterior motive to catch a fish as a trophy. Such services for sport fishing activities are already offered in Rhodes and Chania in the summer. Most of the fishermen participating in this survey support that Greece is appropriate for sport fishing all year round, since there are more and bigger catches in the winter seasons, which actually facilitates their capture. Nevertheless, a small modification of the existent vessels must be made so that the passengers' compartment becomes a closed cabin. As regard to the fishing of those catches, the vessels that have a special license for open-sea fishing are entitled to keep their catches, whereas the rest of the vessels that are not equipped with a VMS system must release the catches afterwards. Finally, a small group of fishermen talked about inland fishing tourism activities. Tourists may participate in the preparation and maintenance of the boat (painting, scraping) when it rests in the boatyard during the winter months. In this way, their active participation in a traditional boatyard under the guidance of experienced shipwrights will provide them with knowledge about the shipbuilding heritage of Greece and, most importantly, a direct and close connection with the fishing boat itself. This land-based fishing process has not yet been applied to Greece.

## 5. Conclusions

With a simple glance, it can be argued that with the advent of fishing tourism, several changes have taken place in the fishing industry which are related to various other factors, all of which are interrelated: changes in fishing itself with the incorporation of new technologies in vessels (VMS) and the use of more modern fishing gears and fishing techniques for greater tourist satisfaction, changes in the way fish are caught as much attention is paid to the quantity and size of catches and even in the general perception and attention that tourists show for the natural environment. All these changes reveal a transformation in the perception of fisheries as a tourist resource offering multiple benefits. These benefits are related to the revitalization of the fishing sector and also to the promotion of fishing cultural heritage, so fishermen can continue to exploit their knowledge and professional skills and maintain the social networks linked to fishing [73].

At the same time, with fishing tourism, the traditional economic-social-environmental triangle of sustainability is achieved as fishermen, through fishing trips, protect the fishing industry from extinction while having a supplementing income. Essentially, from fishermen, they turn into teachers highlighting their work and their place.

The results of the survey show a positive attitude of fishers towards the specific branch of tourism. Fishermen believe that it has accomplished a dual task, namely, to protect the marine environment with its limited fishing gear and to promote their local area and thus their whole country by projecting its distinctive traits to tourists. Local distinctiveness mainly concerns the historical, archeological and mythological characteristics of their place, the geophysical and geomorphologic elements, traditional local products as well as the observation of other mammals. Fishing tourism has generally included elements of environmental education and awareness and therefore has contributed to transforming the attitudes and values of the parties involved in local communities and the fishing sector and, of course, visitors. Undoubtedly, this form of tourism also contains elements of cocreative tourism with the active role of tourists during the fishing trip (active participation in the fishing process, fish cleaning, food preparation, etc.). The participation of the second person in their occupation is imperative, mainly on issues that concern the safety of the tourists, upgraded services and better cooperation with the captain for a smooth tour. Essentially, the second person acquires the role of tour-guide informant during the whole trip. Especially if this addition is made by a family member, then the benefits are manifold. The research shows that it is a great opportunity to make visible the contribution of women in the fishing industry but also to integrate children smoothly in this activity. Moreover, providing gastronomic experiences on board is an indispensable part of the trip that completes the whole experience, revealing the Greek hospitality spirit which

culminates in their contentment. Food can be considered as a vehicle through which the visitor experiences the cultural world of fishermen, e.g., in Greek culture, the dining experience has long been identified as a cultural expression of a region or a community, under the linguistic combination of sapere-sapore (knowledge-flavor) [74,75]. Finally, some obstacles that undermine the further development of fishing tourism in Greece are the lack of promotion of this innovative form of tourism mostly by government agencies, as well as some legislative problems that, in some cases, threaten its smooth operation. Regarding the legislative problems (legal uncertainty as to the practice of swimming and eating a meal), the present research can help to make the necessary political decisions for the smooth conduct of this tourism activity. In general, fishing tourism represents for Greece a longterm economically viable activity that can develop all year round by providing either more specialized fishing packages (sport fishing) or land-based fishing activities.

Regarding further research, in the same survey, questionnaires were given to the vessels which should be completed by tourists after the end of the fishing trip. These questionnaires are the first to be distributed nationwide to Greek fishing boats and examine the travel motivation of a tourist, the satisfaction of a fishing trip, the role of tour guide on the trip and other variables related to destination loyalty. A total of 1372 questionnaires were collected, which will contribute to the decision making for further development of this form of tourism. The only limitation that arose during the investigation were the lockdowns due to COVID–19. This fact chronologically extended the scheduled interviews.

