

Montagne de Reims

Sustainable Tourism
Training for tomorrow... all together !



Olaf Holm – Parc naturel regional de la Montagne de Reims



> Regional nature Parks

- A network of 56 parks
- Living landscapes
- To protect and promote natural and cultural heritage
- Sustain local développement



> Park Montagne de Reims, a cultural landscape

A living landscape :

- Montagne de Reims : a peri-urban park since 1976
- Key information:

Park : 35 000 inhabitants

Reims : 185 000 inhabitants and +/- 3,5 millions visitors* every year

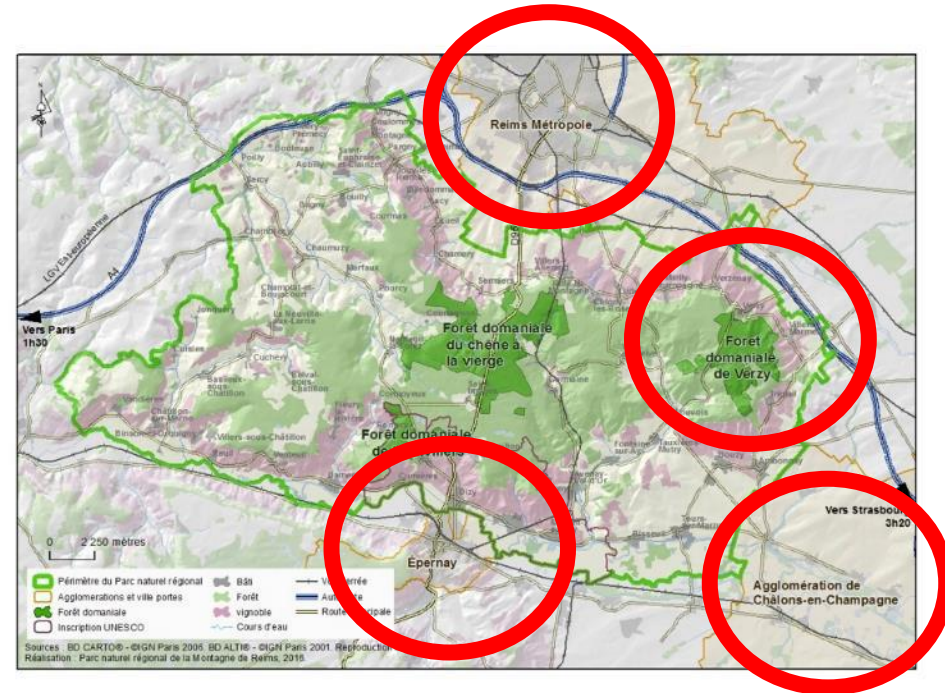
Epernay : 23 000 inhabitants and +/- 450 000 visitors* every year

Châlons-en-Champagne : 45 000 inhabitants

- **Faux de Verzy : +/- 200 000 visitors every year**

** Before Covid*

- “Champagne hillsides, houses and cellars” , on the UNESCO World Heritage list since 2015
- 3 state forests are located in Montagne de Reims, all have the “Forêt d’Exception®” label since 2017



- > Why there is a nature Park ?
How do we work ? Let's see ...



