

# THE ASSESSMENT OF ECONOMIC IMPACT OF FISHING TOURISM ON REGION

Project: Development, promotion and sustainable management of the Baltic  
Sea Region  
as a coastal fishing tourism destination  
(RETROUT Nr. R065)

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Reporting: Mg.comp.sc. Edmunds Jansons



# PROJECT PARTNER AREAL



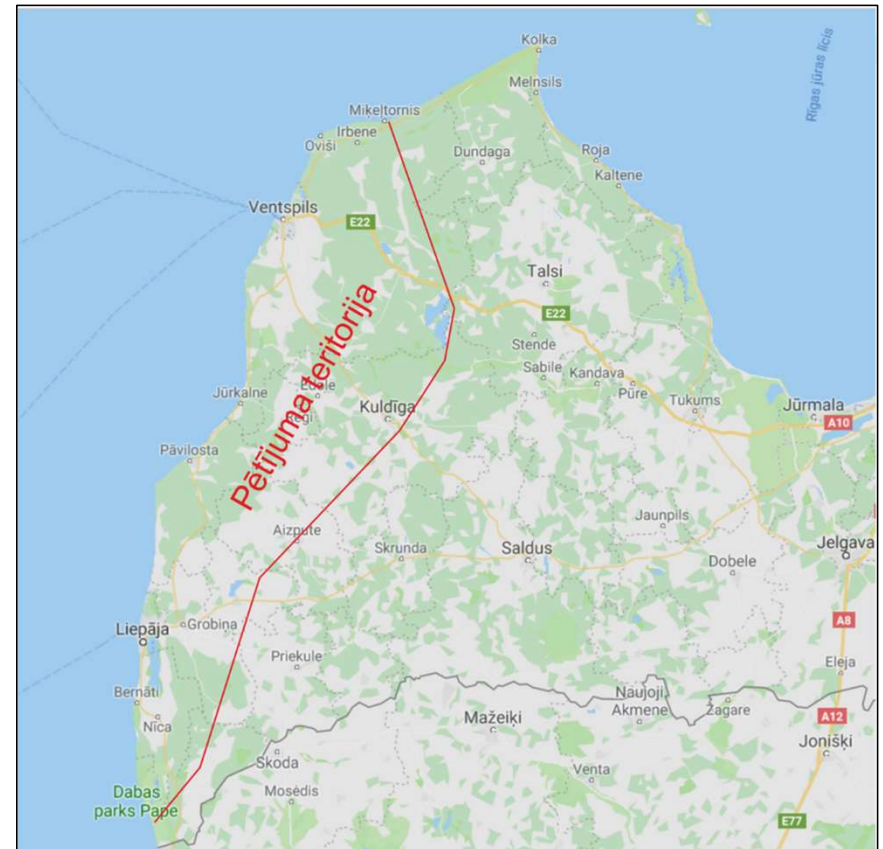
Source: [https://en.wikipedia.org/wiki/Kurzeme\\_Planning\\_Region#/media/File:Latvia\\_region\\_Kurzeme.png](https://en.wikipedia.org/wiki/Kurzeme_Planning_Region#/media/File:Latvia_region_Kurzeme.png)

