

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

GUIDELINE 4. Promote Alpi Marittime – Mercantour as a tourist destination based on the Grand Tour

→ *Re-conquer customers, in particular young people*

Action sheet No. 8

Re-conquer a young clientele and underprivileged publics

Correspondence with the measures of the Mercantour National Park charter

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

Measure 22 – Target a young clientele

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 studies of summer visitation carried out in 2001, 2007 and 2011 (results due) within the heart of the National Park highlight the low representation of the 16-25 age range. The mountains in summer have little attraction to this target clientele. The challenge is to create activity areas and meetings that are in line with the world of young people. One of their main motivations is to be among similar people, far from everyday stresses, ready to experience a fun adventure and sometimes to experience strong sensations. Contact with the natural environment is therefore seen as a source of enrichment. Several initiatives are underway and good coordination is sought. For example, the “Grande Traversée des Alpes” association has begun major discussions on the expectations of young people and on the measures to be taken in terms of training, the tourist offer or communications. The Departmental Council for Alpes Maritime has set up bus transport at EUR 1 throughout department 06 in order to make travel easier, in particular for young people.

More widely, the park must be a welcoming territory for all publics, including the disabled. The aim is to make this space accessible while respecting the regulations, environments and landscapes. In order to organize its action, on 8 July 2010, the Mercantour Park Board of Directors validated a cross-border “Strategy for the Alpi Marittime-Mercantour parks – Accessibility of nature to disabled people – Operational variation for Mercantour National Park”. On the other hand, the Departmental Councils are leading “Tourism – Disability” qualification actions in host structures (OTSI, accommodation, visitor and information centres, natural sites, etc.) with tourist operators.

OBJECTIVES

- adapt the tourist offer to a young clientele
- develop accessibility to the territory for all

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"> <u>Actions in favour of young people</u> 					
58. Creation of tools to communicate about territory that target young people: Facebook application Smartphone application	2011 - 2012	PNM	CG GTA	Alcotra programme EUR 15,000	
59. Survey of outdoor activities within Mercantour National Park	2011 - 2012	UFRSTAPS	PNM	Alcotra programme EUR 40,000	
60. Carry out French-Italian school exchanges (cross-border action)	2011-2013	PNM - PNAM	Gesso & Stura river park National education	Alcotra programme For the PNM: EUR 100,000	
<ul style="list-style-type: none"> <u>Welcome for underprivileged people</u> 					
61. Carry out improvements for disabled accessibility in the National Park refuges (Cantonnière and Bayasse Refuges)* <i>* action integrated in sheet 3 – Renovation of the refuges</i>	2011-2012	PNM	PACA CR CG	PNM budget EUR 90,000	
62. Carry out analyses for disabled access to the Park infrastructures (Park centre, refuge)* <i>* action integrated in sheet 3 – Renovation of the refuges</i>	2011-2012	PNM		ALCOTRA programme EUR 20,000	
63. Creation of a handy Ecoguide for welcoming blind disabled people – Espaul Pass, Municipality of Péone	2012-2013	PNM	Valberg resort mixed association GMF	GMF PNM budget: EUR 40,000	
64. Carry out improvements for	2012-2014	Valberg mixed	PNM	PNM	

welcoming disabled people – Espaul Pass, Municipality of Péone		association		CG 06 - Study: EUR 4,000 - Works: undetermined	
65. Creation of walking and hiking route sheets accessible to persons with reduced mobility (cross-border action)	2011-2012	FFRP	PNM PNAM	ALCOTRA programme EUR 10,000	