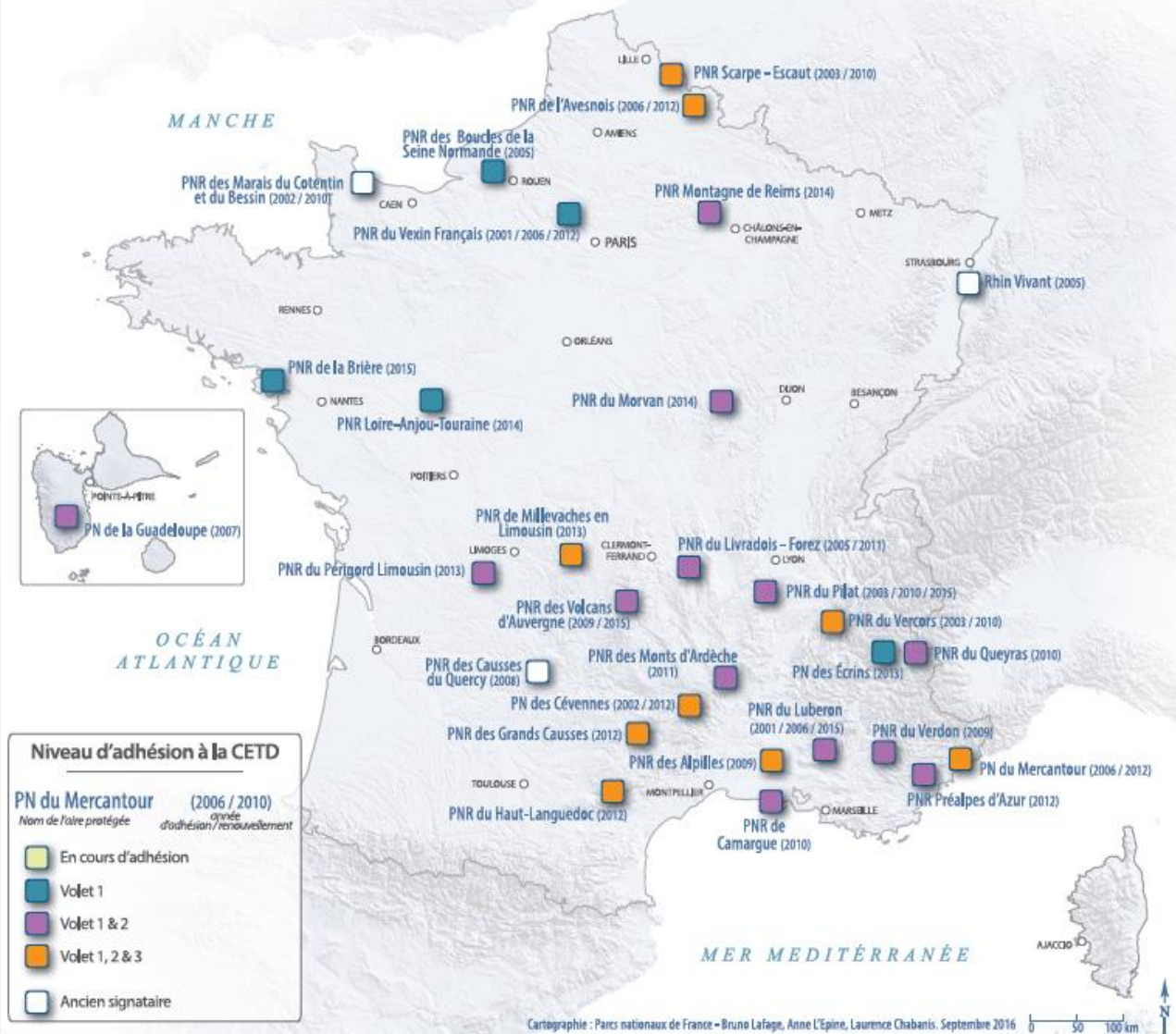




# ECSTPA – part 3 : partnerships between Parks and tour operators

Jovan LJILJAK, Parc naturel régional du  
Haut-Languedoc, France





### Key facts

In France, there are:

