



Program of cooperation with Croatia
General Council of Hérault - Region Split-Dalmatia

**Rural tourism and quality approaches in
tourism and agriculture**

PROGRAM OF THE SEMINARY

**with timeline
16 – 17. November 2011.**

Panorama of the Tourism in France and in Hérault

Day 1 - Morning

9:00 Start

1. France : Key figures

2. Key figures and tourist destinations of the Hérault Department

3. Skills and organization of the eco-tourist's actors

- The General Council: his mission and its tourist strategy.
- The Agency of tourist development,
- The « Pays » .
- The « Communautés d'Agglomération » (communities of local authorities
- The « Communautés de communes » (communities of local authorities.
- The Consular Chambers
- Vocational industries and their organization

4. The financing of the rural tourism

➔ *What are the actors of the tourism countryman / ecotourism / agritourisme in Dalmatia?*

12:30 Finish

Day 1 - Afternoon

13:00 Start

5. Ecotourism and the ecotourist offer of the Hérault

The context: 3 big trends, expectations of the clients: the lifestyle, the well-being , the environment.

At a lower cost but always in a frame executive of reaching the highest quality search.

- *The identification of the offer*
- *The animation of the offer by a partnership approach*
- *A territory identified by a brand: Languedoc*

WORKSHOP: *Program Elaboration of tourist Dalmatia Development*

The quality policy in the tourism and the agriculture and the valuation of the local identity

1. The official quality signs in the agriculture

- Protected Label of origin,
- Protected Geographical Indication,
- Organic farming,
- Red Label ...

2. Agritourisme and promotion of the local agricultural products

- The agritourisme and the short circuits in France:
 - « Welcome to the farm »,
 - producers market,
 - local farmers shops
- Marketing initiatives of locals governments: Qualité Hérault, Sud de France, local charters (garden of Aubagne, gardens of Perpignan), Gîtes de France, wine trail, festivities, local shops, ...

16: 30 Finish

Day 2 - Morning

9:00 Start

1. The Quality in tourism: Definitions, Objectives and Targets

2. The label Quality Hérault

- Context of development
- The financing of the initiative
- The 2 major axes
- The concerned professionals
- The networks
- The local actors around the implementation of the label "Qualité Hérault"
- The reference table and its key points
- The accompaniment of the professionals towards getting the label
- The external audit

12 :30 Finish

Day 2 - Afternoon

13 :30 Start

3. Methodology for the creation of a label quality in the tourism for the region of Split-Dalmatia

- Creation of a territorial label
- Creation of reference tables ·
- Implementation of the initiative ·
- Schedule of the various stages of realization of the project ·
projected
- Budget for years 2011/2012/2013
- Financial plan

→ **JEU METAPLAN** : *Workshop METAPLAN: what projects of rural tourism to implement in Dalmatia? Were you personally involved in projects of local development?*

16 :30 Finish