

# Aquaculture & Sports Fisheries

## Module Sports Fisheries and Tourism



**EQF  
Level  
5**

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# Sports Fisheries and Tourism

EQF level: 5  
Credit value: 10

## • Aim

The aim of this unit is to enable learners to gain understanding of the function and structure of touristic sports fishing (operations, quality systems and procedures) and enables learners to gain understanding of visitor attractions, visitor types, impacts and tourist motivation theories.

## • Unit abstract

This unit is designed to develop learners' understanding of the complexities of the management of touristic sports fishing (-) operations.

Learners will examine the role and impact of quality systems and procedures in relation to services, health and safety and the legal environment.

The unit gives learners a broad understanding of the nature, development and management of sports fishing visitor attractions, sports fishing resorts and sports fish guiding.

The unit explores the different types of sport fishing attractions, the different types of visitors, their impacts and various theories of tourist motivation, which should aid the management of a sports fishing attraction. Key issues of visitor attraction management will also be investigated.

## • Learning outcomes

**On successful completion of this unit a learner will be able to:**

- 1 Understand the function and structure of a range of touristic sports fishing facilities
- 2 Understand the role and impact of quality systems and procedures
- 3 Understand the key responsibilities in management of sports fishing visitor attractions
- 4 Understand visitor types, their impacts and tourist motivation theories

## Unit content

1 Understand the function and structure of a range of touristic sports fishing facilities (eg different types of commercial fisheries, fish guiding and organised trips)

*Function:* coordination and provision of services, staff, suppliers; customer service, customer information; communication (internal, external, national, international), resort office; resort based representatives; suppliers; customers), legal requirements (eg health and safety, contracts, provision of service); profit margins and budgets, setting and achieving targets; training personnel; different types of tour operator; handling agents, sales and marketing management

*Structure:* different structures for different types of tour operation eg summer and winter (-) programmes, programmes for developed and developing countries, camping and self-catering programmes, sports programmes; alternative attractions; diversification; other elements of structure- line management ( job roles, lines of communication, (-) )

2 Understand the role and impact of quality systems and procedures

*Quality systems and procedures:* health and safety eg ensuring that health and safety standards are achieved and maintained, audits and checks are undertaken, reporting of and dealing with irregularities including documentation, communication and efficiency to minimise disruption, conflict and critical incidents; legal eg responsibilities including consumer protection legislation, contract law, relevant regulations and appropriate local laws; contractual obligations, reporting and dealing with irregularities; guidelines; codes of conduct; services eg reporting and dealing with irregularities, documentation, minimise disruption, conflict and critical incidents; training of personnel

3 Understand the key responsibilities in management of sports fishing visitor attractions

*Scope:* (-) development of a business plan to attract and manage extra visitors for a commercial fishing lake in a European country.

*Importance:* revitalising an area; attracting new business to a destination, contribution to the overall destination product, employment, revenue, multiplier effect, enhancement of local heritage and culture; purpose of attraction eg profit, conservation, preservation

4 Understand visitor types, their impacts and tourist motivation theories

*Visitor types:* market segmentation eg demographic, geographic, visitor needs; special interests, characteristics and profile

*Visitor impacts:* marketing development; overcrowding; wear and tear; logistics; capacities; pollution; increased risk of accidents; erosion; impacts on local community; visitor facilities; authenticity of attraction eg adaptations to architecture and nature, intrusive interpretation to the history of the site, education and training.

Learning outcomes and assessment criteria

<b>Learning outcomes</b>  <b>On successful completion of this unit a learner will:</b>	<b>Assessment criteria</b>  <b>The learner can:</b>
LO1 <b>1 Understand the function and structure of a range of touristic sports fishing facilities</b>	1.1 analyse the functioning of a range of touristic sports fishing facilities including resource usage and (seasonal) work planning  1.2 differentiate between the structure of a range of touristic sports fishing facilities including capacity handling, core business and diversification
LO2 Understand the role and impact of quality systems and procedures	2.1 discuss how effective quality systems and procedures avoid conflict situations and stimulate customer satisfaction within a sports fishing resort 2.2 analyse the impact of quality systems and procedures that are implemented in a sports fishing resort
LO3 Understand the key responsibilities in management of sports fishing visitor attractions	3.1 discuss the major differences in managing visitor attractions in relation to particular types of sports fishing attractions 3.2 analyse the importance of different visitor attractions within a sports fishing resort
LO4 Understand visitor types impacts and tourist motivation theories	4.1 evaluate the principal demands of different visitor types 4.2 evaluate the impact of tourism growth on visitor attractions 4.3 analyse the effect of different theories of tourist motivation on the marketing management of sports fishing facilities

**Guidance:****Links**

This unit can be linked with: Entrepreneurship in the Fisheries Industries.

**Essential requirements**

Visits to a variety of resorts in the business are essential.

To ensure learners have the opportunity to visit a range of resorts, costs must be identified in advance and learners made aware of them. Where possible, learners should visit at least one purpose-built resort, one non-purpose-built, a natural attraction and an event. This will show learners the range of resorts and attractions, similarities and differences, and also, of particular importance, issues in relation to management of resorts and attractions.

**Employer engagement and vocational contexts**

Guest speakers who have been involved in resort management could be invited to give details of the structure, role and purpose of the resort operation and to give learners an appreciation of different structures, programs and attractions.