**Author Contributions:** Conceptualization, D.T.; methodology, T.M.; validation, T.M.; investigation, D.T.; resources, D.T.; writing—original draft preparation, D.T.; writing—review and editing, T.M.; supervision, T.M. All authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Acknowledgments: Many great thanks to the participants of this research.

Conflicts of Interest: The authors declare no conflict of interest.

### References

- 1. Frechtling, D.C. The tourism satellite account: A primer. Ann. Tour. Res. 2010, 37, 136–153. [CrossRef]
- Yu, X.; Kim, N.; Chen, C.-C.; Schwartz, Z. Are you a tourist? Tourism definition from the tourist perspective. *Tour. Anal.* 2010, 17, 445–457. [CrossRef]
- 3. Archipelagos Institute of Marine Conservation. Available online: https://archipelago.gr/en/our-work/marineconservation/ fisheries/ (accessed on 20 December 2019).
- 4. Kavoura, A.; Bitsani, E. Managing the World Heritage Site of the Acropolis, Greece. *Int. J. Adv. Cult. Tour. Hosp. Res.* 2013, 7, 58–67. [CrossRef]
- 5. Stedman, R.C. Is it really just a social construction: The contribution of the physical environment to sense of place. *Soc. Nat. Resour.* **2003**, *16*, 671–685. [CrossRef]
- 6. Khakzad, S.; Griffith, D. The role of fishing material culture in communities' sense of place as an added-value in management of coastal areas. *J. Mar. Isl. Cult.* **2016**, *5*, 95–117. [CrossRef]
- 7. Ford, B. (Ed.) Introduction. In *The Archaeology of the Maritime Landscapes*; Springer: Berlin/Heidelberg, Germany, 2011; pp. 1–9.
- 8. Ransley, J. Maritime communities and traditions. In *Oxford Handbook of Maritime Archaeology*; Catsambis, A., Ford, B., Hamilton, D., Eds.; Oxford University Press: New York, NY, USA, 2011.
- Arlinghaus, R.; Abbott, J.K.; Fenichel, E.P.; Carpenter, S.R.; Hunt, L.M.; Alós, J.; Klefoth, T.; Cooke, S.J.; Hilborn, R.; Jensen, O.P.; et al. Opinion: Governing the recreational dimension of global fisheries. *Proc. Natl. Acad. Sci. USA* 2019, 116, 5209–5213. [CrossRef] [PubMed]
- Bower, S.D.; Aas, Ø.; Arlinghaus, R.; Beard, T.D.; Cowx, I.G.; Danylchuk, A.J.; Freire, K.M.F.; Potts, W.M.; Sutton, S.G.; Steven, J. Cooke Knowledge Gaps and Management Priorities for Recreational Fisheries in the Developing World. *Rev. Fish. Sci. Aquac.* 2020, *28*, 518–535. [CrossRef]
- 11. Smith, C.L. The life cycle of fisheries. Fisheries 1986, 11, 20–25. [CrossRef]
- 12. Cooke, S.J.; Cowx, I.G. The Role of Recreational Fishing in Global Fish Crises. *BioScience* 2004, 54, 547–560. [CrossRef]
- 13. Lari, T.; Komppula, R.; Pesonen, J. Fishing as a Tourist Experience Case: Finnish Recreational Fishermen. Master's Thesis, University of Eastern Finland Faculty of Social Sciences and Business Studies, Kuopio, Finland, 2019.
- 14. Hemmi, J. Ympäristö- ja Luontomatkailu. Master's Thesis, Vapaa-Ajan Konsultit Oy, Virolahti, Finland, 1995.
- 15. Graefe, A.R. The relationship between Level of Participation and Selected Aspects of Specialization in Recreational Fishing. Doctoral Dissertation, Texas A&M University, College Station, TX, USA, 1980. Unpublished.

