



4th European Heritage Forum Wroclaw, Poland, 11 October 2011

Heritage : leverage for sustainable development

Lucie Pára, Project manager, Grands Sites de France Network

luciepara@polepatrimoine.org

R É S E A U R É S G R A N D S I T E S D E F R A N C E

www.grandsitedefrance.com



● 14 Grands Sites de France

Aven d'Orgnac	1
Baie de Somme	2
Bibracte-Mont Beuvray	4
Camargue gardoise	5
Les Deux Caps Blanc-Nez, Gris-Nez	14
Marais Poitevin	16
Massif du Canigó	18
Pointe du Raz en Cap Sizun	23
Pont du Gard *	24
Puy de Dôme	25
Puy Mary - Volcan du Cantal	26
Sainte-Victoire	21
Saint-Guilhem-le-Désert – Gorges de l'Hérault **	29
Solutré Pouilly Vergisson	28

● 26 sites en projet

Anse de Paulilles.....	37
Cap d'Erquy - Cap Fréhel	6
Cirque de Navacelles ***	7
Cirque de Sixt Fer à Cheval	8
Cité de Carcassonne *	9
Cité de Minerve, gorges de la Cesse et du Brian	15
Domaine du Rayol, Le Jardin des Méditerranées	10
Dune du Pilat	11
Dunes de Flandre	40
Estuaire de la Charente, Arsenal de Rochefort.....	17
Falaises d'Étretat, Côte d'Albâtre.....	3
Gorges de l'Ardèche	35
Gorges du Gardon	32
Gorges du Tarn, de la Jonte et des causses ***	12
Gorges du Verdon	13
Iles Sanguinaires - Pointe de la Parata	34
Massif des Ogres.....	39
Massif dunaire de Gâvres-Quiberon	19
Pointe des Châteaux	22
Presqu'île de Giens, Salins d'Hyères.....	38
Rocamadour **	27
Vallée de la Clarée et Vallée Étroite	30
Vallée de la Restonica	36
Vallée de la Vézère *	33
Vallée du Salagou et Cirque de Mourèze	31
Vézelay *	41



Le label Grand Site de France est décerné par l'État, au gestionnaire du Grand Site, pour six ans. Il vient reconnaître que son action est conforme aux principes du développement durable.



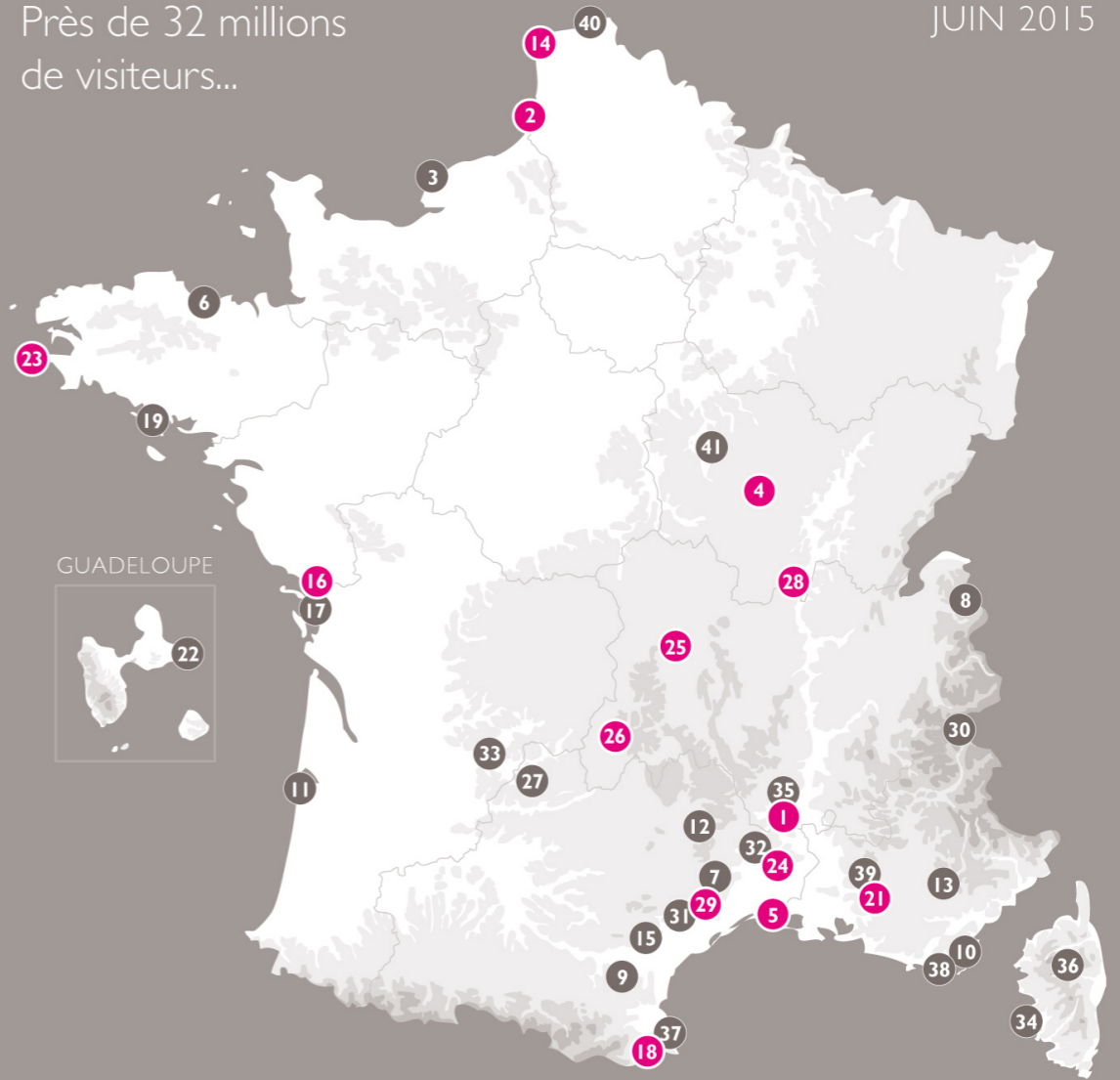
* site du patrimoine mondial - ** site du patrimoine mondial au titre des chemins de Saint-Jacques de Compostelle



