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Coastal Angling Tourism – a development chance for the South Baltic Region

Guidelines to enable coastal communities
to develop sustainable angling tourism

Lead Partner:

Universität
Rostock



Project Partners:



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Project Partners

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www.catch-southbaltic.eu

www.fishingsouthbaltic.eu

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1 Introduction

Coastal angling tourism offers a unique development chance for the South Baltic Region, especially for rural coastal areas. It is a promising touristic trend and offers diversification opportunities for the tourism sector with new market opportunities. A customised infrastructure for angling tourists, a close cooperation of regional stakeholders and targeted marketing can foster the positive economic effect of this touristic trend. In addition to the expenditures directly connected to recreational fishing – like the purchase of fishing equipment, the rental of a boat or the expenses for spending a fishing day with an experienced angling guide at the waterside – there are supplementary tourist expenditures for accommodations, gastronomic facilities and other local services within the respective region.

As the angling tourism demand is usually quite high in the off-season, this tourism field can increase visitor numbers in coastal areas even outside the holiday season and support the creation of all-year jobs within this typically seasonal sector. Especially rural communities could benefit from revitalising less developed areas in the off-season without raising the tourism pressure in the main season. Besides a certain infrastructure for angling tourists and target-group-specific marketing, the preservation of healthy water bodies and fish populations is crucial for the long-term success of this sector. That's why sustainability should be a central aspect during development of this branch of tourism.

The following guidelines were developed with the aim to support the establishment of sustainable angling tourism in coastal communities around the South Baltic Region in order to take advantage of its potential for regional development, as mentioned above. These guidelines should offer an overview about legal, ecological, social and economic aspects connected to coastal angling tourism for interested municipalities; taking local, regional and transnational approaches into account.

A set of indicators is attached to each section about one of the four sustainability aspects. These can support the analysis of the current situation and support the identification of certain aspects that could be improved upon to achieve the sustainable development of this touristic sector with a long-term perspective.

More background information on the angling market as well as concrete recommendations for tourism providers and other helpful information is available at: www.fishingsouthbaltic.eu.

2 Development of sustainable coastal angling tourism

2.1 Legal framework

Since the rules and regulations concerning recreational fishing are usually enacted on European, national or federal state level, the scope for possible modifications within coastal communities is relatively small. However, there are some aspects which should be considered on a local level, to ensure the practical implementation of the existing regulations and to facilitate their compliance for national as well as for international angling tourists.

The existence of laws and regulations concerning the practice of angling is important in order to maintain sustainably managed fish populations and to avoid potential conflicts between different stakeholder groups related to (recreational) fishing. The applicability, effectiveness and success of those regulations should be evaluated on a regular basis, taking scientific recommendations and data about the condition of fish stocks into account. At national level, the legislative procedure for laws and regulations concerning recreational fishing should be as transparent and comprehensible to the general public as possible. This can enhance the understanding and compliance of certain restrictions. Another approach which can minimise potential conflicts between interest groups is the comprehensive participation of stakeholder representatives from angling associations, fishing federations and environmental associations during the implementation of superordinate legislation.

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Compiling all necessary information concerning closed seasons, minimum and maximum sizes, allowed equipment, bag limits, catch and release, closed areas, night angling, etc. can be quite challenging for foreign anglers. If laws and regulations are not easily accessible, multilingual and available online, it is recommendable to compile the most important information in concise, clearly laid out and illustrated guidelines for fishing tourists. These summaries should be available at least in national language and in English. Offers in additional languages are especially important in border regions. If such overviews do not already exist for your country or region, the regional tourist board or angling association could be a good contact point for support in this field. It might not only be experienced anglers that come to your coastal community to try the local fishing grounds, but also tourists who may be relatively inexperienced. For those recreational fishermen, basic materials concerning handling of fish, regional distinctions and angling etiquette, should also be in place.

