ECSTPA – part 3: partnerships between Parks and tour operators

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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 developed 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 $\iff$ Park

Parks recognized as tourist destinations by tour-operators
Exemples of tour-operateurs partners of the Parks

- Chamina voyage
- Escapeo
- Les marcheurs du Caroux
- Languedoc-nature
- Sud France
- Sud Randos
- etc....

Key fact
15 tour-operators certified
More than 90 packaged holidays created in the Parks by the operators awarded ECSTPA
sudfrance.fr
agence de voyages réceptive entre Carcassonne, Pyrénées et Méditerranée

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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

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

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

offres pro
- séjours groupes
- séjours affaires
- tour opérateurs

services client
- dossier client
- contactez-nous

nos services
- comment venir dans l'Aude
- espace propriétaire
- nos partenaires

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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.

For more information:
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