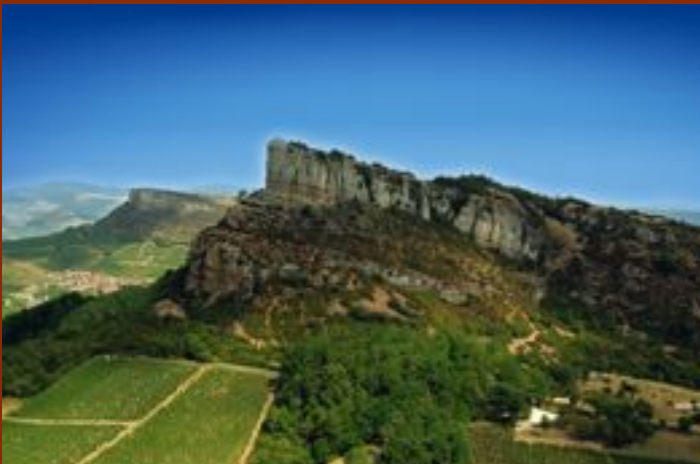
*** site faisant partie du Bien Causses et Cévennes, paysages culturels de l'agropastoralisme méditerranéen, inscrit au patrimoine mondial

Près de 32 millions de visiteurs...

JUIN 2015



The 'Grands Sites' : iconic natural and cultural landscapes



- very popular and well known Sites/Landscapes in France
- protected by a powerful law from 1906/1930
- high tourism pressure

37 sites = 27 million visitors every year

Automobile/Visitor/Commercial pressure





GRAND SITE DE FRANCE : a label for sustainability

- created by the state (Ministry of environment and sustainable development)
- recognizes the role of the local body in sustainable management of the site
- given for six years
- mandatory evaluation

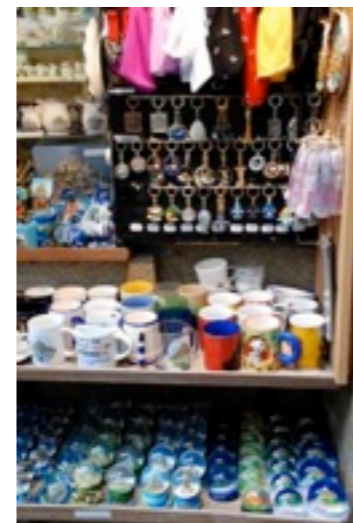
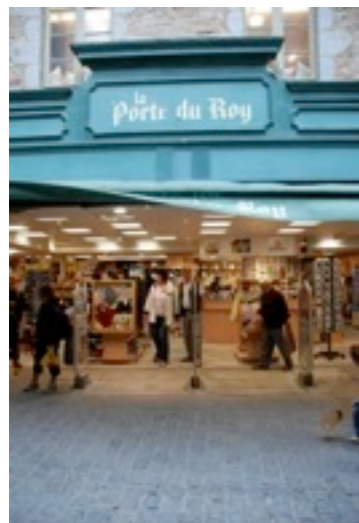