- 16. Graefe, A.R.; Ditton, R.B. Bay and Offshore Fishing in the Galveston Bay Area: A Comparative Study of Fishing Patterns, Fishermen Characteristics, and Expenditures. *N. Am. J. Fish. Manag.* **1986**, *6*, 192–199. [CrossRef]
- 17. Arlinghaus, R.; Cooke, S.J.; Lyman, J.; Policansky, D.; Schwab, A.; Sutton, S.G.; Thorstad, E.B. Understanding the effects of recreational catch-and-release angling on an increasingly important foreign fishing tourism species, the giant African threadfin Polydactylus quadrifilis (Cuvier). *Fish. Manag. Ecol.* **2007**, *27*, 603–614.
- Holland, S.M.; Ditton, R.B.; Graefe, A.R. An Ecotourism Perspective on Billfish Fisheries. J. Sustain. Tour. 1998, 6, 97–116. [CrossRef]
- 19. Ditton, R.B.; Holland, S.M.; Anderson, D.K. Recreational Fishing as Tourism. Fisheries 2002, 27, 17–24. [CrossRef]
- 20. Zwirn, M.; Pinski, M.; Rahr, G. Angling ecotourism: Issues, guidelines and experiences from Kamchatka. J. Ecotourism 2005, 4, 16–31. [CrossRef]
- 21. Roberts, A.; Munday, M.; Roche, N.; Brown, A.; Armstrong, M.; Hargreaves, J.; Pilgrim-Morrison, S.; Williamson, K.; Hyder, K. Assessing the contribution of recreational sea angling to the English economy. *Mar. Policy* **2017**, *83*, 146–152. [CrossRef]
- 22. Golden, A.S.; Free, C.M.; Jensen, O.P. Angler preferences and satisfaction in a highthreshold bucket-list recreational fishery. *Fish. Res.* **2019**, *220*, 105364. [CrossRef]
- 23. Bauer, J.; Herr, A. Hunting and Fishing tourism. In *Wildlife Tourism: Impacts, Management and Planning*; Common Ground Publishing: Champaign, IL, USA, 2004; Chapter 4; pp. 57–77.
- 24. MacCannell, D. International Fishing Tourism; Blackwell Publishing Ltd.: Oxford, UK, 1989; pp. 268–291.
- 25. Wight, P.A. North American Ecotourists: Market Profile and Trip Characteristics. J. Travel Res. 1996, 34, 2–10. [CrossRef]
- 26. Laiho, M.; Herranen, V.; Kivi, E.; Laiho, M.; Herranen, V.; Kivi, E. *Kalastusmatkailun Nykytila, Kehittämishaasteet ja Hanketoiminta Suomessa*; Maa- ja Metsätalousministeriön Julkaisuja 3/2005; Vammalan Kirjapaino Oy: Vammala, Finland, 2005; 69p.
- 27. Jaakkola, M.; Lankinen, Y.; Koiranen, M. Kalastusmatkailun nykytila ja kehitystarpeet 1990. In *Soveltavan Eläintieteen Julkaisuja*; Kuopion Yliopiston Painatuskeskus: Kuopio, Finland, 1990.
- 28. Triarchi, E.; Karamanis, K. The evolution of alternative forms of Tourism: A theoretical background. Bus. Entrep. J. 2017, 6, 1–4.
- 29. Smith, V.; Eadington, W. *Tourism Alternatives: Potentials and Problems in the Development of Tourism*; University of Pennsylvania Press: Philadelphia, PA, USA, 1992.
- 30. Rogelja, N.; Janko-Spreizer, A. Fish on the Move, Fising between Discourses and Borders in the Northern Adriatic; Springer: New York, NY, USA, 2017.
- 31. Jiménez de Madariaga, C.; García del Hoyo, J.J. Enhancing of the cultural fishing heritage and the development of tourism: A case study in Isla Cristina (Spain). *Ocean. Coast. Manag.* 2019, *168*, 1–11. [CrossRef]
