

**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

→ *Structure and coordinate the professional and themed networks and the forum*

**Action sheet No. 5**

**Creation or consolidation of tourism socio-professional networks  
of the Mercantour National Park involved in the ECST**

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

*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*

*Principle 6 – Promote specific tourist products that offer discoveries and a good understanding of the landscape*

**CONTEXT (framework elements)**

Over 800 tourist operators work in Mercantour National Park territory: reception and information professionals (Tourist offices), landlords, restaurant owners, mountain guides, etc. These are mainly small companies that are very individual in their way of working. Since 2006, the Park and its partners (CG, ADT, CRT, CCI, tourist centres, etc.) have set up professional networks. These networks are structured around “trade” and “valley” schemes, not favouring crossover on a territory-wide scale.

To date, implementation of the ECST has allowed for the promotion of this method of working in a network that initiates partnerships. The challenge is in going further in order to promote the principles of the ECST in relation to environmental challenges and anchoring tourist activities in the park’s territory. New networks are to be set up in order to allow current operating methods to be opened up in order to build economically, socially and environmentally viable tourist offers.

Coordination of these networks includes animation and communication actions, making tools available and training. It is the National Park’s responsibility to ensure coherence between all these approaches across its territory, with the ECST as the common driving thread.

**OBJECTIVES**

- promote exchanges and professionalize practices
- accompany and organize quality tourist offers

**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"> <li>• <b><u>Coordination of professional networks:</u></b></li> </ul>					
34. Coordination of professional networks: <ul style="list-style-type: none"> <li>- Mountain guides</li> <li>- Refuge guardians</li> <li>- Panda Gîtes</li> <li>- mountain resorts</li> </ul>	2011 – 2015 (annual)	PNM	SNAM CAF Gîtes de France WWF Mountain resort managers	PNM budget	
35. Coordination of professional networks: <ul style="list-style-type: none"> <li>- owners of restaurants, including Bistrots de Pays</li> <li>- landlords</li> <li>- Tourist offices</li> <li>- outdoor activity operators</li> </ul>	2011 – 2015 (annual)	CG 04 CG 06 Riviera CRT ADT CCI	PNM Valley centres	Each structure's budget	
<ul style="list-style-type: none"> <li>• <b><u>Other collective actions:</u></b></li> </ul>					
36. Mercantour National Park refuge conferences	2011	PNM	CG 06, CAF 06, refuge guardians	Alcotra programme EUR 45,000	
37. Creation of an association of park operators involved in "Mercantour Ecotourism"	2012	PNM	CCVU Vésubie tourist centre CG 06 CG 04	Alcotra programme EUR 5,000	
38. Creation and coordination of the	2012 - 2015	PNM	CG 04	PNM budget	

ECST forum: - exchange platform on the web - meetings between players committed to the ECST			CG 06 CRT ADT Valley centres	EUR 5,000/year	
39. Study and exchange trip with the service providers involved in setting up ecotourism products – destinations: Ubaye, Vésubie, Garrotxa (Spain)	2011	PNM	CG 06 CCVU CCVHV CCI 06 Vésubie tourist centre	Alcotra programme EUR 20,000	
40. Cross-border meeting of mountain resort managers (cross-border action)	2012- 2013	PNM - PNAM	PNAM Mountain resort managers	PNM budget: EUR 5,000	