



Rete Rurale
Nazionale
2007.2013



Cooperazione

tra aree rurali



Cooperation day

“Itinerance douce”

*GAL Itinérance
Pays Haut Languedoc et Vignobles (F)*

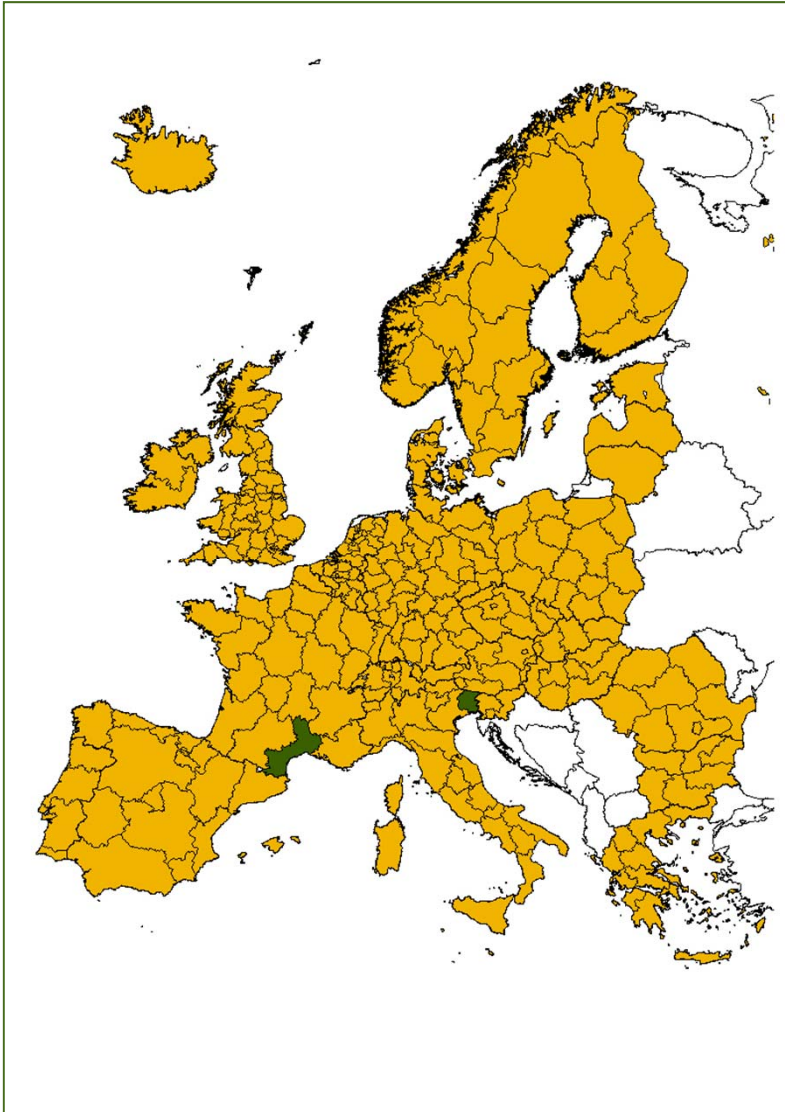
*Jean BASSEDE
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Roma, 20 giugno 2011




Pays Haut Languedoc
et Vignobles

Who are we?



Pays Haut Languedoc et Vignobles is a public agency for territorial development, improving public policies in 7 fields: economy, tourism, heritage, environment, culture, habitation enhancement, public utilities.

The agency works for 89 communes. The County Council is also statutory member of the agency.

Preliminary contacts with

Montagna Leader LAG
Venezia Orientale LAG

What we need in cooperation?

The agency has a long experience in cooperation, in Leader since Leader 2, and also in co-development with countries in south Mediterranean.

The cooperation has always been, for us, a way to go further than in local action plan.

Our Leader programme is dedicated on tourism about trekking, riding, biking,..., mixed with the valorization of heritage and quality plan with local professionals of tourism.

We need to exchange experiences with rural areas which are involved in the same process of touristic development and to create new common ways of economic surplus value.

What do we want to do?

We want to improve three different main axis, contributing to the professionalization of local tourism actors :

- to make the touristic actor an “ambassador” of the country,
- to design innovative touristic products,
- to improve economic surplus value by e-marketing and creation of a web commercial platform

Whom to cooperate with?

With all partners involved in rural tourism.

- Mainly with LAGS from Italy and Spain, because of the geographic nearness, and our common mediterranean culture.
- But also with all local organizations in tourism which insert, or want to insert, commercialization of touristic package deals in their economic approach.

Where are we?

In south of France, in the Languedoc-Roussillon region, in the west of the department Hérault.

A very deep rural area with 70.000 inhab. (30/km²) and a duality :

- in the south, a very old tradition in wine-growing,
- in north, an activity of cattle breeding in natural areas, with a Regional Park.

Which resources ?

Human resources : the staff of the Agency is 28 people

Financial resources : the budget of the agency is at about 2,5 M€ per year.

Our budget for cooperation is about 130,000 € including FEADER (80,000 €) and national public funds (50,000 €).

Why cooperate with us?

For following reasons :

- Our territorial development strategy is strong.
- Our long and varied experience on Leader transnational : Italy, Spain, Greece, Portugal, Scotland, Tunisia.
- Our Agency leans on a very professional staff, with a long experience in rural development,
- We can allocate a specific staff on tourism and heritage of six people.



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