To spread the information, angling tourism providers (e.g. tourist information, accommodations, tackle shops, boat rentals or local guides) should be well-informed, supplied with such information materials and encouraged to communicate important points, especially regional distinctions, to interested tourists, even if not explicitly requested. Besides special restrictions in connection with recreational fishing, other relevant laws and regulations in the area concerning e.g. nature conservation, access to water bodies and boating in protected areas might also exist. Those aspects should be included in the informational materials and communicated as well.

Access to all required licences and permits should also be clear and multilingual. In order to facilitate the start of fishing trips in your region, licences should be purchasable locally and online. Online purchased documents should be valid in digital form and without signature. Multilingual information about licences, laws and regulations in parts of Denmark, Poland, Lithuania and Germany can also be found at: www.fishingsouthbaltic.eu.

2.1.1 Legal framework – Indicators

A1: Laws and regulations concerning the practice of recreational fishing exist. There are directives for angling, cultivation and handling of fish.

A2: Information about the condition of fish stocks is collected to generate scientific evaluations and recommendations.

A3: If necessary, regulations (e.g. concerning closed seasons, minimum and maximum sizes, allowed equipment, bag limits, catch and release, closed areas, night angling, etc.) exist, whose effectiveness and functionality are evaluated on a regular basis.

A4: These regulations are developed with comprehensive participation of stakeholder representatives (e.g. from angling associations, fishing federations and environmental associations) and are based on scientific findings.

A5: The legislative procedure for laws and regulations concerning recreational fishing is transparent and comprehensible to the general public to minimise the potential of conflicts between stakeholders.

A6: The implementation and the compliance of these laws and regulations are monitored by authorised persons on a regular basis.

A7: Angling tourism providers are well-informed about valid modalities and communicate important points, especially regional distinctions, unasked to interested tourists.

A8: If they exist, other relevant laws and regulations concerning nature conservation, access to water bodies and boating in protected areas should also be highlighted.

A9: The laws and regulations are easily accessible, clearly laid out, multilingual and available online.

A10: Guidelines exist which are intelligible to the broader public and include interpretations of the most important laws and regulations.

A11: Access to all required licences and permits is simple, well-arranged, multilingual and available in receptions and online.

A12: The purchase of licences and permits are possible without internet access (e.g. on fishing boats); online purchased documents are valid in digital form and without signature.

A13: When purchasing a fishing licence it is ensured that there is an adequate amount of information material available concerning the handling of fish, regional distinctions and angling etiquette, especially for inexperienced anglers.

2.2 Ecological sustainability

With regard to the ecologically sustainable development of the angling tourism sector, the overall touristic concept of the municipality needs to be considered too. The tourism intensity should be adapted to the ecological capacity of the region in general.

The additional influence of increased (angling) tourism intensity on nature and biodiversity, as well as on the local community and cultural heritage sites by increased guest numbers, traffic, air, light and noise pollution, elevated water and energy consumption and increased waste and waste water, should be determined. Management concepts should be developed to minimise negative impacts related to increasing tourist numbers. The creation and conservation of an environmentally sound tourist infrastructure should be part of the tourism development strategy of the community. Since several guidelines for the development of sustainable tourism exist already, only aspects related to recreational fishing are considered within the following section.

Sound nature, possibilities for recreation in the environment and the presence of promising fishing spots in (not overcrowded) coastal areas are really important aspects for the quality of angling experiences in your municipality. To minimise the impacts of the fishermen themselves, multilingual information material about all relevant aspects besides the legal regulations should be provided as well. Possible impacts (fishing and boating on flora, fauna

and water bodies through to waste left at fishing spots, lost angling equipment, feeding of the fish, noise, tread down of shore vegetation, angling in water reed areas, impacts through wave effects, the choice of anchorage and through drive-on or boat slipping within water reeds) should all be communicated to the tourists in angling shops, tourist receptions, online and possibly by multilingual warning and information signs on-site. Special attention should be paid to protected areas and nature reserves. Often clearly laid out maps (including information about possible changes within the course of the year e.g. for spawning grounds) are a good way to illustrate those spatial boundaries to foreign anglers and their holiday companions.

