

Parc naturel régional Livradois-Forez

IMBA Summit 2016

Mountain biking best practices Park Livradois-Forez - France

22th April - GERMANY



l'Auvergne, côté soleil levant

Park Livradois-Forez (Auvergne, France)



Sustainable tourism in Livradois-Forez

Context :

- Created in 1986;
- Situated in Auvergne in France ;
- 158 member municipalities ;
- Specialist services : economic development, biodiversity, town planning, ...

ECST

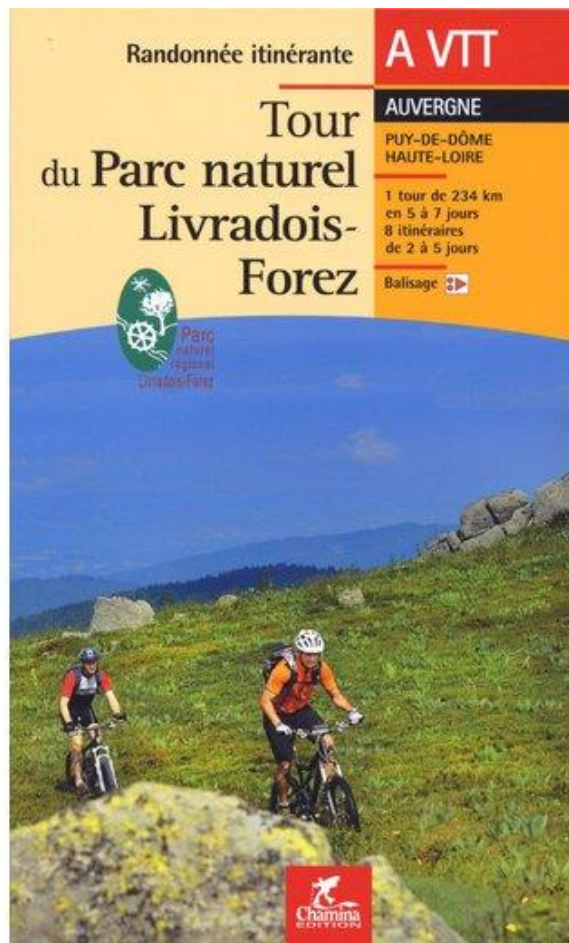
- Part 1 since 2005 (reenlistment in 2016) ;
- Part 2 since 2011 : 22 companies in 2015 (accommodations, museums, leisure activities) ;
- Part 3 : in progress

Tourism strategy :

- « To develop a sustainable tourism with nature and heritage based on meeting »
- Goal : « Help tourism stakeholders and travellers towards environmentally responsible »



Park Livradois-Forez (Auvergne, France)



Mountain bike « Tour of Livradois-Forez » « Up and down on two wheels »

Bike Tour :

- 234 km;
- 21 sections ;
- From 2 to 7 days of riding.

Partnerships :

- Edition CHAMINA – tour guide ;
- Links with accommodations and facilities :
 - Certifications and quality labels ;
 - Trainings for receptionists ;
 - Land settlement for bikers.
- GPS tracing.



Park Livradois-Forez (Auvergne, France)



Ambert-Crêtes du Forez : promotion of outdoor activities

Partnership convention with mountain biking « centre of Ambert » :

- Environment part : developing sustainable events, limiting wastes, promoting alternative transport (public transports, carpools, ...), creating an awareness campaign about protected area, toolkit of the Park (in progress) ;
- Social part : welcoming disabled people, special prices for families / students / unemployed people, promoting local food, ...
- Economic part : developing a tourism strategy, creating a new website and flyers, working with travel agencies, organizing loyalty programs for customers, ...

New strategy for the « Crêtes du Forez » :

- Outline outdoor offers ;
- Develop mountain biking quality : services, itineraries, ...
- Awoke reflections about trends of biking : fat bike, electric mountain bike, new technologies, ...
- Realize signage for biking practices;
- Special marketing plan for outdoor leisure and mountain bike.



Park Livradois-Forez



ECST part 2 : Gîte des 4 Vents – Aubusson d'Auvergne

= Holiday cottage, campsite, restaurant and biking trainings

Action plan for ECST part 2 (since january 2016) :

Every actions are in progress

- Partnership with social centres ;
- Welcoming sensory disabled people ;
- Professional trainings (for managers and seasonal workers) ; yield management, biodiversity, ...
- Promotion of wildlife in the garden (biodiversity boards);
- Creation of a « discovery backpack » (with OS maps, binoculars, magnifying glass, first aid kit, books about ornithology or wooded plants, ...) ;
- Development of geocaching smartphone app ;
- Reflections about limited food wastage;
- ...





Park Livradois-Forez

Other actions in Livradois-Forez

- Help for the organization of mountain biking orienteering ;
- Mix of mobility : tourist train and mountain bike ;
- Awareness of the legislation in protected areas for bikers ;
- Impact analysis after biking events/sports competitions (in particular in Natura 2000 areas) ;
- Events :
 - Supplying ephemeral road markings ;
 - Eco-cups ;
 - Paper bags for wastes.

