

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. 2
Creation of educational tools

Correspondence with the measures of the Mercantour National Park charter

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

Measure 18 – Highlight the natural and cultural heritage

Direction 11 “Raise awareness of environmental challenges and sustainable development”

Measure 45 – Construct a shared policy for education on the environment and sustainable development, and encourage partnerships

Measure 46 – Develop innovative tools for education on the environment and sustainable development

Measure 47 – Develop ecocitizen behaviour

Correspondence with the ECST principles

Principle 5 – Communicate effectively with visitors on the subject of the specific qualities of the region

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

CONTEXT (framework elements)

Raising the awareness of visitors about the environment and the discovery of the natural and cultural heritage is one of the fundamental missions of the protected areas. The latter have the know-how and specific tools (rangers, Park Centres, exhibitions, interpretation trails, etc.). Furthermore, education on the environment and sustainable development is the basis of ecotourism.

In the territory, the tourist players are the main point of contact with visitors. They play an active role in this awareness raising. It is important that they can have educational tools available that meet their needs.

OBJECTIVES

- identify the needs of the socio-professionals and create suitable educational products
- make educational tools for education on the environment and sustainable development available to the professionals

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>Creation of “Mercantour National Park” spaces in the tourist structures:</u> 					
11. Creation of “Mercantour National Park” spaces in the holiday centres, accommodation and tourist offices	2011-2013	PNM	National education	ALCOTRA programme EUR 28,300	
<ul style="list-style-type: none"> <u>Creation of educational tools and improvements:</u> 					
12. Creation of educational games	2012-2013	PNM	Socio-professionals	ALCOTRA programme	
13. Creation of a mini-exhibition	2012-2013	PNM	OTSI		
14. Creation of a map of the valleys	2012-2013	PNM	Socio-professionals		
15. Set up interpretation trails	2012-2013	PNM Municipalities	PNM Municipalities	ALCOTRA programme	
16. Creation of Ecoguide routes	2011-2012	PNM	Municipalities	ALCOTRA programme Sponsorship	
17. Availability of educational tools in 2 languages	2012-2013	PNM	PNAM	ALCOTRA programme	