Another way to promote the sound treatment of the environment could be the support of a network of experienced fishing guides who have a special awareness of this topic. They can teach local angling practices and encourage an awareness of the regional distinctions and the preservation of nature among angling tourists.

To preserve the fishing grounds and fish stocks in your region, measures concerning renaturation of rivers, restocking of certain species, the facilitation of upstream fish migration, clean-ups at the spots as well as measures to restore or conserve water quality can be really important. Those measures are usually undertaken by scientific institutions or angling organisations. However, public and municipal support is often welcome and helps to increase the awareness for the protection and maintenance of the environment, water bodies and fish stocks.

2.2.1 Ecological aspects – Indicators

B1: Tourism is adapted to the ecological capacity of the region – specifically concerning recreational fishing and fish stocks and the touristic intensity in general.

B2: The influence of angling tourism on nature and biodiversity (and also on the local community and cultural sites) by increased guest numbers, traffic, air, light and noise pollution, elevated water and energy consumption and increased waste and waste water are determined. Management concepts are developed to minimise these impacts.

B3: The creation and conservation of an environmentally sound touristic infrastructure is a central part of the development strategy.

B4: Regional and landscape distinctions are considered. Retreated areas and the conservation of nature and biodiversity are ensured.

B5: Possible impacts (on water bodies, flora and fauna through waste, lost angling equipment, feeding, noise, tread down of shore vegetation, angling in water reed areas and also impacts through wave effects, choice of anchorage and through drive-on or boat slipping within water reeds) need to be taken care of by adequate information in angling shops, tourist receptions, online and if appropriate by warning and information signs on-site.

B6: Frequented angling sites hold waste containers which are emptied on a regular basis.

B7: There are measures concerning renaturation, restocking, upstream fish migration and measures to restore or conserve water quality. If appropriate, the measures are scientifically monitored and adapted.

B8: Angling organisations encourage the protection and maintenance of natural and semi-natural water bodies and fish stocks by active participation of anglers to increase the awareness for nature.

B9: Experienced guides teach local angling practices and encourage awareness of the regional distinctions and the preservation of nature.

2.3 Social sustainability

Many employees in the tourism sector are only on the payroll for several months of the year and unemployed in the touristic off-season. Fishing tourism is a very promising opportunity to raise the degree of capacity utilisation all year round and to ensure better employment and income possibilities for local inhabitants over the long-term.

Angling tourism should be part of the regional economic system. The general public should benefit as much as possible from the local value-added chains linked to the expenditures from fishing tourists and their holiday companions. To obtain this goal it is recommendable to generate a network of all interested providers related to angling and/or touristic activities within the municipality. The cooperation of several providers from different categories and the creation of jointly advertised products can raise the benefits for local entrepreneurs as well as making your region even more attractive for fishermen, their friends and families. Especially small and medium-sized businesses should be supported during the development of angling tourism offers. Furthermore, the marketing of local products should be fostered. Another important aspect is the employment of preferentially local inhabitants with fair conditions.

Public participation during the planning and decision-making process concerning the development of the touristic infrastructure can help to avoid potential conflicts. Besides the decision makers and the providers, the local public should be involved in this process at an early stage of the planning. Active and ongoing communication about the planning and goals as well as potential advantages and possible disadvantages, is the best way to prevent conflicts with local residents and other interest groups. Concerns about carrying capacity, with regard to tourism development and regional/cultural identity, should be considered.

In order to prevent conflicts between angling tourists and other stakeholder groups, it can be beneficial to determine the interests of local anglers, fishermen or water sports enthusiasts and to conciliate between the representatives of the different groups. It is advisable to foster a careful and respectful relationship that promotes good communication and behaviour, thoughtfulness and tolerance between all involved persons and parties prior to conflicts arising. In certain areas e.g. at crowded beaches, quay walls or sea-bridges the introduction of spatial or temporal regulations for recreational fishing can be a possibility to prevent conflicts.

