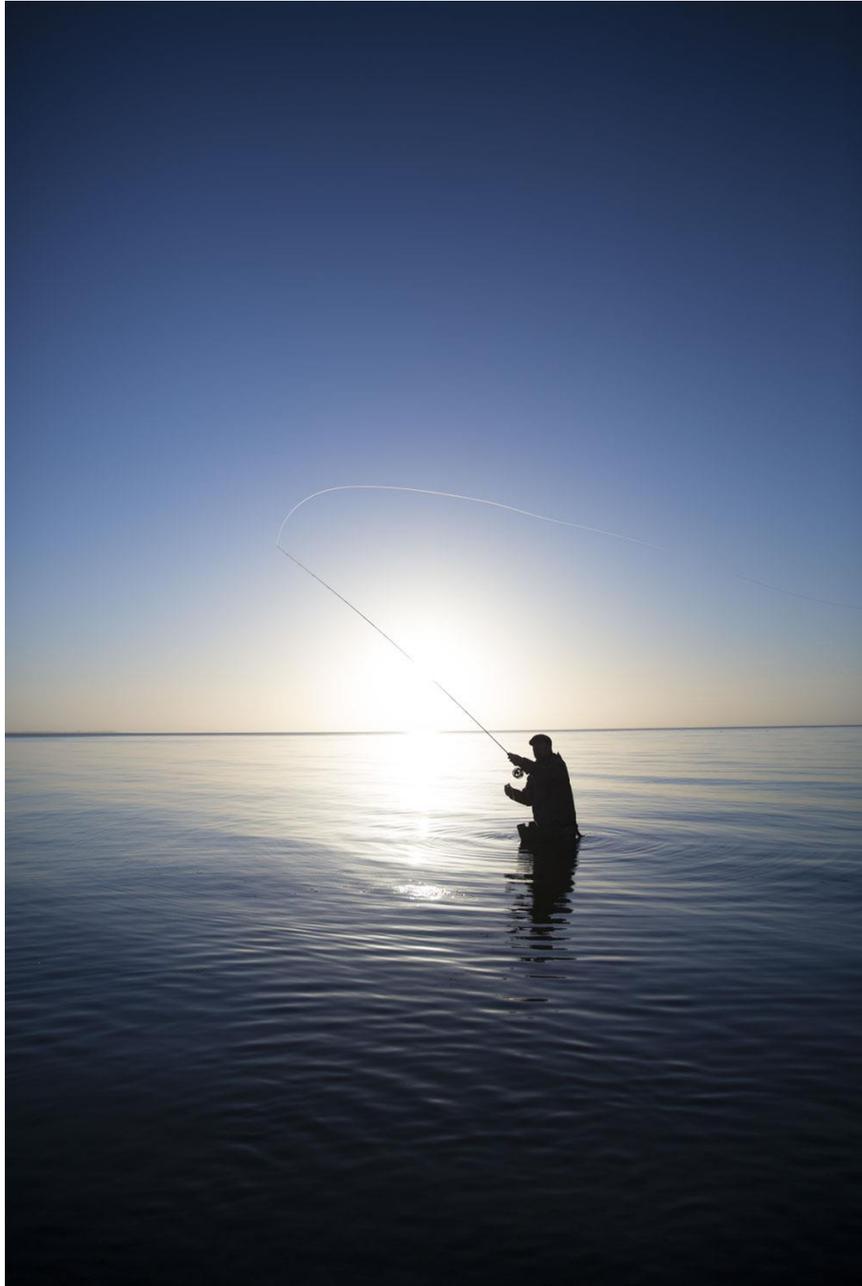


INVESTMENT PLAN FOR ANGLING TOURISM IN THE NATURA REGION:  
SØNDERJYLLAND, LOLLAND-FALSTER, FEMARN, LILLEBÆLT, SYDFYN & OSTHOLSTEIN  
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**Interreg**  
Deutschland - Danmark



EUROPEAN UNION

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## INTRODUCTION

The coastal, angling tourism industry of the Baltic Sea Region, has been identified as a sector with great potential for growth and sustainable jobs. It offers opportunities for rural jobs, diversification of the fishery sector and a prolonged tourism season.

In addition, the destinations of the REACT region, who focus on angling tourism include some magnificent landscapes and attractive fishing harbors, as well as many other ingredients for making them popular angling destinations for tourists. Indeed, coastal and maritime tourism is the largest maritime activity in Europe.

However, while most of these areas can potentially gain from the growing market of angling tourism, the benefits often by-pass the fisheries community, and tourism activities can have a negative impact on the social and environmental milieu if not managed correctly.