> A strategy for sustainable tourism

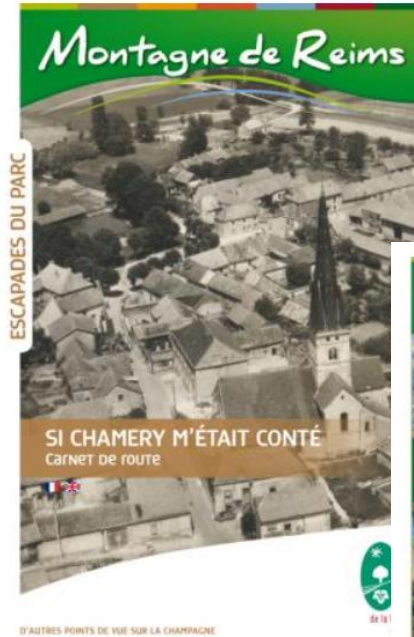
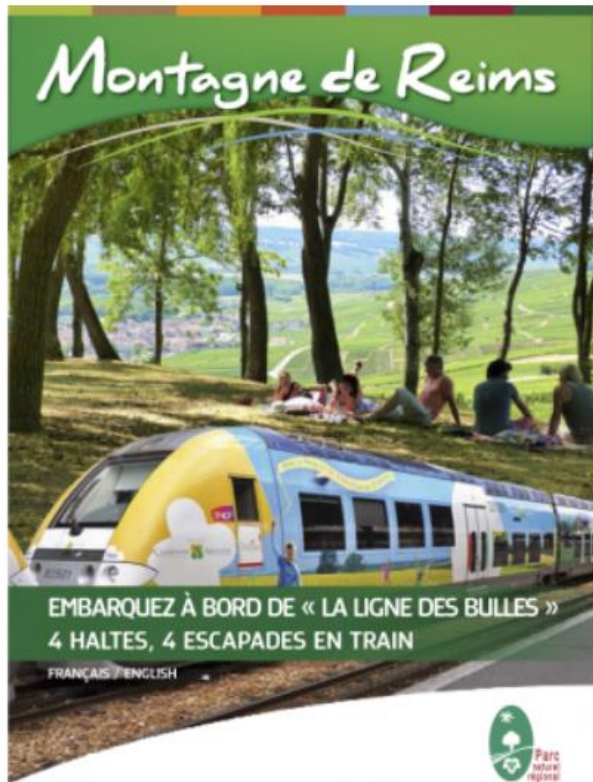
The European Charter for Sustainable Tourism (ECST), base for our strategy to develop tourism for tomorrow

- Linked to the Charter of the Park, 3 orientations declined in actions to become a sustainable tourism destination
- Our DNA for a tourism in harmony with the needs of landscape management, culture, nature, local développement and people !



EUROPARC
Sustainable Tourism
in Protected Areas

> What we did for sustainable tourism ?



Discovering the Park by soft mobility : train, cycles and hiking linked to our heritage

Develop, advice, connect,
invent, promote !

> What we did for sustainable tourism ?

Organise space and create connexions with natural and cultural heritage



Develop, advice, connect, invent, promote !



> A training platform, a tool to share experience and best practices !



Take in consideration the key issues to share our experiences and to develop our future strategy :

- A peri-urban park
- A culturel landscape with natural areas and conservation issues
- Tourism pressure concentrated in some areas
- Diversify the tourism offer for all publics and on the whole territory
- Human activities and challenges relating to biodiversity
- Mobilise people and stakeholders to be proud and work together

Goals :

1. Implement principals of sustainable tourism in cultural landscapes –
2. Share experiences and find answers !



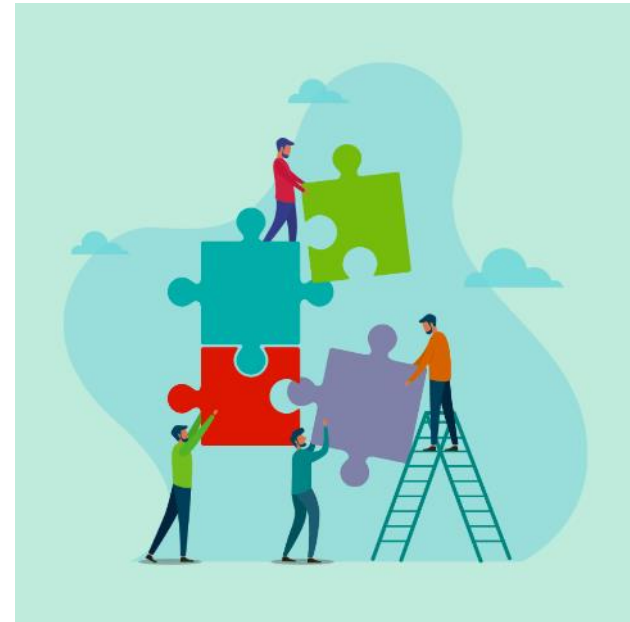
> A training platform to co-construct a sustainable destination

The key issue, **connecting partners : inhabitants, local communities, tourism professionals, stakeholders developing tourism, towns, ...**

- More and more focused on “local tourism” and “outdoor sports” tourism (hiking, cycling, etc), health, slow tourism...
- ...But who need to be trained on the topic of sustainable tourism, and tourism in protected areas.

Train together for a **common culture :**

“How can we build together a sustainable tourism destination that considers the value of our natural and historic heritage, and the needs of inhabitants and visitors ?”



> Thank you !