All around the South Baltic Region anglers undertake innumerable voluntary efforts with regard to renaturation, monitoring, youth work etc. But those efforts are sometimes not

really recognised by the public. The active support, communication and promotion of voluntary work of anglers around the Baltic and the local attempts within the municipal area can increase the tolerance and acceptance towards anglers and angling tourists.

Another aspect with regard to social sustainability is the existence of fishing licences and fishing permits for children, elderly and persons with disability at reduced prices. Since the licences are often managed at national or federal state level, it can be difficult to support this locally – but there is another option to make the municipal waters more attractive for people with physical disabilities. Efforts to enable disabled people and anglers with reduced mobility access to fishing, e.g. barrier-free fishing spots or accompanied fishing, are a great opportunity to integrate those anglers and to specify your local offers for angling tourists, since these spots are quite rare in certain areas.

The best way to support the social, ecological and economic sustainability with regard to recreational fishing and angling tourism is the education of children and teenagers. Enhancing youth work in the angling sector is rewarding for the communities. Enthusiastic children and young adults about angling as a responsible and close to nature experience, increases their awareness for nature and the responsible treatment of fish and their habitats. Additionally, touristic offers like angling camps for youngsters offer a great possibility to strengthen social behaviour including the integration of minorities.

2.3.1 Social aspects – Indicators

C1: Efforts for angling tourism aim at a better degree of capacity utilisation in the off-season which ensures better employment and income possibilities in the long-term.

C2: Angling tourism is part of the regional economic system. The general public benefits best from activation of local value-added chains.

C3: Especially small and medium-sized businesses benefit from the development of angling tourism. Local employees are hired preferentially and with fair conditions. The marketing of local products is supported.

C4: Planning and decision-making concerning the development of the tourist infrastructure takes place at regional level. Public participation is encouraged and minimises conflicts.

C5: Local and regional cultural habits are conserved to ensure social and cultural identity.

C6: In order to prevent conflicts between anglers, angling tourists, fishermen, water sportsmen and other stakeholders, interests of the respective groups are determined and considered.

C7: Communication exists that fosters careful and respectful behaviour and which teaches thoughtfulness and tolerance for all involved persons and parties. If necessary, the different types of uses are spatially or temporally separated (e.g. by time slots for fishing on piers or sea-bridges).

C8: The social and ecological effort of anglers (voluntary work, renaturation, monitoring tasks, youth work, etc.) is communicated to the public in order to increase tolerance for recreational fishermen.

C9: Fishing licences for children, elderly and persons of disability are available at reduced prices.

C10: There is effort made to enable people with disabilities and anglers with reduced mobility access to fishing, e.g. barrier-free fishing spots or accompanied fishing.

C11: Measures are taken to encourage children and teenagers to see angling as a responsible and close to nature experience which helps increase their awareness of nature conservation.

2.4 Economic sustainability

Angling tourism offers a great economic development potential for coastal communities. However, the full potential can only be utilised if the whole value-added chain is considered and active local networks are created. It is advisable to include the offers for anglers in the whole regional economic structure. During the further development of this sector other

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business segments should be incorporated to increase the long-term market opportunities for the region. An evaluation of the whole value-added chain associated with angling tourism is the best way to estimate the economic impact of this tourism branch and to determine whether investments in the touristic infrastructure targeted at anglers are worthwhile for the community. In order to facilitate investments in the infrastructure for angling tourism, administrative regulations and bureaucratic obstacles should be reduced as far as possible. Support for small and medium-sized businesses during bureaucratic procedures can be worthwhile.

The local provider network, already mentioned in the section about social sustainability, is also really important for economic development. The extension of this network should be an ongoing process, taking all different provider categories and their needs into account. An interconnection of single providers offering services for angling tourists, is key for economic sustainability and for successful marketing of existing offers. From an economic point of view, it is also advisable to enhance the interregional marketing for the South Baltic Region as an interesting and promising destination for recreational fishing and high-quality offers for angling tourists. Jointly advertised products on regional, national or transnational level can raise the benefit for providers in several coastal communities. Since many anglers are travelling together with their family and friends, the marketing of other services and offers (e.g. sporting offers, cultural tours, local offers for children, etc.) should be included in informational material available at accommodation for fishermen or at tackle shops.

