Charter Part 3

Cooperation between Tour-operators and Natural Parks

Charter meeting 2017
Le réseau des Parcs naturels du Massif central

PAMAC 2016
25 Regional Natural Parks

3 National Parks

... and around 450 tourism businesses, 16 tour operators involved in the ECTS
Context

• An initiative by the network of Parks of Massif central, all involved in the ECST

• With all the French Parks involved in the ECST

• As part of the strategy of the French Section of Europarc

• To improve the marketing and the commercialization of the tourism businesses involved in the ECST or other labels; to increase the visibility of «Nature Parks» as destinations.
Charter Part 3: Method of elaboration

3 steps:

- Identification of the Natural Parks and Tour operators’ needs

- Building of the method with several regional workshops (Massif central, South and North of France)

- Elaboration of the method after a test with 17 Parks and 29 tour operators
Main principles to build the method

• Respecting the 12 principles of the ECST
• Coherence between the 3 parts of the ECST
• Respecting the concepts about the part 3
A validated method for Europarc

- Validation of the method by the French Section of Europarc in February 2013
- Presentation to Europarc of the method in April 2013,
- Testing of the method in 2013 - 2014 with the certification of 7 Tours operators in April 2014,
- Sum up of the work to Europarc in December, 11, 2014 → validation of the method by Europarc.
General architecture of Charter Part III implementation

Phase 1
Identification of the tour operator by a protected area manager

Phase 2
Agreement/certification of the TO by the national section of Europarc

Phase 3
Collaboration of the certified Tour operator with the protected area

Other collaboration phases with other protected areas
16 tour operator involved
# Listing of 16 tour operators

<table>
<thead>
<tr>
<th>Operator</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Languedoc Nature</td>
<td>Randonnées - Rando VTT - Raids nordiques - Multi-activités</td>
</tr>
<tr>
<td>Rando Passion</td>
<td>Découverte nature, patrimoine, gastronomie/produits du terroir</td>
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<tr>
<td>Chamina Voyages</td>
<td>Randonnées en liberté ou accompagnées - Anes - Balnéo - Canoë - Visites culturelles et historiques</td>
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<tr>
<td>Grand Angle</td>
<td>Randonnée pédestre guidée ou liberté - Randonnée vélo - Ski de randonnée nordique - Raquettes</td>
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<tr>
<td>Sud Randos</td>
<td>Randonnée</td>
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<tr>
<td>Plaisirs et maisons de Provence</td>
<td>Tourisme de nature, oenologie, oléiculture, tourisme ornithologique</td>
</tr>
<tr>
<td>Nature Occitane</td>
<td>Trek - VTT - Trail - Multi-activités - Rando ânes - Itinérance - Séjour famille</td>
</tr>
<tr>
<td>Place Voyages</td>
<td>Autocariste &gt;&gt; Education/dimension pédagogique et culturelle ; culture et loisirs ; gastronomie, oenologie, architecture, thalasso, …</td>
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<tr>
<td>Sud France</td>
<td>Séjours nature, patrimoine, gastronomie, ornithologie, tourisme et handicap</td>
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<tr>
<td>Cévennes Evasion</td>
<td>Randonnée, VTT, bien-être, gastronomie</td>
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<tr>
<td>Destination Merveilles</td>
<td>Randonnée culture et nature, raquettes, observation animalière</td>
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<td>APPAAT</td>
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<td>Les Marcheurs du Caroux</td>
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<tr>
<td>Azimut Voyages</td>
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<td>Semelles au vent</td>
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Tour operators involved
23 trips with tour operators

Around 30 tourism businesses with the brand « Valeurs du parc » involved in the trips

(accommodation, museums, management of activities, …)
To sum up

- More than 80 trips built with 13 Natural parks
- More than 2500 clients and around 1 000 000 € of turnover
- 2 Regional Touristic Committees created 2 touristic brochures with the Parks involved in the ECST
- 10 tour operator mention the ECST in their website
- … and Spanish section of Europarc has adapted the french methodology
Contributions and expectations of tour operators

Benefits:
- Reflexions for the development of new trips
- Recognition of the clients, other travel agencies and institutions
- Membership to a network
- Tools of promotion and communication
- Develop the diffusion to the tourism businesses
- Real implication in a territory

Expectations:
- New cooperations (Parks, tourism businesses and tour operators)
- More guarantee for the customers
- Help to valorize the tours at the European scale
Interview of Languedoc-Nature
Thank you!

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Charter Europarc Meeting - 2017