

# Developing synergies between agriculture, artisanal business and tourism in french Alps.



*Suaci Montagn'Alpes*

# The SYTALP project

## «Synergies between tourism and agriculture in alpine regions»

- **Framework** : Alpine Mountains Inter-regional Convention
- **Project scale** : french Alps
- **Fundings** : EU (FEDER / POIA) – French State (FNADT) – *Rhône-Alpes* and *Provence Alpes Côte d'Azur* Regions
- **Project leader** : *Suaci Alpes du Nord*
- **Implementation partnership** : *Suaci Alpes du Nord* and *Rhône-Alpes Tourisme*

### Project issues

- Improvement of economic cooperation between agricultural, artisanal and tourism sectors
- Diversification of tourism and support to mountain agriculture and products
- Improvement of alpine regions identities and tourism attraction

# Project Implementation (2010 – 2013)

- **Support of alpine regions in projects to diversify tourism with local economic resources involving agricultural and artisanal business**
  - 5 little regions from *Rhône-Alpes* and *Provence* Regions



- **Methodological Guide** – recommandations and good practices



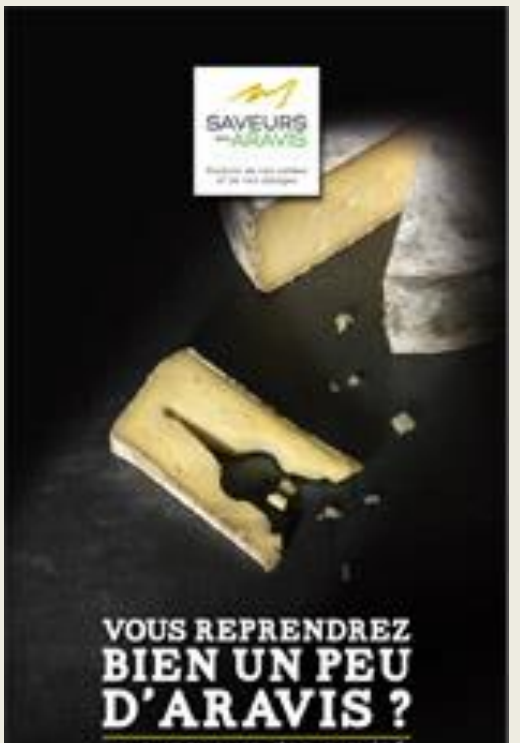
- **Training sessions** (public advisors, technicians, students)



- **Generalization** in french alpine regions (further alpine program 2015-2020)

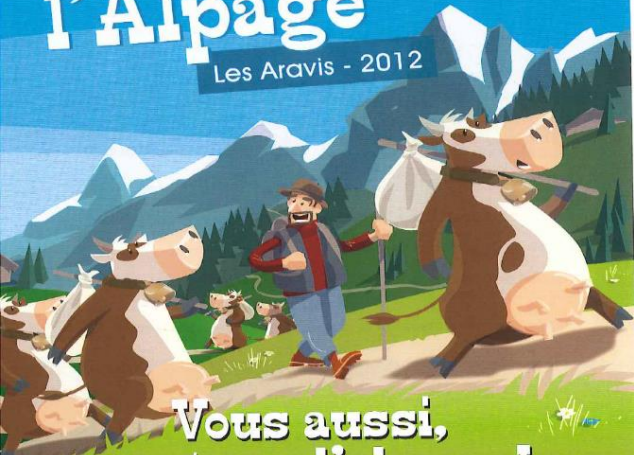
# Networks between farmers and restaurants to promote local products – Territorial Brands

Savor the local products cooked for you by our restaurateurs



# Montées à l'Alpage

Les Aravis - 2012



**Vous aussi,  
montez à l'alpage !**

19 mai, 26 mai et 2 juin 2012

Informations et inscriptions :  
[www.saveurs-des-aravis.fr](http://www.saveurs-des-aravis.fr) ou 06.71.22.85.64



New touristic events : « Joining farmers to alpine pastures »





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**LES COLPORTEURS  
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Oisans Tourisme | www.route-savoir-faire-oisans.fr

→ ARTISANS ARTISTES

2013 LA ROUTE DES SAVOIR-FAIRE DE L'OISANS

THE OISANS SAVOIR-FAIRE ROUTE

→ AGRICULTEURS PRODUCTEURS

→ MUSÉES PATRIMOINE

La Route des Savoir-Faire de l'Oisans  
route-savoir-faire-oisans.fr

Oisans  
BIENVENUE DANS LES ALPES

New Touristic Route involving farmers, handicraft, and local museums

Local visits, experience of products processing and handicraft demonstration

Collective annual event involving all stakeholders of the Route

Local Products store, common marketing



*Valoriser les économies agricoles et artisanales dans l'offre touristique des territoires alpins*

GUIDE MÉTHODOLOGIQUE



## GOOD PRACTICES GUIDE

Download on:

Suaci : <http://www.suaci-alpes.fr/-Sytalp->

Rhône-Alpes tourisme : <http://www.pro.rhone-alpes-tourisme.com>



## Some ideas to share about the session topics

- Mountain tourism is facing a main evolution : « from a mountain to « *practice* », towards a mountain to *experience* ».  
  
→ it's a new opportunity and a new challenge for mountain agriculture:  
living economy + local products + cultural heritage
- Tourism is now a matter of little regions, not only resort stations = farmers have to get involved in touristic projects with little regions authorities
- Promoting networks and trans-sectorial approach : a garanty to meet tourism needs AND agricultural needs (win-win projects + efficiency).
- A need of evaluation of economic and social impacts, to get more farmers involved.



***Thank you for your attention***

**SYTALP** project is promoted by *Suaci Montagn'Alpes* and *Rhône-Alpes Tourisme*,

With the support of UE, Rhône-Alpes and Provence Alpes Côte d'Azur Regions, in the frame of CIMA et du FEDER / POIA programs.

*For further information :*

Suaci : <http://www.suaci-alpes.fr/-Sytalp->

Rhône-Alpes tourisme : <http://www.pro.rhone-alpes-tourisme.com>