The easy and correct obtainment of all relevant information for a safe and successful fishing trip is very important for angling tourists. Multilingual information about regulations, fishing sites, tidal and waterway charts, weather forecasts etc. should be available online and directly at the single providers. The providers should deliver the information clearly and it should be specifically group targeted for the different types of recreational fishermen (e.g. for fly fishing, spin fishing, surf casting and trolling) as well as for inexperienced anglers. It is also a good idea to advertise the range of regional distinctions, angling methods and target species on-site and online.

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Another important aspect is the facilitation of the booking process for accommodation, guided tours, boats and the purchase of fishing licences and permits. The providers should try to make their offers easily accessible – also for foreign tourists. Multilingual, bundled offers can help to facilitate the booking process. Possible obstacles concerning payment terms should be avoided.

Since recreational fishermen often need a certain infrastructure (e.g. a filleting space, a place to dry their equipment and clothes, a very early breakfast and the possibility to take lunchboxes, etc.) the accommodation facilities which are directly targeted towards angling tourists should be specifically attuned to the needs of anglers and a certain quality of the infrastructure and services in the municipal area should be ensured. To offer a thoroughly enjoyable vacation to angling tourists, a quality management system for several provider categories (e.g. accommodation facilities, tackle stores, guides, boat rentals, cutter operators, camping grounds, boat moorings and tourism agencies) and a quality label can be a good way to safeguard the standard of the touristic offers for anglers in the area and thereby obtain a long-term economic success of this tourism branch in your region.

2.4.1 Economic aspects – Indicators

D1: The offers for angling tourists are included in the regional economic structure and other business segments are incorporated during development to increase the long-term market opportunities for the region.

D2: Data about the value-added chains associated with angling tourism are available and show municipalities whether investments in the touristic infrastructure targeted at anglers are worthwhile.

D3: There are no avoidable administrative regulations and bureaucratic obstacles which hinder investments in the infrastructure for angling tourism.

D4: Small and medium-sized businesses especially benefit from the development of angling tourism. Local employees are hired preferentially and with fair conditions. The marketing of local products is supported. (C3)

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D5: An active network between the different stakeholders exists. During the development of the offers for angling tourists, needs of all stakeholder groups are taken into consideration. The single providers of offers for angling tourists also cooperate.

D6: Angling tourists have the opportunity to inform themselves in advance about regulations, fishing sites, tidal and waterway charts, weather forecasts etc. Providers deliver multilingual information clearly and target groups specifically. The range of regional distinctions, angling methods and target species is advertised.

D7: Booking of accommodation, guided tours, boats and purchase of fishing licences and permits is fast and easy to realise. Bundled offers are available and booking of the offers is easy for international tourists with no obstacles concerning the language or payment terms.

D8: Accommodation facilities which are directly targeted towards angling tourists are specifically attuned to the needs of anglers and a certain quality of the infrastructure and service is ensured.

D9: Such a quality management system also exists for other relevant providers (e.g. tackle stores, guides, boat rentals, cutter operators, camping grounds, boat moorings and tourism agencies).

D10: The touristic offers for anglers are individually designed for specific target groups and of high quality and/or can be broadened through nearby additional offers like restaurants, tourist attractions, offers for families due to bad weather days etc.

D11: A targeted marketing strategy to promote the region as an interesting destination for recreational fishing exists. Transnational attempts, special events or joint offers of different stakeholder groups diversify the offer and promote the whole South Baltic Region as an interesting destination for recreational fishing.

3 Conclusions

The guidelines and indicators introduced above were developed to support the establishment of sustainable angling tourism in coastal municipalities in the South Baltic Region. Of course, due to regional specifics, the actual situation varies among different countries or regions. However, these guidelines should serve as proposals for local, regional as well as transnational development strategies in order to stimulate the cross-sectoral cooperation between different stakeholder groups and to create a common understanding for sustainable angling tourism in the South Baltic Region.