# PROJECT RESEARCH AREA

## Research area:

Kurzeme region through the Baltic Sea coastal area

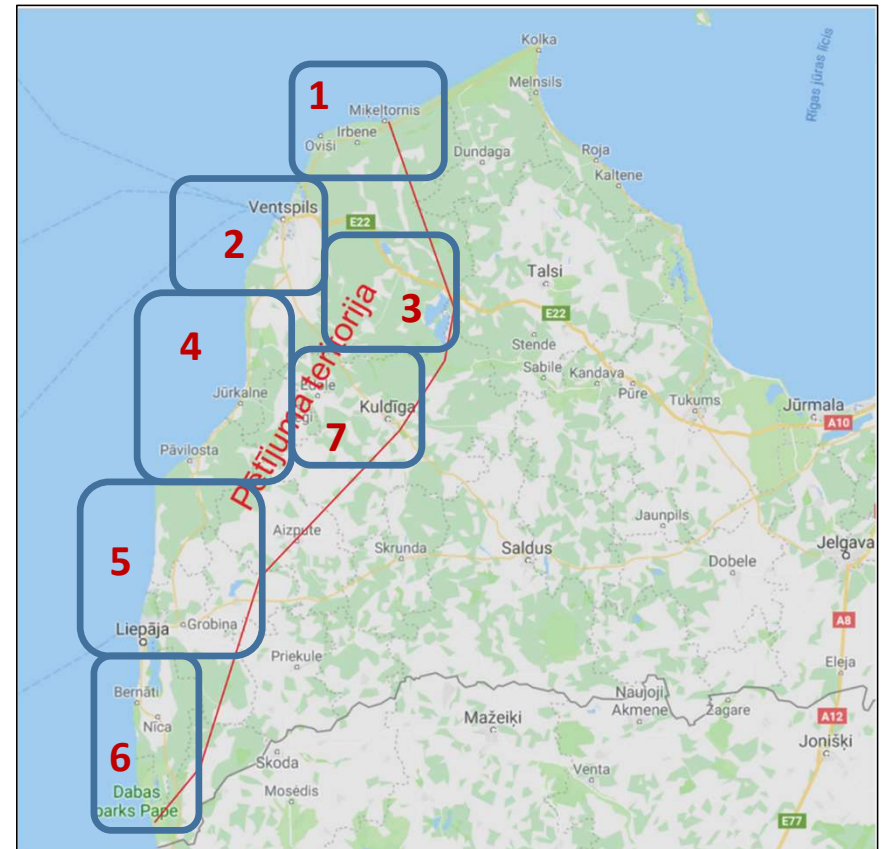
- from Pape to the Irbe river entry into sea,
- inlands spreading till Pape, Liepāja, Durbe, Tāši and Usma lakes.



# PROJECT IMPLEMENTATION AREALS

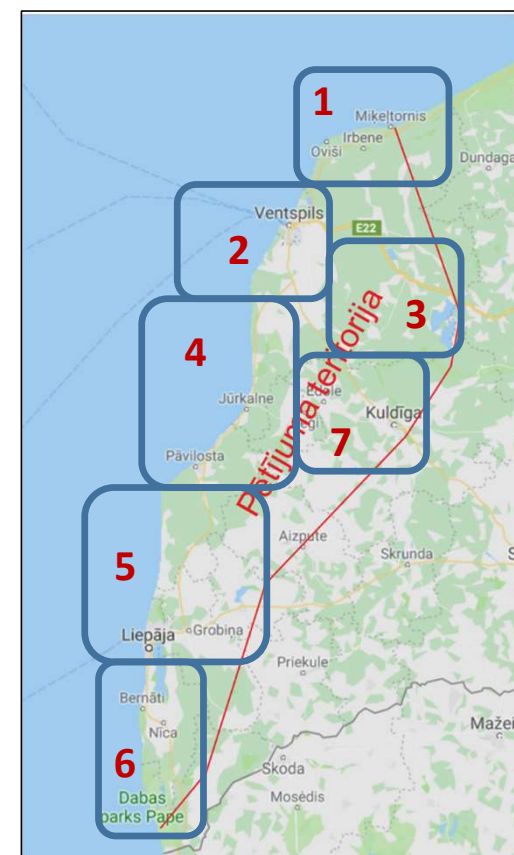
## Investigation area:

