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As part of its strategy to support the identification and development of non-extractive economic alternatives for the Fishing Unions of the Galapagos Islands, FFLA continues promoting the implementation of Traditional Fishing Tourism (TFT)¹.

During the last period, the main activities carried out regarding TFT have been the following:

- The “Contest for TFT Projects” (explained in our last Newsletter) took place months ago and nine fishermen have been selected as beneficiaries of this initiative: five in the Santa Cruz Island, 4 in the Isabela Island and 1 in the San Cristobal Island. Their boats are now being adapted to fulfill security requirements and its owners will initiate tours soon.
- FFLA has conducted a market study to identify the potential target market for TFT, and guide the design of the product, which will be commercialized. The presentation of the data produced by this study to local actors such as: The Galapagos National Park, the fishing sector, the tourism sector, the local authorities and other national and international organizations was a key element to generate new opportunities of support.

¹ The TFT is a non extractive source of income where fishermen take tourist on their daily fishing routine, in which they demonstrate the traditional fishing techniques during the trip. The tourist has also the opportunity to meet fishermen’s culture and experiences.

- FFLA has also elaborated a marketing and promotion strategy for TFT, which includes the design of communication products. WWF has pledged financial support to publish these promotional products.
- In an effort to replicate similar initiatives, FFLA has systematized the experience of identification, consensus building and implementation of TFT. FFLA produced a simple publication that relates the process: the participatory conception of the idea, the design of the proposal, the negotiations which lead to approval and regulation of the activity and the challenges faced in the implementation.