51 Regional Parks  
10 National Parks

### Key facts

ECSTPA in France

Part 1 : 29 Parks

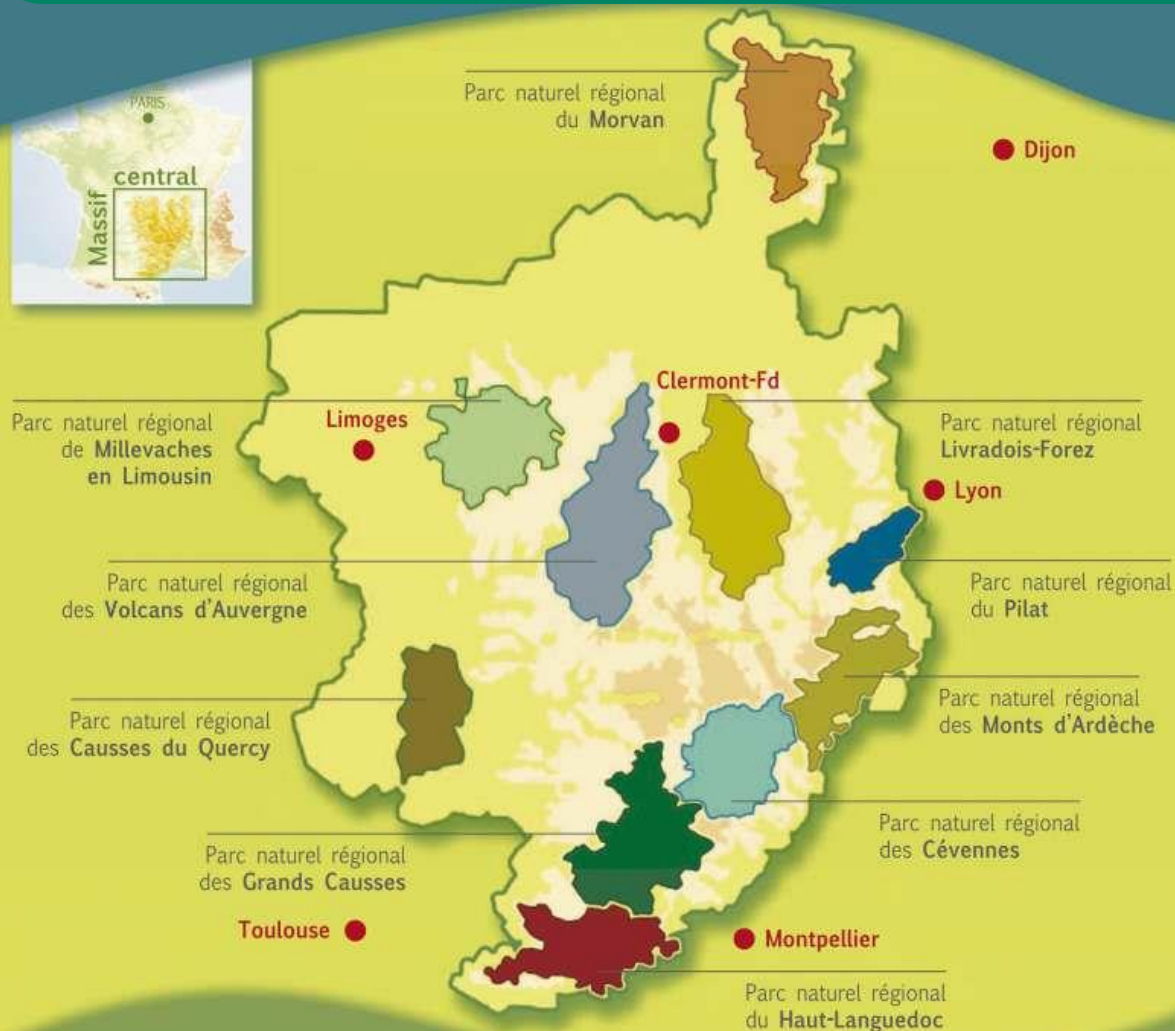
Part 1 and 2: 16 Parks

Part 1, (2), 3: 10 Parks

# Developement of the part 3 of the ECSTPA: Cooperation between the Federation of French Regional Parks and IPAMAC (Central massif Parks' network)

## Key facts

ECTSPA part 3  
developped in 2014 by  
IPAMAC and  
10 Parks from the Central  
massif



