

GREENWAYS, A MUST TO SUSTAINABLE TOURISM

OUR WAY: STEPS TAKEN IN DEPARTMENT OF HERAULT

Marie Passieux

Departmental Council of Hérault





WHERE DID WE START FROM?

OP ERDF Occitanie Region, axe 4

Departmental Policy of Spaces Sites and Routes

STRENGTHS

- Great crossing (GT) 34 passes through Hérault from East to West; 530 km of hiking paths
- Immense quality of natural spaces and landscapes
- Connection to labialised pathways: les Grandes Randonnées, VTT trails, Grande Traversée Massif Central, Chemin du st. Jacques de Compostelle, Passa Pais, etc.
- Taxes for financing (TA – Natural Sensitive Areas)

WEAKNESSES

- Lack of communication
- Name of the label confusing for users
- Stakeholders and socio-professional do not promote and network on the territory
- Lack of accommodation offer, related services and signalization

TOP 3

The Greenway Baranya : information panels, website and interactive map for promoting greenway. Young artists using natural materials as artistic expression and summer camps organization with games and activities for children.

• • •

Great West Greenway, Ireland : promotion and development of products and gastronomy on the greenway. Terrestrial monitoring tools as an inspiration for installation of counters/ monitoring equipment.

• • •

Valorization of patrimony in Poland and Bulgaria and development of local economy around the itineraries (cooperatives, wine caves, brasseries, selling the local products...)



WHAT HAVE WE LEARNED?

