

Parc naturel régional Livradois-Forez



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EUROPARC webinars

# The ECST part II : case of study Livradois-Forez nature regional Park's network

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16th May - 2017



*l'Auvergne, côté soleil levant*

# European charter for sustainable tourism – part II : Case of study in Livradois-Forez

## Context : Livradois-Forez nature regional Park (Auvergne – France)

### Livradois-Forez territory

- Location : France – Auvergne region, heart of Massif-central ;
- Population : 103 172 habitants ;
- Area : 162 towns divided in 3 counties (French departments)
- Created in 1986 ;
- President : Tony BERNARD ; Director : Dominique VERGNAUD

### Livradois-Forez staff :

- 45 employees organized in 5 services : town planning, biodiversity, Economy, « territory » (LEADER, ...) and administrative.
- 1 sustainable tourism manager working with the Park tourist office  
= in charge of the ECST

### Park's networks :

- French federation of regional parks (managing the French section);
- IPAMAC : (inter-parks of Massif-central : 10 parks all implicated in the ECST)
- APARA : association of the Auvergne Rhône-Alpes regional parks ;
- EUROPARC for the ECST (took part of the marketing commission)



# *European charter for sustainable tourism – part II :* **Case of study in Livradois-Forez**

## **Context : Livradois-Forez regional Park (Auvergne – FR )**

### **Livradois-Forez strategy (2011-2023)**

“Invent an alternative life, heritages and resources respectful, where frugality goes with fulfilment”

- Strategic goal 2.4 : “develop a green and heritages sustainable tourism, based on human meeting” :
  - Share and present a same tourism strategy building on “natural park” brand ;
    - ECST part I, since 2005 (3d certification)
  - Develop and organize an original tourist supply, of wildlife, heritages and people discover ;
  - Help tourist businesses and visitors through alternative and responsible acts and practices.
    - ECST part II since 2011 (30 businesses), in progress for the part III



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## Part II of the ECST in Livradois-Forez : a strong network

« *Ladybirds of Livradois-Forez* » : the collective intelligence at the service of sustainable tourism in Livradois-Forez



### Local partners

- Development of the part II since 2011 with IPAMAC ;
- Test with our local networks :
  - « Hébergements nature » (Panda accommodations with WWF)
  - « Relais de la Gélinoite » (hotels);
  - « Sur les Pas de Gaspard » (scholar services, biodiversity animations for families);
  - « Route des Métiers » (« savoir-faire » traditions and crafts and local produces);
  - Museums and heritage visited places ;
  - Tourist offices.



## 2016 = 30 businesses involved in part II :

- Accommodations : B&B, cottages, hotels, holiday villages, campsites ;
- Heritage sites: museums, castels ;
- Natural sites : volcano, lake ;
- Outdoor activities : mountain bikes, treetop adventures, golf



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### Tools : group training plan

- EducTour in other parks (1/year) ;
  - E.g.. : promoting our local produces - Monts d'Ardèche Park
- Discovery visits : « unbeaten tracks » (infamous tourist offers)
  - Heritage, biodiversity, ...
- Informal meetings :
  - « *speed-meeting* » : kind of speed-dating between farmers and hosts ;
  - « Sustainable tourism snack » (open-door days)
- Lessons :
  - Yield-management, permaculture, welcoming disabled person, solar and green energies ;
  - Brainstorming : how can I promote sustainability ? (greenhushing)
  - E-tourism : social network, e-reputation, OTAs, ...