Example 1: Mont Saint-Michel and its Bay

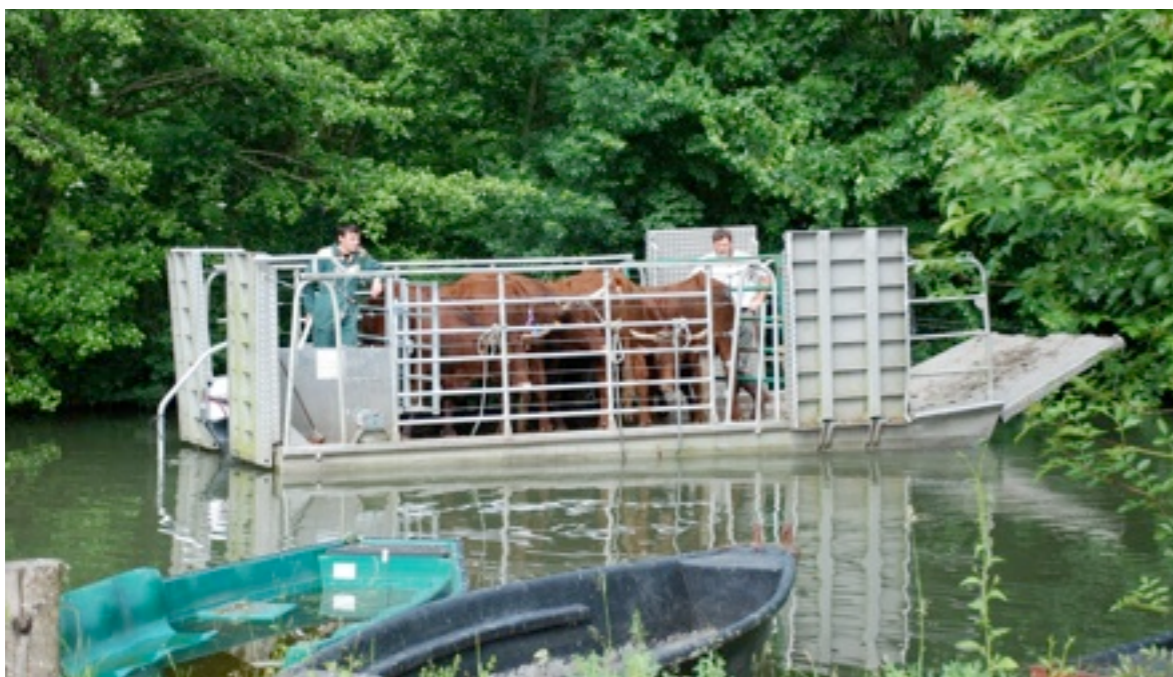


Example 1: Mont Saint-Michel and its Bay

- fantasy vs reality
- excursionism and less than 30% of visitors go up to the Abbey
- genius loci ?
- economic benefits in the hands of 3 commercial groups



Example 2: Poitevin Marsh



Example 2: Poitevin Marsh



- important work with local populations and local economic actors
- agriculture and landscape
- tourism diversification and work on quality = longer stay (from 1.5 to 7 days)



Example 3: Puy Mary - part of the largest extinct volcano in Europe

- very rural and remote area
- strong implication of local communities and mayors
- ‘back to basics’



Example 4: Sainte-Victoire Mountain



Example 4: Sainte-Victoire Mountain

- a heritage site : the protected cultural landscape of Sainte-Victoire
- a territory with a common goal : to preserve, manage and promote the site in a framework of sustainable development



Sainte-Victoire Mountain : its impact on local economy

TOURISM IMPACT

- no entrance fee, all benefits are indirect
- the attractiveness of Sainte-Victoire brings tourists to the region
= 60M€ spent annually, 700 jobs, 9M€ on local taxes

IMAGE/BRAND VALUE

- the name
= 7M€ annually

REAL ESTATE VALUE

- view and proximity of Sainte-Victoire
= 5,7M€ annually





CONCLUSIONS for heritage site managers :

- preservation, management and touristic promotion should be in balance
- harmony between visitors and 'locals' is a basic need for local economic development
- partnerships are key
- heritage sites are not attraction parks, short term economic rentability should never be a site manager's first aim
- heritage sites are to be taken and treated as a whole with territories/regions that surround them and tourism is not the only means for local development
- heritage sites' impacts on local economy are important but indirect and will be attained only through management in a framework of sustainable development
- if a site is well managed, all funds being invested in it contribute to the economic development of the area

GRAND SITE



DE FRANCE

Réseau des Grands Sites de France

Thank you for your attention.

Your questions and comments are welcome at

luciepara@polepatrimoine.org

www.grandsitedefrance.com