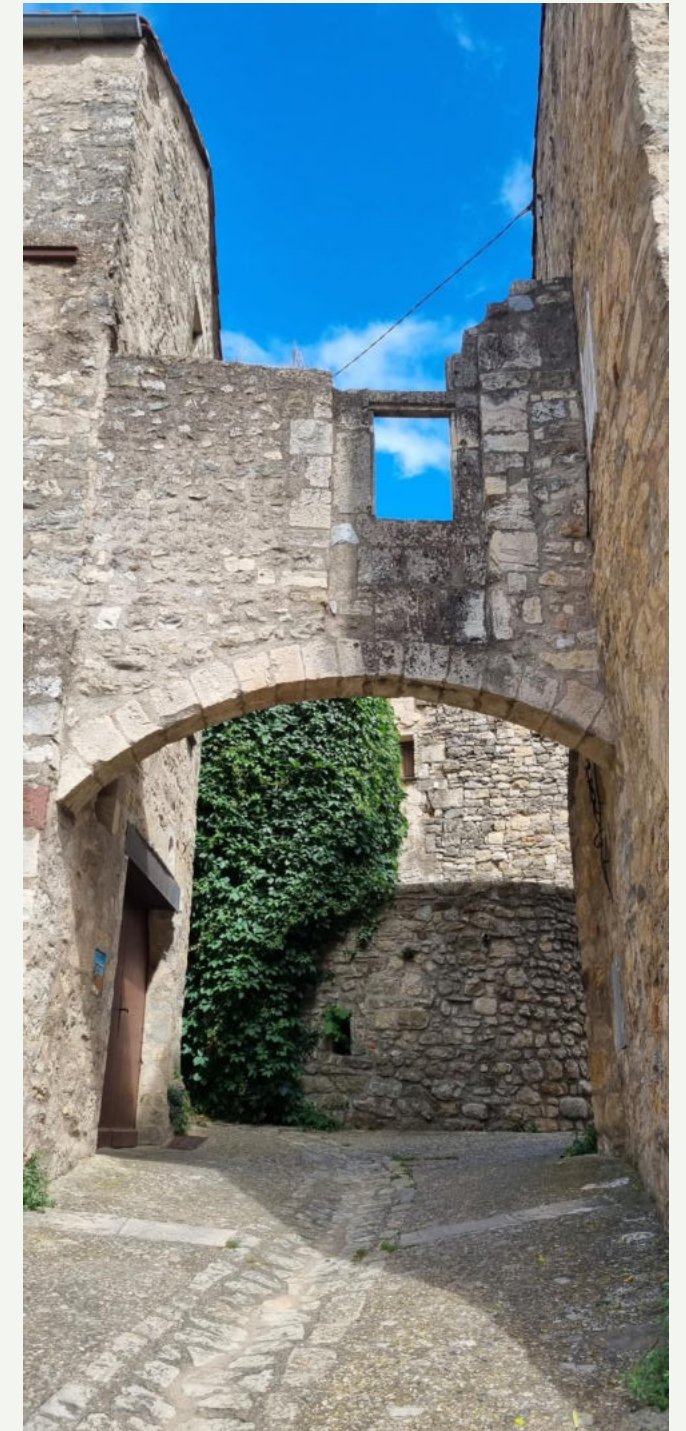
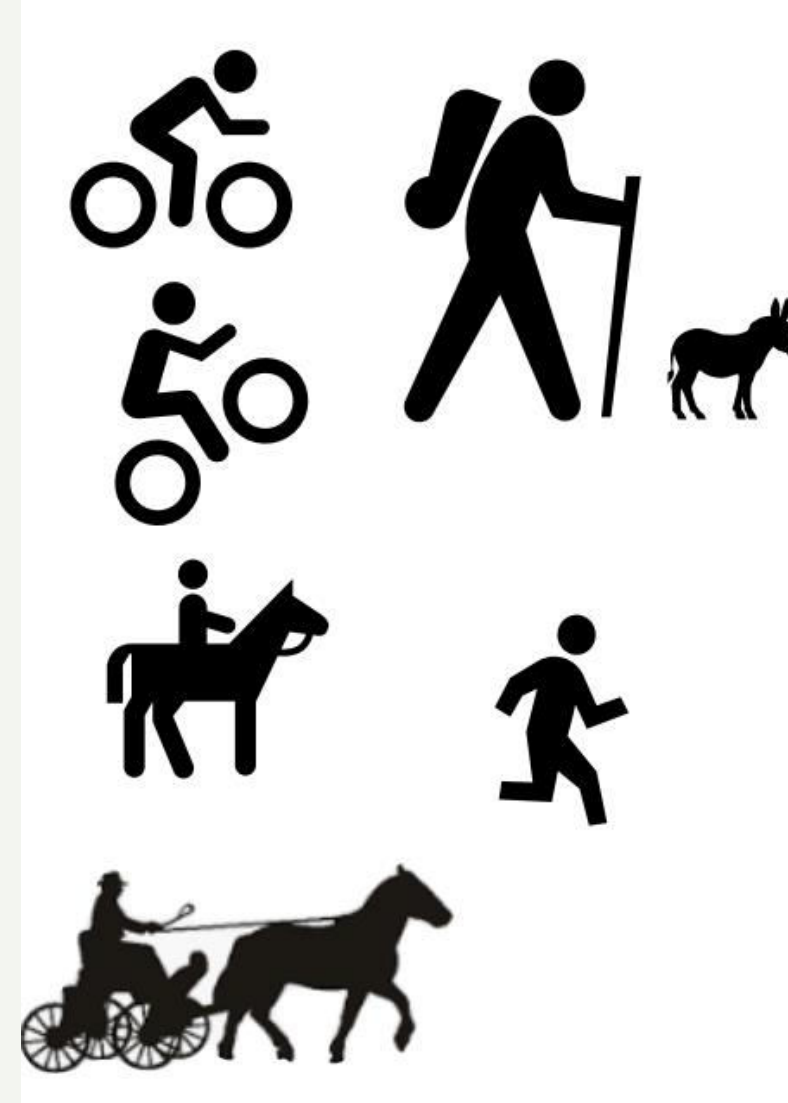
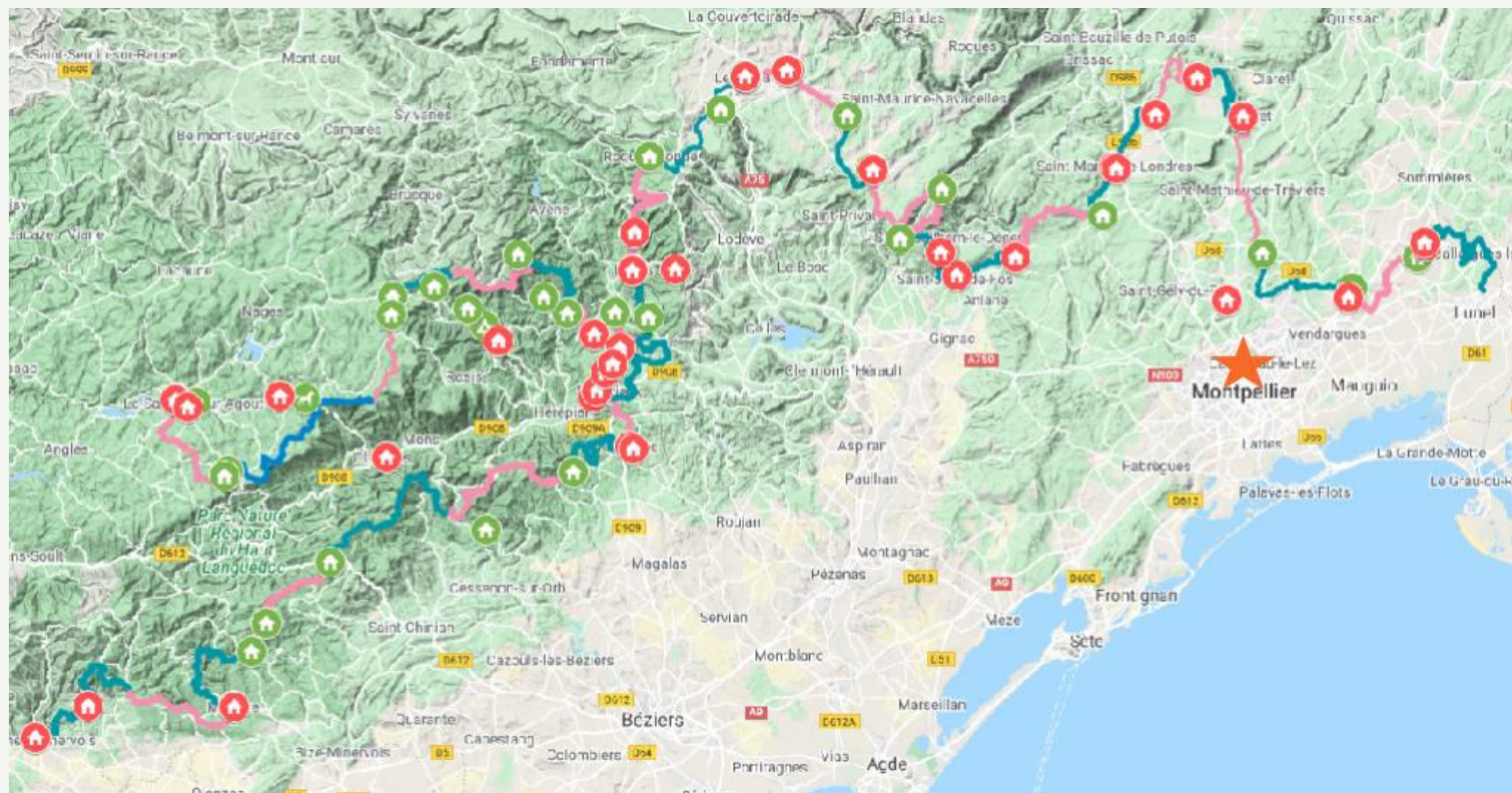