- 7 quadrants
- Based on fishing tourism destinations



# METHODOLOGY STEPS FOR ASSESSMENT OF FISHING TOURISM (FT) IMPACT ON THE REGIONAL ECONOMY

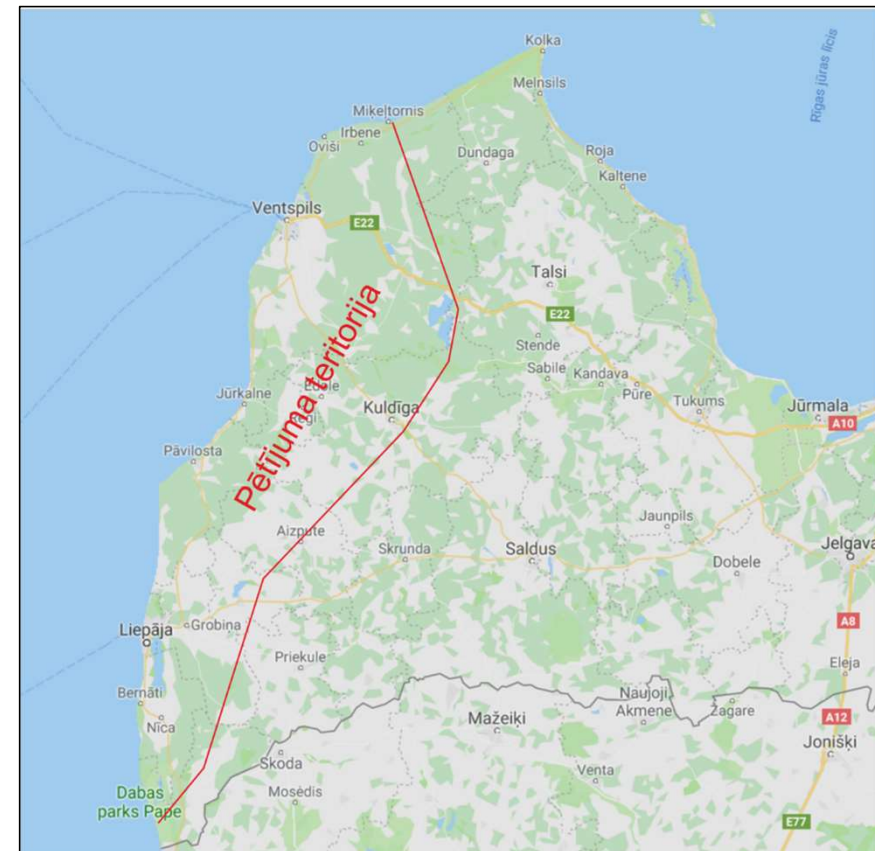
- Step 1 Definition of the research area
- Step 2 Research area (geographical and socio-economic description)
- Step 3 Assessment of the main subject – the anglers
- Step 4 Assessment of direct/indirect impact sectors in (FT)
- Step 5 Assessment of the economic impact of FT on Kurzeme region
- Step 6 FT value chain analysis





## Descriptive data: PROJECT AREA INVESTIGATION

- **DWELLING:**
  - 70 service providers (inlands – 38, coastal – 32)
- **CATERING:**
  - In 19 dwellings and 2 taverns
- **ENTERTAINMENT AND LEISURE:**
  - 25 service providers (inlands – 17, coastal – 8)
- **DEVOTED SERVICES:**
  - Tent areas – 28 (20%)
  - Picnic spots – 27 (19%)
  - Sauna service – 21 (15%)
  - Bicycle rental services – 13 (9%)



# FOCUS OF QUESTIONNAIRE

- Demographic data
- Travel expenses
- Information on fishermen's habits
- Fishing tools
- Equipment (clothes)
- Accommodation
- Catering
- Entertainment
- + additional expenses (bait, fishing licence, etc.)



# DEMOGRAPHICS

- 94% -men; 6% - women
- Age – 50 years (avg.)
- Largest group – entrepreneurs
- Family size – 2.4 people (avg.)
- Net salary - 836-1174 EUR





# QUESTIONNAIRE OUTPUT DATA

## Information on fishermen's habits

- Yearly visits – 29.65 times (avg.), 12 times (med.);
- Average visit time –1.83 days;
- Anglers fishing water of choice: salt & freshwater - 44.6%, saltwater – 32,3%, freshwater – 13.8%;
- Travel destination goals: fishing – 13.8%; leisure – 30.8%; both – 55.4%;
- Preferred fished species: bute – 14%, pike – 13%, any species – 41.5%;
- By weight: 3,3kg (avg.)
- By caught fishes: 4,2 fishes (avg.)



# QUESTIONNAIRE OUTPUT DATA

## Fishing equipment

- Cost of equipment on hand – EUR 15 – 1500;
- Cost of equipment EUR 589 – 7000;

## Gear (clothes, etc.) + additional expenses

- No proper gear 42,5%
- Total costs others: 40 –3000 EUR;



## EXPENSES RELATED TO FISHING TOURISM BY ECONOMIC SECTORS

| Sector             | NACE code | %  |
|--------------------|-----------|----|
| Dwelling           | I 55      | 30 |
| Catering           | I         | 7  |
| Transport services | H         | 36 |
| Tourism activities | R         | 18 |
| Retail             | T         | 10 |

# ASSESSMENT OF THE ECONOMIC IMPACT OF FISHING TOURISM ON KURZEME REGIONS

- Direct economic impact (TEI = **EUR 614966.35**)
- Induced economic impact calculation (IndEI = **EUR 26215.11**)
- Indirect Economic Impact Calculation (NEI = TEI+ IndEI x 10 % = **EUR 64118.15**)
- Total Economic Impact (TotalEI = TEI + InduEI + NEI = **EUR 705 299.6**)

$$K = TEI + InduEI + NEI / TEI = 2,05^*$$

- K - tourism income multiplier coefficient;
- TEI - direct economic impact;
- InduEI - induced economic impact;
- NEI - indirect economic effects



# VALUE TRANSFER TO KURZEME REGION



## Descriptive data: KURZEME AREA INVESTIGATION:

In Kurzeme region overall in services and sectors that are impacted directly and indirectly by fishing tourism visitors in locations exposed to fishing tourism involves:

- 945 employees,
- Tourism facilities 700,
- Catering (restaurants) companies – 40,
- Fishing gear stores – 44,
- Gas stations and fishing guidance – 161.