In the REACT region, destinations primarily work with Recreational Fishing (RF), which is defined as the “fishing of aquatic animals (mainly fish) that doesn’t constitute the individual’s primary resource to meet basic nutrition needs and are not generally sold or otherwise traded on export, domestic or black markets.”

RF can provide diverse revenues and opportunities; with a widely promoted catch and release policy within this sector, RF allows for a multiplication of value per fish harvested.

Mismanagement of RF can cause several conservation issues, including: high stock exploitation, selective harvest of ‘trophy fish’ (and therefore shifts in population structure), habitat destruction, unwanted catch and release mortality/disease, introduction of non-native species and disturbances of the environment.

With these concerns, it is therefore necessary to develop an overview of current activities of RF in the REACT region as well as investment plan for sustainable tourism within the REACT region.

This document hence contains a snap shot of REACT related angling activities as well as each individual partner’s plan for investments in recreational angling tourism.

## **A HOLISTIC APPROACH TO RESPONSIBLE ANGLING TOURISM IN SØNDERJYLLAND**

Destination Sønderjylland - The Destination of Southern Jutland – is the second largest DMO in Denmark based on total number of visitors. The destination generates more than 3.5 million overnight stays annually and DKK 4.6 billion from tourism consumption each year.

The destination has since 2015 worked strategically with nature-based tourism as one of the main pillars of their tourism strategy. Through the REACT project, Destination Sønderjylland has developed a holistic approach to angling called “Responsible Angling Tourism” (RAT), which aims to improve places to live in as well as to visit and make meaningful connections between visitors and locals. Sustainability is at its core.

### **FOR DESTINATION SØNDERJYLLAND, THE MAIN PURPOSES OF RAT ARE:**

- To promote the knowledge and consumption of local food
- To increase the awareness on coastal biodiversity protection and management
- To promote Promoting fishing practices and environmental stewardship
- To assist in preserving fish stock and the marine environment
- To create opportunities for new and improved revenues within the RF target group

### **THE REACT PROJECT HAS FACILITATED THE FOLLOWING INVESTMENTS IN RAT:**

- The production of maps with readily available information on sustainable fishing, highlighting hotspots that are easy to access for visitors. The hot spots have been carefully selected by local fishing experts with consideration to carrying capacity of each selected spot.
- A magazine that focuses on angling techniques and sustainable angling practices.
- Events and press trips that highlight the biodiversity and ecology of the area.
- The certification of fishing guides (Fish Friends) to ensure responsible tourism practices.
- Movies that demonstrate the importance of RAT.

### **CURRENTLY, DESTINATION SØNDERJYLLAND IS INVESTIGATING THE FOLLOWING INVESTMENTS INTO RAT:**

- An angling guide co-op that can teach visitors responsible practices.
- More suppliers of angling products, including boat rental and guided fishing tours.
- An action plan for the use of harbors for RF.
- Installation of fishing Lodges that besides accommodation include drying facilities and a fly-tying room, amongst others.

## SUSTAINABLE FISHING MANTRA OF THE LOLLAND-FALSTER REGION – IN COLLABORATION WITH FISHING ZEALAND

Lolland-Falster is supporting sustainable fishing in the common region of the REACT project and own, by supporting the mantra outlined below.

Fishing must not damage or diminish the fish population in any way, and localities that provide water for fishing must not be compromised in a way that decreased options of the area in terms of fishing opportunities. Instead, fishing should be an activity that makes a positive contribution to different social needs, experiences and nature health.

*Sustainable fishing* is a mantra that not only involves the way in which local fisherman conducts his or her own fishing. It involves the participation of government and local organization too, when making sure the mantra is held high, and continuously developed.

The REACT project represent both a tourism and environmental focus in which fishing experiences and options are developed and used as a common stepping stone in aiming for more options when exercising the sport and interest of fishing in the area of the Baltic Sea.

Lolland-Falster is supporting sustainable fishing in collaboration with Fishing Zealand, by developing on site activities and formulating promotion material when marketing fishing options of the area.

Furthermore, Fishing Zealand is launching cross-regional initiatives and endeavors the improvement of the present conditions. Specific initiatives to maintain the quality in rivers, lakes and coastal areas are launched in magazines and online in Fishing Zealand communities, to support the wild fish population and chances of better reproduction.

