

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

GUIDELINE 1. Build an acknowledged ecotourism offer with high added value for the territory and its players

→ *Make tools and equipment available that help to preserve and promote our natural and cultural heritage and support tour operator activity (Park Centres, trails, signage, etc.)*

Action sheet No. 3
Improvements and tourist equipment

Correspondence with the measures of the Mercantour National Park charter

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

Measure 21 – Develop outdoor activities and itinerant tourism

Measure 23 – Support the “Tourism and Disability” approach

Correspondence with the ECST principles

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

Principle 10 – Control and influence the tourist flows in order to reduce the negative impacts

CONTEXT (framework elements)

Mercantour National Park is a territory that is particularly favourable for carrying out outdoor activities. As a result these have become a major component of the territory’s social and tourist offer, which means increased visitation to the area in all seasons and a permanent development of practices.

Mercantour National Park boasts over 2,300 km of trails, a regularly maintained directional and information signpost network, 14 refuges, 4 park centres and information points in the tourist offices in particular.

Access to the park territory is facilitated by the well-developed public transport system (train and bus), however, there are still some black spots and one of the main challenges today remains raising the awareness of visitors about soft mobility.

OBJECTIVES

- Make quality infrastructures available for practicing outdoor activities that respect the natural and cultural heritage and the landscapes
- encourage soft mobility

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>Maintenance and promotion of walking trails:</u> 					
18. Maintenance of the trails network and signposts	2011-2015 (annual)	PNM CG 06 CCVU CCHVVA	Municipalities	Contractors' own budgets For the PNM: EUR 100,000/year	
19. Restoration and signposting of the cross-border trails (cross-border action)	2013-2014	PNM	PNAM Municipalities	ALCOTRA programme EUR 80,000	
<ul style="list-style-type: none"> <u>Creation and development of tourist equipment, promotion of the landscapes:</u> 					
20. Creation and maintenance of signposts within the village	2011-2015	Municipalities	PNM	PNM grant mechanism	
21. Study on re-dynamizing the Park Centres	2012	PNM	Municipalities	ALCOTRA programme EUR 34,000	
22. Coordination of seasonal information points	2011-2015 (annual)	Municipalities	PNM	PNM grant mechanism	
23. Renovation of the Cayolle and Cantonnière refuges	2011-2012	PNM	Municipalities	EUR 275,000	
Renovation of the Bayasse refuge	2011-2013 (undertaken in 2010)	PNM	Municipalities	State, Region, CG EUR 3M	
24. Technical and financial support for re-qualification of the refuges	2012-2015	CG 06	CAF, Refuges, PNM	Undetermined	
25. Analyses and improvements carried out for disabled access to the Park infrastructures (Park centre, refuge)	2011-2012	PNM		ALCOTRA programme Study: EUR 20,000 Works: EUR 70,000	

26.Larche pass landscape re-qualification (cross-border action)	2011	PNM	PNAM CCVU Valle Stura mountain community	ALCOTRA programme EUR 43,000	
<ul style="list-style-type: none"> • <u>Development of soft mobility in the territory:</u> 					
27. Study on promoting stations (Pignes and Merveilles trains)	2012	PNM	PACA Region Pignes train operation society	ALCOTRA programme EUR 16,000	
28. Inter-valley shuttles set up: Mountain bike shuttle in the Tinée community of municipalities, Puget Thénier tourist office shuttle, Allos lake shuttle	2011-2015 (annual)	Municipalities – intercommunal cooperation OTSI	PNM	Collectivities' budget ALCOTRA programme EUR 40,000 for the Tinée and Puget Théniers projects	