# FISHING TOURISM VALUE CHAIN ANALYSIS

- The size of the tourism value chain is EUR 40 657 154.
- 97.89% of fishermen-respondents and only 2.11% of non-responders of fishermen are participating in the tourism value chain.
- The contribution of Accommodation and Entertainment sectors to the value chain is EUR 8,910,410 and EUR 9,635,640.
- Equipment accounts for 17.5% of the value chain or EUR 7 117 641EUR.
- Fishing services in the value chain is EUR 1 146 759 (intensive use of services, but the role of the fishing guide should be strengthened, both for foreign tourists and locals, emphasizing the training and interest of the new generation.
- Value of Horeca services in the value chain is EUR 700,000.





# ON THE END NOTE



# CONCLUSIONS

- In Kurzeme reg. Accommodation, entertainment and catering industries have the potential to be involved in fishing tourism on a much larger scale. According to the forecast, it could reach up to:
  - EUR 12 120 259 in the accommodation sector,
  - EUR 11 872 485 in the entertainment sector
  - EUR 5 767 589 in the catering sector.
- Transposing Latvia nationwide statistical data to Kurzeme region, it can be assumed that 11,471 fishermen visited Kurzeme for fishing tourism goals in 2019.
- Total Economic Impact of the fishing tourism areas on the economy of Kurzeme region accounts to:
  - In general EUR 124 472 720,
  - if willingness to pay taken into account – EUR 199 693 235



# SUGESTIONS

- **Improve communication-networking** among fishing tourism operators, support institutions, tour operators, fishermen: regular meetings, radio or TV programs.
- Encourage experienced tourism businesses to **advise-mentor** existing and promote new local suppliers of products, goods and transport services. Promote and stimulate mentoring schemes that work.
- **Provide training** for fishing tourism entrepreneurs: observance of tourism standards, business management, marketing and specific product development; provide assistance in product; improve market access and marketing skills; develop business skills.
- Assure **guidance and support in administrative operations** – licensing companies, compliance with tourism and other regulations. Legal agreements with tour operators create an impression of legitimacy in the eyes of tourists and promote entry into the international fishing tourism market.
- Solve organizational issues related to **lack of professional standards** for fishing guides (category with appropriate training and certification). NEP (sector expert council) involvement required.



# SUGESTIONS

- **Encourage TIC to promote** fishing tourism in the form of maps or other materials, on the national website or in international advertising campaigns.
- Establish a mechanism to **gather and update information** on local fishing tourism and related services.
- Organizing **public events** for gathering fishing tourists to the fishing tourism operators (events that help fishermen to connect with the local population by offering their service. This could reduce seasonality and regional disproportion of tourist flow thus spreading the demand more evenly).
- **Develop incentives to offer souvenirs** and crafts related to fishing tourism. The products must be unique, of high quality and adapted to the tastes of local and international tourists.
- To link the value chain,
  - search for alternative ways to produce certain fishing gear or equipment from local resources,
  - strengthen the role of fishing guides for training and interest of the new generation angler,
  - improve the quality of fishing tourism environment and facilities,
  - improve local food catering, crafts, road infrastructure, transport possibilities, labor and training opportunities.



# SUGESTIONS

- Municipalities should monitor, support and promote the **development of the brand "made local"**. This brand can be applied to a variety of goods and services, giving higher value to the products and more information and satisfaction to the tourist.
- Employment in the hospitality sector is generally the most widely recognized investment in tourism. **Expanding fishing tourism industry** would increase its impact on the local economy, and the regional employment within Kurzeme planning region.
- **Promotion of destination partnerships** is a way of bringing together all stakeholders - accommodation, fishing tourism service providers, local and international tour operators, etc. tourism entrepreneurs and, local authorities, so that stakeholders can network (learn from each other) and create social and economic cooperation chains.
- **Regular collection and analysis of statistical data** is needed for further monitoring of the economic impact of fishing tourism & fishing tourism entrepreneurship on the Kurzeme planning region.



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