

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

→ *Accompany the creation or strengthening of ecotourism products, contributing to the local development of the Alpi Marittime-Mercantour common territory and position local players as trip architects*

Action sheet No. 1

Organisation of the offer for creating ecotourism products

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

Measure 20 – Confirm an “ecotourism territory” positioning

Correspondence with the ECST principles

Principle 3 – Protect and highlight the natural and cultural heritage of the protected area, by and for tourism, and protect this heritage from excessive tourist development

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

Principle 9 – Increase the benefits to the local economy from tourism

CONTEXT (framework elements)

All the tourist professionals (06 and 04 Departmental Councils, tourism centre, Community of Municipalities, Lands, CCI, Chamber of Agriculture, Chamber of trades, associations, Mercantour National Park, etc.) in the Mercantour National Park territory actively work to set up and create the tourist offer through various approaches (creation of events, support for accommodation, restaurants, outdoor activities, promotion of cottage industry and farm products, etc.). Mercantour National Park, in conjunction with the professionals in the territory, carried out an exhaustive inventory of all the approaches and projects underway or completed that are in line with the spirit of the European Charter for Sustainable Tourism and in the spirit of ecotourism, by means of ECST workshops. Consequently, this means structuring, coordinating and promoting the whole of this quality tourist offer in order to build in partnership a real ecotourism destination at Mercantour National Park scale.

OBJECTIVES

- coordinate all the ecotourism approaches present in the territory
- diversify the territory's tourist offer by mobilizing the social and occupational professionals

Content of the action (sub-action)

To do this, Mercantour National Park, in partnership with all the professionals in the territory, mobilizes to:

Description of actions	Launch date and duration	Contractor	Associated institutional partners	Financial/human resources	Indicators Undefined 2012 Discussion
• <u>Participate in the construction of the ecotourism tourist offer by means of:</u>					
1. Technical and financial support for projects relating to the knowledge and promotion of cultural heritage (in particular the military heritage, rural heritage, village heritage, etc.)	2011-2015 (annual)	PNM	Park municipalities, associations	PNM grant mechanism EUR 50,000/year	
2. Identification of quality local farm produce	2011-2012	Alpes-Maritimes chamber of trades	Alpes-Maritimes chamber of agriculture CG06 PNM	ALCOTRA programme EUR 40,000	
3. Flowered meadow competition (cross-border action)	2012	PNM - PNAM	PNAM 06 chamber of agriculture	ALCOTRA programme Sponsorship PNM budget: EUR 23,000	
4. Creation of a cross-border cultural heritage watchdog and a symposium on culture in protected areas (cross-border action)	2011-2015	PNM - PNAM	PNM Siti Roudoule Ecomuseum ADTRB Cunéo civic museum Regional department for cultural affairs	ALCOTRA programme PNM forum budget 2011: EUR 30,000	

<ul style="list-style-type: none"> <u>Create and support ecotourism products:</u> 					
5. Itinerant idea-holiday project (technical support, inventory of offer available)	2012-2015	Grande traversée des Alpes	PNM CG 06	GTA budget	
6. Support the qualification of accommodation to welcome horse riders and bicycle tourists <i>Awaiting validation</i>	2012-2015	CG06	PNM CCI 06	ALCOTRA programme Budget awaiting validation by the CG	
7. Bistrots de Pays	2011-2015	CCI 06	CG 06 PNM	ALCOTRA programme	
8. Creation of ecotourism products in the valleys - Ubaye, Vésubie - and Roya	2011-2012 2013-2014	PNM	CCVU Vésubie tourist centre Roya Bévéra tourism development agency PNAM	ALCOTRA programme EUR 30,000 EUR 15,000	
9. Creation of a cross-border ecotourism product (cross-border action)	2013-2014	PNM and PNAM	Vésubie tourist centre	ALCOTRA programme EUR 20,000	
10. Bicycle tourism plan: identification of a tourist cycle circuit (cross-border action) <i>Awaiting validation</i>	2012-2014	CG06	French federation of bicycle tourism Riviera CRT PNAM PNM	ALCOTRA programme Budget awaiting validation by the CG	