

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

- Promote the services and players in the territory
- Communicate regarding the territory of both Parks

GUIDELINE 2: Promote the principles of sustainability in other forms of tourism in the territory

- Raise the awareness in other visitors (itinerant tourism, mainly by car, motorbike and bicycle) on the riches and challenges of preserving natural and cultural heritage

Action sheet No. 9

Promotion of the service providers who have signed up to the ECST and of Alpi Marittime-Mercantour as a destination

Correspondence with the measures of the Mercantour National Park charter

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

Measure 20 – Confirm an “ecotourism territory” positioning

Measure 26 – Promote the “Mercantour” and “Alpi Marittime-Mercantour” destinations

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

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

CONTEXT (framework elements)

The Alpi Marittime and Mercantour parks, by the quality of their natural environments, landscapes, fauna, flora and cultural riches, constitute exception territories. Their high levels of protection ensure they are well known both nationally and internationally, which constitutes a considerable plus for promoting exemplary tourism that respects the essential qualities and character of both parks.

Nearly 800 tourist operators work in Mercantour National Park territory. During the period 2006-2015, several partnerships have been undertaken between some of the territory’s tourist operators and the main institutional players in tourism (CG, CRT, CCI, PNM, etc.) without leading to their commitment to the ECST. Implementation of concrete actions such as the creation of ecotourism products has allowed the desire to work together to be strengthened, and more particularly to share the values of the ECST.

Several promotional actions have been carried out, mobilizing major human and financial means. For Mercantour Park, the departmental councils, tourist development agencies, and valley tourist centres are major players. They communicate through their websites, participation in trade fairs, the organisation of educational tours or even advertising campaigns. However, the messages are still to be developed in order to strengthen the ecotourism positioning of this destination in line with the presence of the protected area and highlight the service providers involved in the ECST.

OBJECTIVES

- improve the visibility of operators in the territory that are involved in an ecotourism approach
- lead a partnership promotion of the ecotourist destination

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>Communications media to promote the service providers involved in the ECST and the ecotourist destination</u>					
66. Creation of communications media for the professionals who have signed the ECST, the main ones of which are as follows: - Mercantour National Park booklet - French - "Merveilles Valley" booklet – French/English	2012 – 2015 (annual)	PNM	CG Tourism development agencies Valley centres	Alcotra programme EUR 10,000	
67. Creation of an Alpi Maritime-Mercantour "Tourism" internet gateway (cross-border action)	2011-2013	PNAM PNM	River park CG Tourism development agencies Valley centres	Alcotra programme EUR 40,000 (PNAM budget)	
68. Re-publication of the Grand Tour tourist map of the Alpi Maritime-Mercantour area – French/Italian – English/German (cross-border action)	2012	PNM - PNAM		Alcotra programme EUR 10,000 (PNAM budget)	

• <u>Other promotion actions</u>					
69. Participation in tourism trade fairs to promote Mercantour as a destination	2011 – 2014 (annual)	Riviera CRT	PNM Valley centres	CRT budget undetermined	
70. Organisation of an educational tour aimed at specialized tour operators	2012	Riviera CRT	Atout France PNM	Budget undetermined	
71. Action with the local and national press	2011-2015 (annual)	PNM	Riviera CRT ADT 04 Tourist centres	EUR 10-15,000/year	
72. Organisation of a national snowshoe day	2011-2015 (annual)	Mountain guides	CG 06 PNM	EUR 5,000/year	
73. Participation in specialized tourism trade fairs to promote the players involved in the ecotourism approach and Alpi Marittime-Mercantour as a destination (cross-border action)	2011 – 2014 (annual)	PNM	Riviera CRT ADT Valley centres PNAM	Alcotra programme PNM budget EUR 5,000/year	
74. Preparation of the candidature of both parks to enter onto the UNESCO candidature list (cross-border action)	2011-2015	PNM-PNAM	Monaco government Albert II Foundation Ministries for ecology	Alcotra programme Monaco government Albert II Foundation EUR 250,000	