The following indicator checklists could be a useful tool to get an overview of the current situation within coastal communities taking all three pillars of sustainability – environmental, economic and social aspects – and likewise the legal framework into account. Considering these aspects will strengthen the sustainable development of this touristic branch and foster the quality of target-group specific offers and promotion for angling tourists. The indicator checklists should support the analysis of the current situation and help identify where there is room for further improvement to enhance the development of angling tourism offers and thereby, ultimately bring about benefits from this tourist sector in the South Baltic Region over the long term.

For more information about the CATCH project visit www.catch-southbaltic.eu or www.fishingsouthbaltic.eu.

Indicator checklist – Legal framework

Indicator	Degree of fulfilment			Comments and further remarks for future improvement
	Not at all	To a certain extent	Total	
A1: Laws and regulations concerning the practice of recreational fishing exist. There are directives for angling, cultivation and handling of fish.				
A2: Information about the condition of fish stocks is collected to generate scientific evaluations and recommendations.				
A3: If necessary, regulations (e.g. concerning closed seasons, minimum and maximum sizes, allowed equipment, bag limits, catch and release, closed areas, night angling, etc.) exist, whose effectiveness and functionality are evaluated on a regular basis.				
A4: These regulations are developed with comprehensive participation of stakeholder representatives (e.g. from angling associations, fishing federations and environmental associations) and are based on scientific findings.				

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A5: The legislative procedure for laws and regulations concerning recreational fishing is transparent and comprehensible to the general public to minimise the potential of conflicts between stakeholders.				
A6: The implementation and the compliance of these laws and regulations are monitored by authorised persons on a regular basis.				
A7: Angling tourism providers are well-informed about valid modalities and communicate important points, especially regional distinctions, unasked to interested tourists.				
A8: If they exist, other relevant laws and regulations concerning nature conservation, access to water bodies and boating in protected areas should also be highlighted. .				
A9: The laws and regulations are easily accessible, clearly laid out, multilingual and available online.				
A10: Guidelines exist which are intelligible to the broader public and include interpretations of the most important laws and regulations.				

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A11: Access to all required licences and permits is simple, well-arranged, multilingual and available in receptions and online.				
A12: The purchase of licences and permits are possible without internet access (e.g. on fishing boats); online purchased documents are valid in digital form and without signature.				
A13: When purchasing a fishing licence it is ensured that there is an adequate amount of information material available concerning the handling of fish, regional distinctions and angling etiquette, especially for inexperienced anglers.				



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Indicator checklist – Ecological aspects

Indicator	Degree of fulfilment			Comments and further remarks for future improvement
	Not at all	To a certain extent	Total	
B1: Tourism is adapted to the ecological capacity of the region – specifically concerning recreational fishing and fish stocks and the touristic intensity in general.				
B2: The influence of angling tourism on nature and biodiversity (and also on the local community and cultural sites) by increased guest numbers, traffic, air, light and noise pollution, elevated water and energy consumption and increased waste and waste water are determined. Management concepts are developed to minimise these impacts.				
B3: The creation and conservation of an environmentally sound touristic infrastructure is a central part of the development strategy.				
B4: Regional and landscape distinctions are considered. Retreated areas and the conservation of nature and biodiversity are ensured.				

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B5: Possible impacts (on water bodies, flora and fauna through waste, lost angling equipment, feeding, noise, tread down of shore vegetation, angling in water reed areas and also impacts through wave effects, choice of anchorage and through drive-on or boat slipping within water reeds) need to be taken care of by adequate information in angling shops, tourist receptions, online and if appropriate by warning and information signs on-site.				
B6: Frequented angling sites hold waste containers which are emptied on a regular basis.				
B7: There are measures concerning renaturation, restocking, upstream fish migration and measures to restore or conserve water quality. If appropriate, the measures are scientifically monitored and adapted.				
B8: Angling organisations encourage the protection and maintenance of natural and semi-natural water bodies and fish stocks by active participation of anglers to increase the awareness for nature.				
B9: Experienced guides teach local angling practices and encourage awareness of the regional distinctions and the preservation of nature.				

