

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

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

- Help the mountain resorts towards sustainable development
- Support the development and diversification of Nordic activities

Action sheet No. 4

Accompany the mountain resorts and Nordic areas in sustainable tourism

Correspondence with the measures of the Mercantour National Park charter

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

Measure 24 – Help the mountain resorts towards sustainable development

Measure 25 – Support the development and diversification of Nordic activities

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

CONTEXT (framework elements)

The mountain resorts are the main drive for the tourist economy in the park’s territory. You can distinguish village resorts, small tourist units close to a village or a formerly inhabited location (Roubion, La Colmiane, Camp d’Argent), and the large resorts that have generated a specific method of town planning, sometimes dating back to the 1930s (Allos, Pra Loup, Isola 2000, Auron, Valberg).

Cross-country skiing activities have recently been joined by snowshoeing, which is going from strength to strength. The Nordic sites that host these activities have found a new breath of life meeting the growing demand of a clientele seeking preserved yet equipped areas.

To date, these areas have aimed their development towards winter sports, “snow-based tourism”, and more specifically on mountain resorts. To meet the challenges of changes to customer expectations, climate change and to give sense to the location of these sites in a protected area, there is cause to undertake work on both the diversification of the tourist offers and take into account the challenges of preserving heritage and landscapes.

The United Improvements Programme of the Southern Alp Resorts (PADS) and the Regional United Improvements Programme for Nordic Areas (PRASEN), overseen by the PACA Region and the State, are tools to be mobilized in order to start cooperation between the Park corporation and the managers of these estates. Some of the actions identified in these programmes help to implement the European Charter for Sustainable Tourism. This type of programme also exists for outdoor activities.

OBJECTIVES

- Promote and accompany implementation of PADS and PRASEN.

Content of the action (sub-action)

Description of actions	Launch date and duration	Contractor	Associated partners	Financial/human resources	Indicators Undefined 2012 Discussion
29. Tinée valley PADS	2011-1013	Mercantour resorts community of municipalities Tinée community of municipalities	PNM	European, regional and departmental programmes PNM grant mechanism Total estimated budget: EUR 8M	
30. St Dalmas le Selvage, Roubion, La Colmiane PRASEN	2011-1013	Municipality of St Dalmas le Selvage Tinée community of municipalities	PNM	European, regional and departmental programmes PNM grant mechanism Budget unknown at this stage of the programme	
31. Haut Var and Cians valley PADS	2011-1015	Cians Var community of municipalities	PNM	European, regional and departmental programmes PNM grant mechanism Budget unknown at this stage of the programme	
32. Haut Var and Cians valley PRASEN	2011-1015	Cians Var community of municipalities	PNM	European, regional and departmental programmes PNM grant mechanism Budget unknown at this stage of the programme	

33. Vésubie valley PRASEN	2011-2012	Vésubie – Val de Blore valley tourist centre	PNM	European, regional and departmental programmes PNM grant mechanism Budget unknown at this stage of the programme	
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