Good for business, good for biodiversity & good for the planet: case of study

Natural regional Park of Livradois-Forez’ network
European charter for sustainable tourism – part II: Case of study in Park Livradois-Forez

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

Informal network: part 2 of the ECST + brand “Valeurs Parc naturel” (French federation certification)

2016 = 50 businesses involved
- Accommodations: B&B, cottages, hotels, holiday villages, campsites;
- Heritage sites: museums, castles;
- Natural sites: volcano, lake;
- Outdoor activities: mountain bikes, treetop adventures, golf

In progress: Tourist offices, travel agencies + 15 new businesses

Strategic position: discovering the treasures of Livradois-Forez with the ladybirds
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Ladybirds of Livradois-Forez: tools 1/2

Group training plan

- Study trip (1/year);
  - E.g.: promoting our local produces - Monts d’Ardèche Park
- Discovery visits: « unbeaten tracks » (infamous tourist offers)
  - Heritage, biodiversity, …
- Informal meetings:
  - « speed-meating »: 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? (green hushing)
  - E-tourism: social network, e-reputation, OTAs, …
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Ladybirds of Livradois-Forez : tools 2/2

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

**Ladybirds of Livradois-Forez**: towards excellence?

**Partnerships**:
- Commercial partnership:
- All inclusive offers (// Part 3),
- Activity diversification,
- Professionalization, …

**Solidarity**:
- Swop: knowledge, equipment, …
- Volunteering project: architectural renovation, communal garden, educational pond, …

**Projects in progress**:
- Zero waste holidays: doggy bag, waste repurposing challenge, land 'art exhibition
- Mobility challenge: promotion of alternative transports for travellers (partnership: car share, local bus, rental bike…)
- CSR and Local food: drive of local food for customers, edible plants routes, “top chef challenge”, trend of healthy food, ..
Communication: green hushing?

Individual support: Help tourist businesses and visitors through alternative and responsible acts and practices (strategic goal)
- Special expert assessments: website ergonomics and tree-views;
- Personalized support: strategic position, communication plan;
- Brainstorming about green hushing,…

Promotion:
- Specific promotion of Ladybirds in tourist edition / e-communication;
- Actions to promote Park Livradois-Forez and sustainability (fair, exhibition);
- Partnership with travel agencies

Affiliation tools
- Slab, certificate, pen, badges,…
- Shared space: online Drive, Facebook page (forum)

Partnership for communication plan:
- Link between other certifications;
- Promotion with our networks: French federation, ATD,…
- Press relations: #IY2017
- Events to promote sustainable tourism: Instagram challenge
## Conclusion

### Benefits

- Creation of local partnerships between businesses
- A real and strong solidarity into the network
- Reducing the negative impacts of tourism industry and creating job / economic benefits

### Difficulties

- Mobilisation of businesses
- Lack of time
- Different kinds and sizes of business
- Livradois-Forez : a big territory
- French bureaucracy
- Get indicators of results

### Challenge-opportunities

- Customer trends : responsible holidays
- Internet and social media : easier to communicate
- Professionalization of businesses
- New topics to work on : accessibility, healthy food, carbon offset, GLOCAL position (thinking glocal, acting local)

### Threats

- Competition between businesses inside the network
- Cut of budget to coordinate the network
- French Institutional evolution