WHAT HAVE WE DONE?



1 Technical analysis of itineraries





WHAT HAVE WE DONE?



3 New visual identity

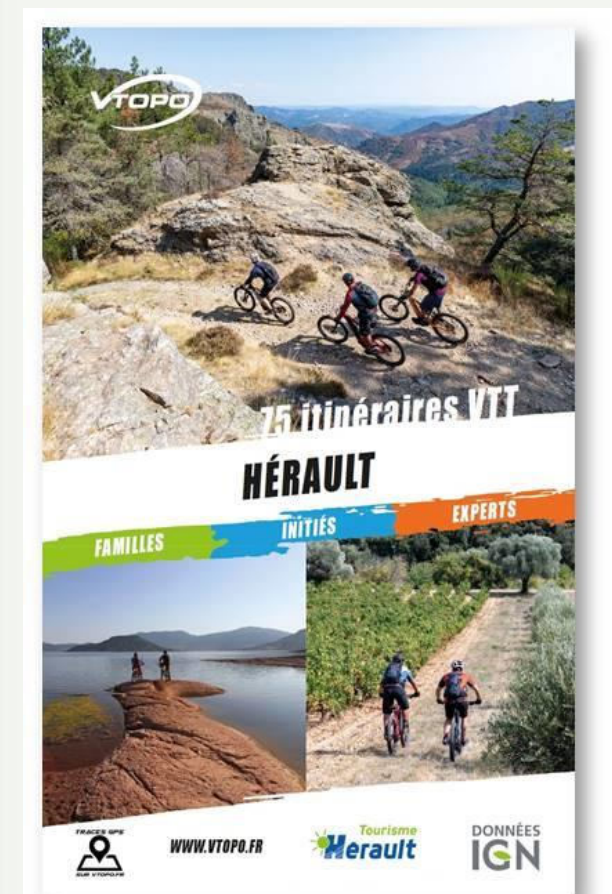




WHAT HAVE WE DONE?



2 Communication Action Plan





OUR WAY
Interreg Europe



- • • • •
- • • • •
- • • • •

NEXT STEPS

1

Implementation of the Action Plan (numeric topo-guide finalization)

2

New identity requires new signalization to be put in place

3

Work with management and stakeholders on promotion of new products (culture, art, gastronomy...)

4

Evaluation of the actions on the territory (frequentation counters and Outdoorvision)

THANK YOU!

OUR WAY
Interreg Europe

Departement
Hérault

Marie Passieux
Departmental Council of Hérault
svilledieu@herault.fr