- 32. Bellia, R. Pescatourism, a sustainable tourist experience. J. Clean. Prod. 2011, 133, 1034–1042.
- 33. Hall, C.M. Constructing sustainable tourism development: The 2030 agenda and the managerial ecology of sustainable tourism. *J. Sustain. Tour.* **2019**, *27*, 1044–1060. [CrossRef]
- 34. Butler, R.W. Sustainable tourism: A state-of-the-art review. Tour. Geogr. 1999, 1, 7–25. [CrossRef]
- FAO. *The State of Mediterranean and Black Sea Fisheries*; General Fisheries Commission for the Mediterranean: Rome, Italy, 2016; Available online: http://www.fao.org/3/a-i5496e.pdf (accessed on 15 January 2020).
- Lloret, J. Human health benefits supplied by Mediterranean marine biodiversity. *Mar. Pollut. Bull.* 2010, 60, 1640–1646. [CrossRef] [PubMed]
- 37. Farsari, Y.; Butler, R.; Prastacos, P. Sustainable tourism policy for Mediterranean destinations: Issues and interrelationships. *Int. J. Tour. Policy* **2007**, *1*, 58–77. [CrossRef]
- Lloret, J. Environmental impacts of recreational activities on the Mediterranean coastal environment: The urgent need to implement marine sustainable practices and ecotourism. In *Ecotourism: Management, Development and Impact;* Krause, K., Weier, E., Eds.; Nova Science Publishers: New York, NY, USA, 2010.
- 39. Saba, G.; Favero, R.; Canale, E.; Meliadò, E.; Molinari, A.; Vatteone, D.; Manaratti, G.; Ierardi, S.; Tiribocchi, A. Pescatourism—A European Review and Perspective. *Acta Ichthyol. Piscat.* **2013**, *4*, 325–350.
- 40. Rubén, C. Lois González and María de los Ángeles Piñeiro Antelo, Fishing Tourism as an Opportunity for Sustainable Rural Development—The Case of Galicia, Spain. *Land* **2020**, *9*, 437.
- 41. Villasante, S. Sostenibilidad de las Pesquerías Artesanales de Galicia; Instituto Universitario de Estudios Marítimos: A Coruña, Spain, 2010.
- 42. Surís-Regueiro, J.C.; Santiago, J.L. Characterization of fisheries dependence in Galicia (Spain). *Mar. Policy* **2014**, 47, 99–109. [CrossRef]
- 43. Rodríguez-Dowdell, N.; Enriquez-Andrade, R.; Cardenas-Torres, N. Property rightsbased management: Whale shark tourism in Bahia de Los Angeles, Mexico. *Fish. Res.* 2007, *84*, 119–127. [CrossRef]
- 44. Pardellas, X.X. Turismo Gastronómico: Recursos e Itinerarios; Universidade de Vigo: Vigo, Spain, 2010.
- 45. FARNET. *Fisheries and Tourism: Creating Benefits for the Community;* European Commission, Directorate-General for Maritime Affairs and Fisheries, Director-General (FARNET): Brussels, Belgium, 2014.
- 46. Kyvelou, S.S.I.; Ierapetritis, D.G. Fisheries Sustainability through Soft Multi-Use Maritime Spatial Planning and Local Development Co-Management: Potentials and Challenges in Greece. *Sustainability* **2020**, *12*, 20–26. [CrossRef]
- 47. Ministry of Rural Development and Food. Annual Fleet Report 2018; Directorate General of Fishing: Athens, Greece, 2019.