Here are some of the initiatives that Lolland-Falster in collaboration with Fishing Zealand has achieved and works with throughout the REACT project to help make sure fishing is sustainable:

- ❖ Forming local networks of stakeholders, companies working with fishing and fishing interested individuals.
- ❖ Introducing established network of certified guides by Fishing Zealand.
- ❖ Collaborating with the municipalities of Lolland-Falster in working with and improving fish habitats in local fjords and lakes.
- ❖ Production of informational material on good sport fishing conduct and sustainable guidelines in local material online and in magazines.
- ❖ Supporting Fishing Zealand events such as “week 42” and “Put i Påsken” via online and print communication channels.

## SUSTAINABLE FISHING AS A MAJOR GOAL ON FEMARN

We want to make Fehmarn a sustainable fishing destination where businesses and guests take care of nature while fishing. In order to reach this goal, the municipality collaborates with tourist accommodations which are specialized in fishing.

### THE REACT PROJECT HAS FACILITATED THE FOLLOWING INVESTMENTS FOR SUSTAINABLE FISHING:

- Forming a local network (Angelfreunde Fehmarn) based on the concept developed by the Destination of Lillebælt.
- Production of informational material: Angelguide Fehmarn, which also includes information of the island of Lolland.  
This fishing guide provides readily available information on sustainable fishing and highlights hotspots that are easy to access for visitors. This information is also available on the [www.fisherleben-sh.de](http://www.fisherleben-sh.de).

### CURRENTLY, FEHMARN IS INVESTIGATING THE FOLLOWING INVESTMENTS FOR SUSTAINABLE FISHING:

- Collaborating with the municipality of Fehmarn in working with and improving fish habitats in the Baltic Sea.
- Fishing events with the focus on sustainability.
- More suppliers of angling products, including boat rental and guided fishing tours.
- The certification of fishing guides to ensure responsible tourism practices.

## RESPONSIBLE ANGLING TOURISM IN DESTINATION LILLEBÆLT

Destination Lillebælt - The Destination of Lillebelt – represented by Kolding, Middelfart and Fredericia municipalities connects Funen with Jutland. The destination generates around 1.5 million overnight stays annually and DKK 3.6 billion from tourism consumption each year.

The destination has since 2015 worked strategically with nature-based tourism as one of the main pillars of their tourism strategy. Through the REACT project, Destination Lillebelt has developed a network called Fishing Friends Lillebelt. The network is a cooperation of businesses and organisations to promote “Responsible Angling Tourism” (RAT). It aims to provide anglers with expertise knowledge on how to angle sustainably in Lillebælt.

### THE MAIN PURPOSES OF FISHING FRIENDS LILLEBELT:

- To form a local network of stakeholders, companies working with fishing and fishing interested individuals.
- To produce informational material on good sport fishing conduct and sustainable guidelines for online and off line media.
- To serve anglers with expertise knowledge on sustainable angling in Nature Park Lillebælt
- To assist in preserving fish stock and the marine environment
- To generate sustainable business for stakeholders working with RAT

### THE REACT PROJECT HAS FACILITATED THE FOLLOWING INVESTMENTS IN RAT:

- The production of maps with readily available information on sustainable fishing, highlighting hotspots that are easy to access for visitors. The hot spots have been carefully selected by local fishing experts with consideration to carrying capacity of each selected spot.
- A magazine that focuses on angling techniques and sustainable angling practices.
- Events and press trips that highlight the biodiversity and ecology of the area.
- The certification of fishing guides (Fish Friends) to ensure responsible tourism practices.
- Movies that demonstrate the importance of RAT.

### FUTURE INVESTMENTS IN RAT IN LILLEBELT:

- Investments in improved marine environment such as underwater stone reefes.
- An angling guide co-op that can teach visitors responsible practices while fishing in Lillebælt
- More suppliers of angling products, including boat rental and guided fishing tours.
- Events promoting sustainable fishing in Lillebelt.
- Greater awareness on Lillebelt as sustainable angling destination.

## THE FUTURE OF SUSTAINABLE ANGLING IN THE SOUTH FYN ARCHIPELAGO

Among anglers, Funen and the South Fyn Archipelago are well known for seatrout. Havørred Fyn (Seatrout Funen) as an organization has made a great job the last 25-30 years to improve the population of seatrout around Funen and the islands. With these improvements, they have done the angling more attractive in the area and thereby improved the basis for the private businesses to earn money at the angling tourism.

Havørred Fyn also works on spreading the concept; catch and release among the seatrout anglers around Funen – also to help improving the population. Another step towards the sustainable angling is the action: "Plastic in the basket", which an angler did start but which is now spread as a movement through the social media. The phenomena is all about anglers collecting the plastic they find when they are out there fishing. Afterwards they are posting a picture of it with the hashtag, *#Plasticinthebasket*.