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Indicator checklist – Social aspects

Indicator	Degree of fulfilment			Comments and further remarks for future improvement
	Not at all	To a certain extent	Total	
C1: Efforts for angling tourism aim at a better degree of capacity utilisation in the off-season which ensures better employment and income possibilities in the long-term.				
C2: Angling tourism is part of the regional economic system. The general public benefits best from activation of local value-added chains.				
C3: Small and medium-sized businesses especially benefit from the development of angling tourism. Local employees are hired preferentially and with fair conditions. The marketing of local products is supported.				
C4: Planning and decision-making concerning the development of the tourist infrastructure takes place at regional level. Public participation is encouraged and minimises conflicts.				

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C5: Local and regional cultural habits are conserved to ensure social and cultural identity.				
C6: In order to prevent conflicts between anglers, angling tourists, fishermen, water sportsmen and other stakeholders, interests of the respective groups are determined and considered.				
C7: Communication exists that fosters careful and respectful behaviour and which teaches thoughtfulness and tolerance for all involved persons and parties. If necessary, the different types of uses are spatially or temporally separated (e.g. by time slots for fishing on piers or sea-bridges).				
C8: The social and ecological effort of anglers (voluntary work, renaturation, monitoring tasks, youth work, etc.) is communicated to the public in order to increase tolerance for recreational fishermen.				
C9: Fishing licences for children, elderly and persons of disability are available at reduced prices.				

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C10: There is effort made to enable people with disabilities and anglers with reduced mobility access to fishing, e.g. barrier-free fishing spots or accompanied fishing.				
C11: Measures are taken to encourage children and teenagers to see angling as a responsible and close to nature experience which helps increase their awareness of nature conservation.				



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Indicator checklist – Economic aspects

Indicator	Degree of fulfilment			Comments and further remarks for future improvement
	Not at all	To a certain extent	Total	
D1: The offers for angling tourists are included in the regional economic structure and other business segments are incorporated during development to increase the long-term market opportunities for the region.				
D2: Data about the value-added chains associated with angling tourism are available and show municipalities whether investments in the touristic infrastructure targeted at anglers are worthwhile.				
D3: There are no avoidable administrative regulations and bureaucratic obstacles which hinder investments in the infrastructure for angling tourism.				

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D4: Small and medium-sized businesses especially benefit from the development of angling tourism. Local employees are hired preferentially and with fair conditions. The marketing of local products is supported. (C3)				
D5: An active network between the different stakeholders exists. During the development of the offers for angling tourists, needs of all stakeholder groups are taken into consideration. The single providers of offers for angling tourists also cooperate.				
D6: Angling tourists have the opportunity to inform themselves in advance about regulations, fishing sites, tidal and waterway charts, weather forecasts etc. Providers deliver multilingual information clearly and target groups specifically. The range of regional distinctions, angling methods and target species is advertised.				
D7: Booking of accommodation, guided tours, boats and purchase of fishing licences and permits is fast and easy to realise. Bundled offers are available and booking of the offers is easy for international tourists with no obstacles concerning the language or payment terms.				

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D8: Accommodation facilities which are directly targeted towards angling tourists are specifically attuned to the needs of anglers and a certain quality of the infrastructure and service is ensured.				
D9: Such a quality management system also exists for other relevant providers (e.g. tackle stores, guides, boat rentals, cutter operators, camping grounds, boat moorings and tourism agencies).				
D10: The touristic offers for anglers are individually designed for specific target groups and of high quality and/or can be broadened through nearby additional offers like restaurants, tourist attractions, offers for families due to bad weather days etc.				
D11: A targeted marketing strategy to promote the region as an interesting destination for recreational fishing exists. Transnational attempts, special events or joint offers of different stakeholder groups diversify the offer and promote the whole South Baltic Region as an interesting destination for recreational fishing.				