

Reminder of the ECST 2011-2015 strategic guideline for Mercantour National park and Alpi Marittime Natural Park

Crossover theme: Cross-border coordination and communication plan

→ *Coordinate the cross-border strategy* → *Provide support to the ECST partners*

→ *Promote the principles of the ECST*

Crossover action sheet

Governance and coordination of the European Charter for Sustainable Tourism

Correspondence with the measures of the Mercantour National Park charter

Chapter 6 – Make the charter come alive

Direction 4 “Promote sustainable tourism for a territory and its people”

Measure 17 – Intensify cooperation between the players in tourism

Correspondence with the ECST principles

Principle 1 – Involve all those who play a direct part in the development and management of tourism in the protected area and beyond

Principle 2 - Prepare and implement a sustainable tourism strategy and an action programme for the protected area

CONTEXT (framework elements)

2 of the main lessons drawn from the implementation of the ECST during the period 2006-2010 are:

- the lack of the coordination between the public policies in terms of tourism at park level and the absence of political validation for this project and thus of governance,
- the lack of realism in the action programmes carried out by the institutional players, which translates as more of a downwards policy than a real partnership that responds to both the economic, cultural and environmental situation of the tourist activities in the territory, and to the requirements of the tourist service providers.

In the Mercantour Park, for the period 2011-2015, it is important to return to the basics of the ECST:

- an approach that is above all partnership-based,
- a progress approach.

Since 2010, a real turning point occurred in the National Park. On one hand, the level of trust between the players has increased considerably. On the other, the Park corporation itself modified its positioning by committing to simple and concrete actions to give tourist operators the desire to work with it. At the same time, the work carried out by the public corporation on its “Mercantour National Park charter” territory project gives direction and perspective for the

implementation of the ECST, since this project has a validity of 15 years. The new governance put in place within the Board of Directors and National Park, and the setting up of a partnership agreement are some of the measures comparable to the principles promoted in the ECST and covered in the 2011-2015 action plan.

OBJECTIVES

- set up governance for the tourism players in the territory
- monitor and coordinate the implementation of the ECST action plan
- mobilize partnership funding for implementing the ECST
- evaluate the implementation of the ECST in the territory
- skills exchange (methodological tools) on a national and international scale in the EUROPARC network

Content of the action (sub-action)					
Description of actions	Launch date and duration	Contractor	Associated partners	Financial/human resources	Indicators Undefined 2012 Discussion
<ul style="list-style-type: none"> <u>Coordination and steering of the ECST</u> 					
95. Cross-border steering unit 1 meeting/quarter of both parks 1 meeting/year with the partners (cross-border action)	2011-2015	PNAM- PNM	partners	Parks budget	
<u>96. Steering of the PNM ECST: Tourism</u> – Outdoor Activities – Culture Commission of the PNM's economic, social and cultural board Steering policy for the ECST Operating methods currently being defined	2011-2015	PNM	Members of the PNM Board of Directors	PNM budget	
<u>97. Technical steering committee:</u> 06 steering committee 04 steering committee Implementation of the Partnership agreements between the PNM and those carrying out the actions 1 meeting/quarter	2011-2015	PNM	Those carrying out the actions in line with the 2011-2015 action plan	PNM and structures budget	
<u>98. Technical committee:</u> 06 Technical committee: 04 Technical committee: 2 meetings/year Information on implementing the ECST	2011-2015	PNM	The park tourist operators	PNM and structures budget	
<u>99. Socio-professionals group:</u> Mountain guides Panda Gîte The socio-professionals involved in the ecotourism projects	2011-2015	PNM	Professionals CG 06 CG 04 Riviera CRT ADT 04	PNM budget	

Refuge guardians Various coordination methods: training courses, plenary meetings, etc. To be defined with each group			Consular bodies		
<u>100. Plenary meeting of the tourism players</u> At least 2 meetings on the 2011-2015 programme	2013 2015	PNM	Professionals CG 06 CG 04 Riviera CRT ADT 04 Consular bodies	PNM budget EUR 2,500/meeting	
<ul style="list-style-type: none"> <u>Sharing and evaluation tools</u> 					
101. Creation and coordination of an exchange platform on the web	2012 - 2015	PNM	CG 04 CG 06 CRT ADT Valley centres	PNM budget EUR 5,000/year	
102. Creation of the ECST evaluation mechanism Annual follow-ups Final assessment	2012 2012-2015 2015	PNM	- Cross-border steering unit - Policy steering unit at national level - 06 and 04 steering committees - 06 and 04 technical committees - Socio-professional groups - internal to PNM	PNM budget	
103. Search for funding for actions, in particular in relation to cross-border cooperation projects	2012	PNM - PNAM	CG 06 CG 04 CCVU PNAM	PNM budget	
104. Participation in meetings of: - the French section of EUROPARC	2012-2015 (at least	PNM	Members of the French section of EUROPARC	Alcotra programme PNM budget	

- the Federation by linking the members of the technical steering committees and the Park's Board of Directors	twice a year) 2012-2015 (at least twice)		EUROPARC members		
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Presentation of the ECST forum structure in Mercantour National Park

The "forum", i.e. the gathering of all the tourism players in the ECST territory of Mercantour National Park is organized in various groups or committees of players, namely:

- A cross-border steering unit comprising Mercantour National Park and the Alpi Marittime Park, to which the players in the ECST strategy are associated
- A policy steering unit at national level, represented by the Economic, social and cultural Board of Mercantour National Park
- Various technical units:
 - 04 steering committee: 04 Departmental council, 04 development agency
 - 06 steering committee: 06 Departmental council, Riviera CRT
 - 04 technical committee: CCI 04, CCVY, southern lands, CCHWU, A3V lands, 04 Gîte de France
 - 06 technical committee: CCI 06, 06 Chamber of agriculture, 06 Chamber of trades, Vésubie Valdeblorre Mercantour tourist centre, ADTRB, Tinée community of municipalities, Puget Théniers intercommunal office, GTA, 06 Gîte de France
- socio-professional groups:
 - PNM partner Guide group
 - Panda Gîte group
 - group of socio-professionals involved in the ecotourism approach
 - Refuges group
- a committee within the PNM bringing together all the Mercantour National Park departments: Sustainable Development and Partnership department, Communication, Information and Education department, Natural and Cultural Heritage Survey department, field departments.