

# LEADER & TOURISM, CULTURE, HERITAGE

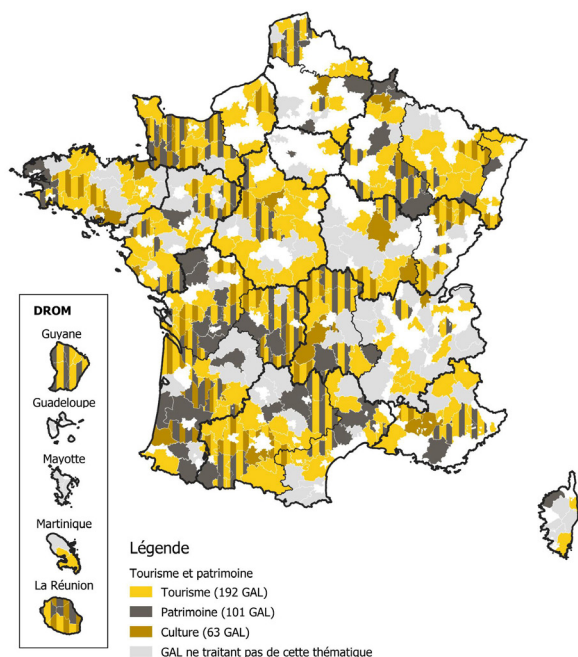


**ATTRACTIVENESS  
ENHANCEMENT  
DEVELOPMENT**



# LEADER & TOURISM, CULTURE, HERITAGE

**Tourism, culture and heritage** are strong themes in the LAG's local development strategies. On the 2014–2020 programme, more than 72% of them dedicated one or more operational objectives to these themes, with a more specific focus on tourism (54% of LAGs) and with a fairly even distribution across the country. A correlated intervention on these three themes is considered to be **a means of developing the face-to-face economy of rural areas, particularly through the tourist attractiveness. The strategies make it possible to capitalise on local heritage resources and to develop activities in the local area.** Some LAGs go further and propose a strategy entirely dedicated to the subject, such as the Pays de Haute-Corrèze Ventadour LAG on the Limousin RRDP.



**Figures** **246\*** **LAGs**  
working on  
these themes



**192 LAGs**  
working on tourism



**63 LAGs**  
working on culture



**101 LAGs**  
working on heritage

*\*Some LAGs work on several themes simultaneously*

## FOCUS In Haute-Corrèze-Ventadour, we rely on complementary services for development!

The Haute-Corrèze-Ventadour LAG's area has a high quality natural, landscape and architectural heritage. This is one of the main factors of its attractiveness.

The local development strategy is based on these amenities to strengthen the deployment of tourism activities and thus aim for renewed economic development. This is reflected in particular through support for the increased professionalism of tourism stakeholders and their networking.

This work favours the complementarity of the services offered, both to the inhabitants and to passing visitors, as well as strengthening the accommodation on offer locally.

This support enables the region to assert itself as a tourist destination. Placing heritage at the heart of its interventions, the strategy supports the implementation of a rich cultural and tourist offer, both regular and event-based.

These actions aim to develop the offer, but also to increase accessibility and visibility to the public, including cultural mediation.

“ Economic sectors that are essential for community life and the attractiveness of rural areas, culture and heritage are the keystones of a certain number of LEADER local development strategies in Nouvelle-Aquitaine.

Thus, with more than 300 projects representing more than 5 million credits, the LAGs have actively participated in supporting these two sectors and will continue to support projects in a sector that has been particularly affected by the pandemic. These projects promote culture in all its forms, through festivals, artists' residencies, museums, etc. and both natural and cultural local heritage.

By supporting projects based on a wealth of local culture, LEADER makes it possible to contribute to making local areas more attractive, to promote cultural traditions and expertise, but also to innovate and propose new creations, often guaranteeing access to as many people as possible.



