

**ECST 2011-2015 strategic guideline for Mercantour National Park and Alpi Marittime Natural Park**

GUIDELINE 3. Direct a network (forum) of players committed to the development of sustainable tourism  
→ *Commit operators to qualifying paths in favour of sustainable tourism*

**Action sheet No. 6**  
**Qualification of tourist services and offers**

**Correspondence with the measures of the Mercantour National Park charter**

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

*Measure 19 – Accompany tourism professionals in a “Mercantour quality” approach*

**Correspondence with the ECST principles**

*Principle 4 – Provide all visitors with a high quality tourist offer for all aspects of their visit*

**CONTEXT (framework elements)**

The institutional structures (Departmental councils and tourist development agencies) support qualification approaches for tourism socio-professionals. Currently, these qualification approaches aim to improve Quality in general (tourism Quality label), disabled access (Tourism and Disability label) and taking into account environmental challenges (Green Key label, European ecolabel). They address tourist accommodation (hotels, campsites, gîtes, etc.), tourist offices and outdoor activity operators. In addition, other approaches integrating quality processes are underway through the construction of tourist offers. The 06 Chamber of Commerce and Industry is coordinating a network of restaurant owners through the “Bistrots de Pays” brand. The departmental Chambers of agriculture are coordinating the “Welcome to the farm” network. For its part, the National Park is supporting the landlords involved in the “Panda gîte” network.

For the territory’s socio-professionals, the multiple numbers of these approaches is a source of confusion. At national park territory level, it therefore seems opportune to:

- provide better coherence and complementarity between these qualification approaches,
- strengthen or adapt these mechanisms to the presence of the protected area, in particular by working on taking into account the environmental challenges and knowledge of the natural and cultural heritage.

## OBJECTIVES

- promote the qualifying approaches and contributing labels
- accompany the territory's tourist operators who undertake the qualifying paths
- coordinate existing mechanisms, sources of added value for the tourist operators and the park territory

## Content of the action (sub-action)

Description of actions	Launch date and duration	Contractor	Associated institutional partners	Financial/human resources	Indicators Undefined 2012 Discussion
<ul style="list-style-type: none"> <li><b><u>Qualification of services</u></b></li> </ul>					
41. Deployment of the Tourism Quality approach among landlords	2011-2015 (annual)	CG 06	CCI	Alcotra programme	
42. Deployment of the approaches: - "Quality in cultural sites" - "Quality in outdoor activities" - Disabled tourism	2011-2015 (annual)	Riviera CRT	CG 06 PNM	CRT budget	
43. Deployment of the Disabled Tourism approach	2011-2015 (annual)	CG 04	PACA Region	CG budget	
44. Deployment of environmental approaches among landlords (green key, ecolabel, etc.)	2011-2015 (annual)	CG 04 CG 06	PACA Region CCI PNM	CG budget	
<ul style="list-style-type: none"> <li><b><u>Qualification of products</u></b></li> </ul>					
45. Coordination of the Panda gîtes network	2011-2015 (annual)	PNM	WWF 06 Gîtes de France 04 Gîtes de France	Alcotra programme PNM budget EUR 5,000/year	
46. Definition and deployment of the "Mercantour National Park" brand	2011-2015 (annual)	PNM	PNF	PNM internal staffing budget	
47. Coordination of the "Bistrots de Pays" network and deployment on the PNAM (2013-	2011-2015 (annual)	CCI 06	CG 06 CRT PNM	Alcotra programme	

2014)			PNAM		
48. Coordination of the “Welcome to the farm” network	2011-2015 (annual)	Departmental chamber of agriculture	CG CRT ADT PNM	Chamber of agriculture	
49. Definition of a cross-border reference for tourist operators in the Alpi Marittime and Mercantour parks	2013-2013	PNAM PNM	CG CRT ADT	PNM budget EUR 5,000	