

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

→ *Train the players to provide quality offers and products (Training courses, educational tours, meetings)*

Action sheet No. 7

Creation of training courses for tourism socio-professionals in the territory

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

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

Measure 47: Develop ecocitizen behaviour

Correspondence with the ECST principles

Principle 7 – Increase the knowledge of the protected areas and questions of sustainability among those who are involved in tourism

CONTEXT (framework elements)

Today, there is a large training offer available to tourist operators. It covers varied fields such as reception, languages, marketing, knowledge of park heritage, etc. There are a lot of contractors: these are the departmental councils, tourist development agencies, Mercantour park, but also local collectivities and consular bodies. These training course promote exchanges between the operators, and an overall improvement in the service offer.

Multiplication of these training offers calls for strengthening coherence within an aim to pool methods and complement approaches.

OBJECTIVES

- Propose a training offer meeting the expectation of the professionals and the challenges of the territory
- develop the work within the professionals network

Content of the action (sub-action)

Description of actions	Launch date and duration	Contractor	Associated institutional partners	Financial/human resources	Indicators Undefined 2012 Discussion
• Professionalisation of tourist services					
50. Language training: - Italian - English	2011 - 2013 (annual)	PNM	Training centres	Alcotra programme For the PNM: EUR 10,000/year	
51. CRT or CG 06 or 04 or CCI training courses of a marketing type	2011-2015	CRT		CRT budget	
52. Specific training programme for refuge guardians in application of the "refuges" action plan	2012 – 2015 (annual)	PNM CG 06 CAF		To be determined within the framework of the steering committee to be created further to the Conference on refuges in Mercantour National Park (October 2011)	
• Increase the knowledge of the park's territory					
53. Implementation of a training programme destined for the park's professional partner networks (Mountain guides, Panda gîte managers and other partners who have signed the ECST) (cross-border action)	2011-2015 (annual)	PNM	CG 04 and 06 Tourism development agencies SNAM 06 WWF Gîtes de France PNAM	Alcotra programme PNM budget EUR 10,000/year	
54. Organisation of a day raising awareness of the park's OTSI (cross-border action)	2011 – 2015 (annual)	PNM	Riviera CRT ADT PNAM	PNM budget EUR 1,000/year	
55. Organisation of a leaflet grant	2011 – 2015 (annual)	Riviera CRT	CG 06 CCI 06 PNM	Riviera CRT budget	