**NOUVELLE-AQUITAINE REGION**



### FOR MORE INFORMATION:

- > Haute Corrèze Ventadour LAG (Nouvelle-Aquitaine)
- > Alexis PABOEUF - leader@payshauteccorrezeventadour.fr
- > www.payshauteccorrezeventadour.fr

## > ENHANCING NATURAL AND CULTURAL HERITAGE

The enhancement of local heritage (architectural, cultural, natural) is a source of attractiveness of the area. The aim is to increase tourist flows and create levers for economic development. A social and cultural issue, the enhancement, protection and management of heritage are also major assets for the identity, cohesion and economic balance of the area. Through identification and promotion actions, heritage, cultural or artistic assets are made accessible to a wide public. This enhancement is based on the reception, supervision, facilitation or development of artistic and cultural education carried out by the various local stakeholders.



“The LEADER programme has enabled a collaborative and partnership-based approach! The funding of tools and project management over several years has helped all stakeholders to take ownership of the project.”

### The Breton-Vendée marshlands: a prize for sustainable tourism!

The Marô, a Breton-Vendéen marshland in the area covered by the North-Western Vendée LAG, is a unique natural area of 45,000 hectares, located between Vendée and Loire Atlantique.

For the past four years, the Syndicat Vendée des Iles has wished to develop this unique area in a way that brings together local tourism stakeholders and involves the local population.



#### THE GOAL

To reflect on a concerted approach to promotion and communication! Collaborative workshops and communication actions have enabled us to reflect together on values and a shared identity with the aim of promoting responsible tourism around the marshland. Several issues are at stake in this project: environmental, social and economic. To this end, tools were put in place to communicate on an eco-tourism offering: countryside tourism, with activities that encourage eco-friendly travel, while respecting the inhabitants and the environment. The approach was a success, as “Marô” won the “Destination and Territory” category in the 2020 Sustainable Tourism Award, an award dedicated to the best sustainable tourism initiative implemented by a local authority.

*“The idea is to help people discover this natural environment via an eco-tourist approach with eco-friendly travel and by highlighting expertise”, commented Stéphane Bureau, director of the Syndicat Mixte Vendée des Iles of the North-West Vendée LAG.*



#### A PARTNERSHIP PROJECT

with the local council community, the tourist offices and technicians in the 18 municipalities concerned, the tourist service providers, the consular chambers, the Departments 85 and 44, the Regional Tourist Agency, non-profit organisations, inhabitants, the “Association pour le Développement du Bassin Versant de la Baie de Bourgneuf”.



#### PROJECT BUDGET

€80,000

- EAFRD contribution: €58,000
- Other public contributions:  
Vendée department: €8,000
- Private contributions: €14,000



#### FOR MORE INFORMATION:

- > Nord-Ouest Vendée LAG (Pays de la Loire)
- > Florian LOISEAU - gal@vendeedesiles.fr
- > www.le-marô.fr



## >CULTURAL DEVELOPMENT

Since the 1970s, the notion of cultural development has gradually replaced that of cultural action as a policy designed to put culture at the heart of everyone's life. Outreach is also part of cultural action but constitutes specific actions. It can take very different forms: concerts, conferences, artists' performances, meetings, festivals, visits, etc. When it is specialised towards certain audiences, it becomes cultural mediation. Mediation implies that culture is not immediately accessible to all: to remedy this, the intervention of mediators (teachers, guides, educators) and mediation procedures (explanatory texts, signposting, instructions, etc.) are used.



“The implementation of the project depended on the purchase of a yurt. LEADER enabled it to be purchased! Through this installation, the area has been able to achieve three of its main objectives: to capitalise on its tourist and cultural potential, to act on mobility and the accessibility of services, and to promote new services suited to children and the elderly.”

### “La Fontaine de l'Ours”, listening to the senses!

In the heart of the Pays Dignois LAG, the Fontaine de l'Ours was created from the meeting of two desires: to build an environmental centre while at the same time setting up an economic activity of general interest, and to make music accessible to as many people as possible.