- 48. Richards, L. The Influence of Power Shifts in Data Collection and Analysis Stages: A Focus on Qualitative Research Interview. *Qual. Rep.* **2013**, *18*, 1–9.
- 49. Bloor, M.; Frankland, J.; Thomas, M.; Robson, K. Focus group method and methodology: Current practice and recent debate. *Int. J. Res. Method Educ.* **2011**, *29*, 23–37.
- 50. Frangoudes, K.; Gerrard, S. (En)Gendering Change in Small-Scale Fisheries and Fishing Communities in a Globalized World. *Marit. Stud.* 2018, 17, 117–124. [CrossRef]
- Frangoudes, K.; O'Doherty, J. Legal recognition of women's contributions in fisheries and aquaculture in the European Union. In Proceedings of the Global Symposium on Gender and Fisheries, 7th Asian Fisheries Forum, Penang, Malaysia, 1–2 December 2004; pp. 139–148.
- 52. Harper, S.; Zeller, D.; Hauzer, M.; Pauly, D.; Sumaila, U.R. Women and fisheries: Contribution to food security and local economies. *Mar. Policy* **2013**, *39*, 56–63. [CrossRef]
- 53. Quan, S.; Wang, N. Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tour. Manag.* **2004**, *25*, 297–305. [CrossRef]
- Hegarty, J.A.; O'Mahony, G.B. Gastronomy: A phenomenon of cultural expressionism and an aesthetic for living. *Int. J. Hosp. Manag.* 2001, 20, 3–13. [CrossRef]
- Jones, A.; Jenkins, I. "A taste of wales—Blas Ar Gymru": Institutional malaise in promoting welsh food tourism products. In *Tourism and Gastronomy*; Hjalager, A.M., Richards, G., Eds.; Routledge: Oxfordshire, UK, 2002; pp. 113–115.
- 56. Khakzad, S. Promoting coastal communities through cultural tourism: The case of fishing communities in Brunswick County, North Carolina. *J. Herit. Tour.* **2018**, *13*, 455–471. [CrossRef]
- 57. Jacob, S.; Witman, J. Human ecological sources of fishing heritage and use in and impact on coastal tourism. In Proceedings of the 2006 Northeastern Recreation Research Symposium, Bolton, NY, USA, 9–11 April 2006.
- Westerdahl, C. Maritime cultural landscape. In Oxford Handbook of Maritime Archaeology; Catsambis, A., Ford, B., Hamilton, D., Eds.; Oxford University Press: New York, NY, USA, 2011; pp. 733–757.
- 59. Kim, J. Destination distinctiveness: Concept, measurement, and impact on tourist satisfaction. J. Destin. Mark. Manag. 2014, 8, 214–231.
- 60. Hudman, L.E. The travelers perception of the role of food and eating in the tourist industry. In *The Impact of Catering and Cuisine upon Tourism, Proceedings of 36th AIEST Congress, Montreux, Switzerland, 31 August–6 September 1986;* AIEST: Montreux, Switzerland, 1986.
- 61. Warde, A.; Martens, L. Culinary Tourism as a Destination Attraction: An Empirical Examination of Destinations' Food Image. *J. Hosp. Mark. Manag.* **2000**, *19*, 531–555.
- 62. Buhalis, D. Marketing the competitive destination of the future. Tour. Manag. 2000, 21, 97–116. [CrossRef]
- 63. Lacher, R.; Oh, C.; Jodice, L.; Norman, W. The role of heritage and cultural elements in coastal tourism destination preferences: A choice modeling-based analysis. *J. Travel Res.* **2013**, *52*, 534–546. [CrossRef]
- 64. Acott, T.G.; Urquhart, J. Sense of place and socio-cultural values in fishing communities along the English channel. In *Social Issues in Sustainable Fisheries Management*; Urquhart, J., Acott, T.J., Symes, D., Zhao, M., Eds.; Springer: Dordrecht, The Netherlands, 2014; Volume 9, pp. 257–277.
- 65. Davis, E. Preserving Municipal Waterfronts in Maine for Water Dependent Uses: Tax Incentives, Zoning, and the Balance of Growth and Preservation. *Ocean. Coast. Law J.* **2001**, *6*, 141.
- 66. Puig, J. Sensibilidad por el medio ambiente y cristianismo. Sci. Fides 2019, 7, 73–96. [CrossRef]
- 67. Arlinghaus, R.; Mehner, T.; Cowx, I.G. Understanding the Complexity of Catch-and Release in Recreational Fishing: An Integrative Synthesis of Global Knowledge from Historical, Ethical, Social, and Biological Perspectives. *Rev. Fish. Sci.* 2007, *15*, 75–167. [CrossRef]
- Breiby, M.A.; Duedahl, E.; Øian, H.; Ericsson, B. Exploring sustainable experiences in tourism. Scand. J. Hosp. Tour. 2020, 20, 335–351. [CrossRef]
- 69. Chen, C.M.; Chen, S.H.; Lee, H.T. The destination competitiveness of Kinmen's tourism industry: Exploring the interrelationships between tourist perceptions, service performance, customer satisfaction and sustainable tourism. *J. Sustain. Tour.* **2011**, *19*, 247–264. [CrossRef]
- 70. Liu, C.H.; Horng, J.S.; Chou, S.F.; Chen, Y.C.; Lin, Y.C.; Zhu, Y.Q. An empirical examination of the form of relationship between sustainable tourism experiences and satisfaction. *Asia Pac. J. Tour. Res.* **2016**, *21*, 717–740. [CrossRef]
- 71. Lu, D.; Liu, Y.; Lai, I.; Yang, L. An important emotional experience in sustainable tourism. Sustainability 2017, 9, 2189. [CrossRef]
- 72. Poudel, S.; Nyaupane, G.P. The role of interpretative tour guiding in sustainable destination management: A comparison between guided and nonguided tourists. *J. Travel Res.* **2013**, *52*, 659–672. [CrossRef]
- Morgan, R.; Lesueur, M.; Henichart, L.-M. Fisheries diversification: A case study of French and English fishers in the Channel. In Social Issues in Sustainable Fisheries Management; Urquhart, J., Acott, T.G., Symes, D., Zhao, M., Eds.; MARE MARE Publication Series: New York, NY, USA, 2014; pp. 165–182.
- 74. Lai, M.B.; Cicia, G.; Del Giudice, T. Pescatourism, a sustainable tourist experience. J. Clean. Prod. 2016, 133, 1034–1042. [CrossRef]
- 75. Biasin, G.-P. Italo Calvino in Mexico: Food and Lovers, Tourists and Cannibals. PMLA 1993, 108, 72-88. [CrossRef]