

Parc naturel régional Livradois-Forez



EUROPARC Conference 2017

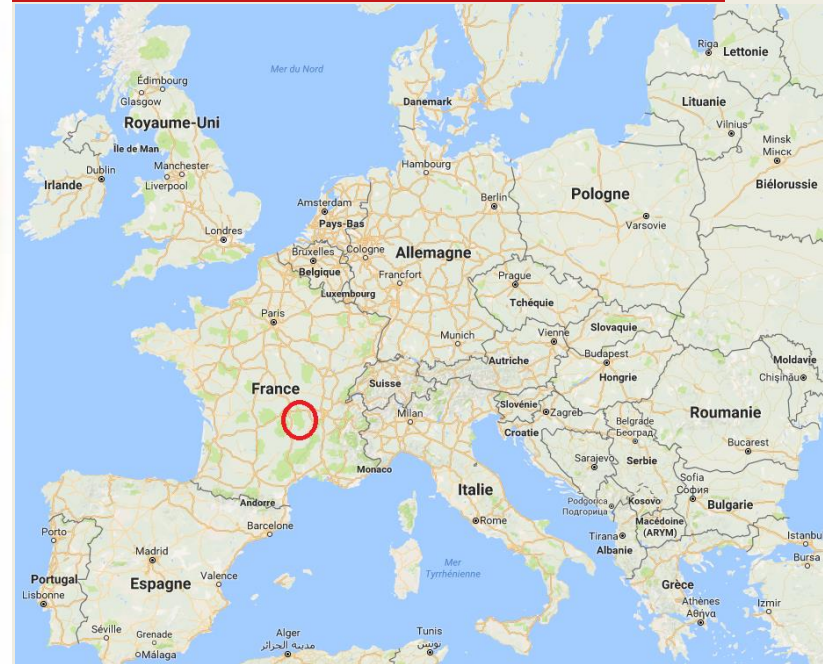
Good for business, good for biodiversity & good for the planet : case of study

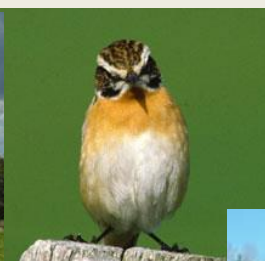
Natural regional Park of Livradois-Forez' network

7th september 2017



l'Auvergne, côté soleil levant





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



European charter for sustainable tourism – part II :

Case of study in Park Livradois-Forez

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-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 ? (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)



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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, ..



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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 :

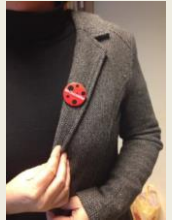
- Specific promotion of Ladybirds in tourist edition / e-communication ;
- Actions to promote Park Livradois-Forez and sustainability (fair, exhibition)
- Partnership with travel agencies

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



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Conclusion

Benefits	Difficulties
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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	Threats
<ul style="list-style-type: none"> • Customer trends : responsable 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) 	<ul style="list-style-type: none"> • Competition between businesses inside the network • Cut of budget to coordonate the network • French Institutional evolution