There has thus for many years been a general positive development in the angling in the South Fyn Archipelago with a bigger focus at a high-end product. Within this development fishing with a guide and thereby a better possibility to do the very special catch of for example a big seatrout has been more popular. Nevertheless, we still have room for improvement and could develop on a focus at the pressure at the coastal nature. This pressure is present why the anglers are accessing the coast everywhere and best at times and places where they have the nature for themselves.

At the same time has especially Langeland been known for more than 25 years as the Mecca for anglers. Langeland is among many German anglers known for some of the best fishing waters in Denmark with a great biodiversity, where they can also go fishing by boat for for example cod and flatfish. This type of anglers have historically been a big "industry" in tourism at the island where they come in the low season and fill up the holiday cottages. Therefore, there has also been a group of businesses at Langeland selling special products like boat hiring, gear and events for the angling tourists.

From 2017, quotas were introduced on cod to secure the population. That meant that the anglers are only allowed to catch five cod per day and in the period from first of February to 31st of March only three cod per day. These day quotas have meant a dramatic drop in the number of anglers on Langeland with a decrease in revenue for the angling businesses at about 30-40%. This has led to closing down of businesses. From 2019, the quotas will be raised to seven cod per day.

The future for angling in the area around the South Fyn Archipelago will depend on a continued focus at and new development of sustainability. Listed below are some initiatives that could help improve angling in the area in a more sustainable way:

- Preparation of a set of clear guidelines for anglers. It could be both as a printed manual and as signposts at relevant places. Also as YouTube clips, courses, public theme days, competitions etc. These guidelines should contain a number of educative and readily available rules that can promote a sustainable approach. Sustainable meant as both environmental, and concerning the coastal nature but also regarding the local community at the places where the anglers go. The content of the guidelines could be:

- How to behave and in general etiquette at the coast focusing on how to be gentle to the coast the species living there (focus on flora and fauna for example the birds and restricted areas etc.): How do I spot a nest? Why must I leave the resting swans and the colony of gulls in peace?
  - Information on quotas, minimum measures and fishing license
  - How to clean fishes at sea (when fishing from a boat)
  - How to handle fish waste
  - Rules for parking at the fishing spots
  - Rules for behavior at the land of private landowners
- Common Funen production of content regarding angling at a destination level – content for the use in marketing and also decidedly marketing of the story of sublime and sustainable angling in the shoulder season for example Easter or the autumn holidays.
  - Investments in maintaining and establishing slipways at other places than at the harbors to give the anglers a better access and thereby a shorter sailing distance to reach the good fishing spots – for the benefit of the environment.
  - Continuously focus at education and spread of good fishing guides, who can communicate the best places to fish sustainably and who can teach the sustainable way of angling.
  - Continuously focus at getting more angler friendly accommodations.
  - In addition, of course a continuation of the work of Havørred Fyn.

In an ongoing work to promote sustainable angling in the South Fyn Archipelago, many stakeholders must be involved concerning both nature protection and tourism, including the local sport angling federations and Havørred Fyn.

## COMPATIBILITY OF ECOLOGICAL AND ECONOMIC SUSTAINABILITY IN ANGLING TOURISM IN OSTHOLSTEIN

The economic development corporation for the County of Ostholstein, the Entwicklungsgesellschaft Ostholstein mbH EGOH, has among its tasks the strengthening of water tourism. Particular attention is paid to the interests of companies in this branch of tourism.

For angling tourism operators along the Baltic Sea, the past months and years have been challenging. Area bans and day limits have put severe constraints on deep-sea angling operators, but also on small boat rental companies and operators of angling shops. They have experienced restrictions on competition, that were partly threatening their existence.

Within the project REACT, an image film for sea angling in the western Baltic Sea has been created which gives angling tourism companies a face and shows the beauty of sea angling in the Baltic Sea. The image film has made an active contribution to the preservation of angling tourism businesses on the western Baltic Sea and thus in the REACT area.

Angling, like many other activities, is practiced outdoors. Anglers see themselves as part of nature and therefore strive to respect and protect natural resources. Ecological sustainability forms the basis of their leisure and vacation activities.

The EGOH will continue to work for the compatibility of ecological and economic sustainability in the future. The following measures and activities are necessary for this:

- Representation of the economic importance of angling tourism on the western Baltic, with emphasis on Ostholstein
- Continuous knowledge exchange with representatives from tourism, politics and economy
- Active communication of angling tourism offers to strengthen angling tourism's potential
- On-going consideration of environmental issues.