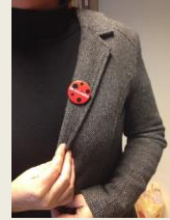


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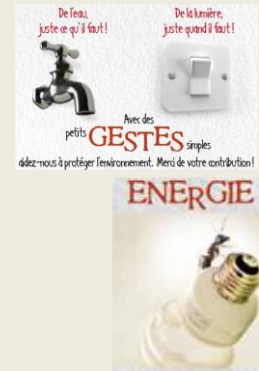
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### Group's Tools :

- Sustainable management information : practical records
  - 12 subjects : water, electricity / energy, waste, cleaning products, ...
  - To hosts :
    - Information and local contacts ;
    - 2 « energy cases » : water (tap-nozzle, flowmeter, ...) and electricity (green / LED bulbs, wattmeter, ...)
  - To customers / visitors : awareness campaign/communication
- Discover information :
  - « Treasure trunk »: hiking maps, books about landscapes, local novels, binoculars, family games, ...
  - Wildlife guide and posters (birds, insects, flowers, trees, ...)
- Goodies and affiliation tools : slab, certificate, pen, badges, ...
- Shared space : online Drive, Facebook page (forum)



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### Individual tools

- Special expert assessments : sustainable building, wildlife inventory, website ergonomics and tree-views, disabled access layouts ;
- Personalized support : strategic position, communication plan, grant research, ...
- Link between other certifications : *Gîte de France*, *Qualité Tourisme*, *LPO*, ...
- Business creation helps : legal and financial set-up, market study,
- General tailor-made helps and services.



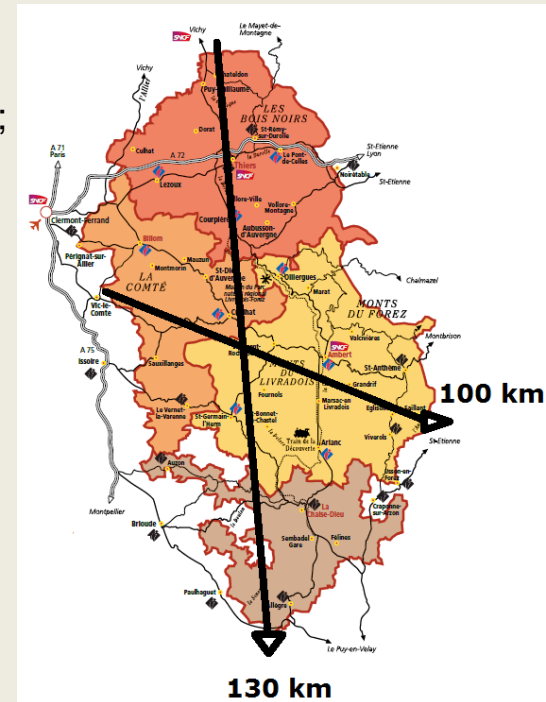
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### Challenges : mobilisation of businesses

- Lack of time for businesses and for the network coordinator ;
- Hosts with other job or family pressures ;
- Different kinds and sizes of businesses  
(accommodations vs outdoor activities) ;
- Livradois-Forez : a big territory ;
- Multi-layered French bureaucracy ;
- Different levels of quality.





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### Successes

- Creation of local partnerships between businesses :
  - Reflexion about thematic travels-routes ;
  - Collaboration between accommodations to promote long-distance hike ;
  - Activities diversification and professionalization ;
- A real and strong solidarity network ;
  - Swap (equipment, knowledge, ...)
  - Community volunteering project (renovation works, creation of an educational pond, ...)
  - Friendship
- Reducing the negative impacts of tourism industry and creating job / economic benefits



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## Next step ?

### Part III



- Working with operators (IPAMAC initiative);
  - Connection with 3 travel agencies (La Pèlerine, Chamina Voyage, France Randonnée)
- Sustainability competition :
  - Every 2 years, IPAMAC organizes a ceremony rewarding good practices in tourism ;
- Testing the parts II & III with tourist offices at the same time :
  - Tourist offices can get authorizing to commercialize travel tours

### Deployment of the French federation brand : VALEURS PARC NATUREL REGIONAL

- Evolution of businesses involved in part II through the brand “**Valeurs Parc**” :
  - 15 businesses attained the brand **Valeurs** level after 3 years in the ESCT
  - Moving from a progress approach to a quality brand
  - 2016 = 50 businesses between the brand Valeurs and the ECST





Thanks for your attention

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