# ECSTPA part 3 dossier

- Tour-operator identification dossier
- Atout France registration proof
- Commitment letter
- Evaluation dossier/ progress estimations: analysis of the implementation of 3 pillars of sustainable development
- Optional documents



# Parks and tour-operators: Partnership aims and expectations

- **For the Park**
  - Ensure the development of local economy
  - Facilitate access to tour-operators in order to create packaged holidays (accommodation services, activities, restaurants, transports, etc.)
  - Regulate the number of tourists, types of activities and trails used
  - Help tour-operators develop the environmental politic
  - Have annual reports and follow tourism development
  - Additional communication for the Park
- **For the tour-operator**
  - Enter the Parks' network
  - Enter the network of tour-operators specialized in eco-tourism-outdoor activities tourism
  - Have a direct contact with Parks staff and access to different type of information: accommodations, restaurants, transports, trails, documents, etc.
  - Guaranty for their clients
  - Additional communication ensured by the park and its partners

# Parks and tour-operators: how do we get in touch?

Tour-operator  $\rightleftharpoons$  Park

Parks recognized as tourist destinations by tour-operators

# Exemples of tour-operatours partners of the Parks

- [Chamina voyage](#)
- Escapeo
- [Les marcheurs du Caroux](#)
- [Languedoc-nature](#)
- Sud France
- Sud Randos
- etc....

- Receptive  
(Local)/international  
- 1 employee /dozens of employees  
- Specialized in one activity/ no specialisation

## Key fact

**15 tour-operators** certified  
**More than 90 packaged holidays** created in the Parks by the operators  
awarded ECSTPA



**saveurs &  
gastronomie**



**destinations  
vignobles**



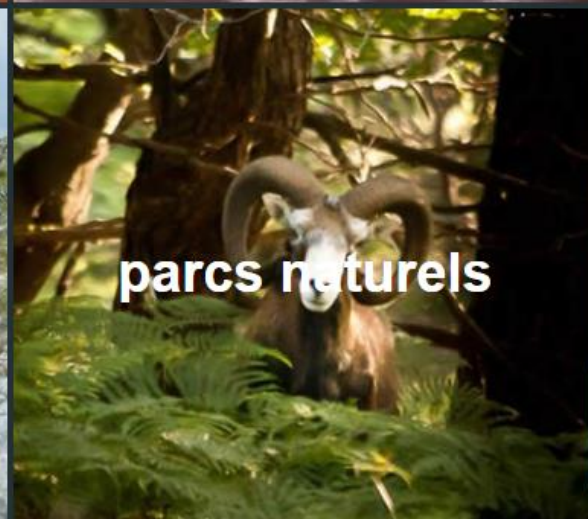
**bien-être et relaxation**



**tourisme et handicap**



**activités**



**parcs naturels**



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## locations de vacances

locations de vacances en gîte  
locations de vacances en chambre d'hôtes  
locations de vacances en camping  
locations de vacances en Logis de France  
locations de vacances en hôtel  
autres locations de vacances

## séjours

séjours et circuits pour individuels  
séjours et circuits pour groupes  
coffrets séjours cadeaux  
billetterie  
librairie

## offres pro

séjours groupes  
séjours affaires  
tour opérateurs

## informations pratiques

qui sommes nous  
conditions générales de vente  
mentions légales  
garanties  
adresse et horaires

## service client

dossier client  
contactez-nous

## nos services

comment venir dans l'Aude  
espace propriétaire  
nos partenaires

Besoin d'aide, de conseils...

Cliquez ici . Nous vous répondrons

# Going further on...Promoting the partnership and communicating about packaged holidays

- Concours organized by Central massif Parks' network -

**IPAMAC**

- Videos
- Press releases
- Etc.



- Catalogues edited by Parks presenting packaged holidays
- [Internet pages](#)



# Going further on...Promoting the partnership and communicating about package holidays

- **Occitanie region** – partnership between:
  - Environment direction
  - Communication direction
  - Regional tourism committee
  - [9 Parks](#) (3 National parks and 6 Regional Parks)
- **Result:**
  - Catalogue of packaged holidays
  - [Internet presentation of packaged holidays](#)
  - Press release



*Video: Escapeo-nature for everyone*





*Thank you for your attention.*

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