#### THE GOAL

Since 1997, hundreds of classes and groups of adults and teenagers have been able to benefit from this unique centre, whose ethos is listening, in the broadest sense of the word, both in the music room and in contact with nature.

The centre is constantly evolving, innovating and promoting observation and understanding of its environment, with a strong emphasis on the imagination. LEADER has enabled the acquisition of a musical and sensory yurt. Located in front of the large house dedicated to sound worlds and sensory activities, this equipment was designed to contribute to the well-being and health of people with disabilities – particularly those suffering from autism – but also for all those interested in the “Fontaine de l'Ours” eco-citizen project. It completes this venue's facilities, which also include a “barefoot land art” trail on both sides of the yurt. This is a field of artistic and sensory experimentation for all those who stop here!



#### PROJECT BUDGET

€29,636

- ➔ EAFRD contribution: €16,003
- ➔ Other public contributions:  
Alpes-de-Haute-Provence department: €10,669
- ➔ Private contributions:  
Self-funding: €2,964



#### FOR MORE INFORMATION:

- ➔ Dignois LAG (Provence-Alpes-Côte d'Azur)
- ➔ Pénélope GUIDI - penelope.guidi@provençalpesagglo.fr
- ➔ [www.lafontainedelours.fr/yourte-sensorielle.html](http://www.lafontainedelours.fr/yourte-sensorielle.html)



## > TOURISM DEVELOPMENT

Many areas have a specific tourist offer, likely to meet the expectations of different customers. In order to implement an effective development policy that enhances the destination's assets and potential, the areas are committed to defining a Tourism Development Plan. This document defines the strategy. It is drawn up according to a targeted customers and is available in a multi-year action plan, to respond to the identified issues. Setting up such a tool provides a forward-looking vision of the development of tourism in an area, structures actions and makes them clear to its partners, based on a common approach.



“LEADER has enabled the realisation of this large-scale project; the technical and financial contribution of the scheme has enabled a larger and better quality project!”



**PROJECT BUDGET**  
**€292,901**

- EAFRD contribution: €135,000
- Other public contributions:  
La Marne department: €25,000  
Grand-Est region: €40,000
- Private contributions: €92,901

## Treat yourself to castle life in Braux-Sainte-Cohière!

In the Argonne Champenoise LAG area, it is possible to spend a few nights in an exceptional gîte at the castle of Braux-Sainte-Cohière.

Open to visitors, the castle is classified as an historic monument and has renovated two gîtes, which is expected to obtain two different classifications: 4 stars with an eco-tourism certification, and a classification as an “unusual gîte”.



### THE GOAL

The aim of this work is to meet local needs: a wider range of accommodation in the area, the creation of a reception room with a capacity of up to 400 people and to fulfil the castle restoration project.

This additional tourist accommodation will make it possible to welcome more tourists to the Argonne, thus extending visits to other cultural sites in the area.



### FOR MORE INFORMATION:

- Argonne Champenoise LAG (Grand Est)
- Yacine CISSE THOUVENOT  
yacine.cisse-thouvenot@ste-menehould.fr
- [www.argonnechampenoise.fr](http://www.argonnechampenoise.fr)





# IN EUROPE: INSPIRING INITIATIVES



## Wine and architecture, a tasty enhancement to the Moselle Terroir!

The Moselle Valley is one of the most renowned wine regions in Europe. The area covers more than 10,000 hectares of vineyards and some 4,000 wineries. The valley is divided between three different countries, and winegrowers always face similar challenges.

Six LEADER areas in the French, Luxembourgish and German Moselle Valley have embarked on a project to plan the next steps in their cooperation. In this preparatory project, they examined the feasibility of a wider cross-border project.

This project, entitled "Route des vins et de l'architecture du Terroir Moselle" (Moselle Wine and Architecture Route), brought together residents and visitors and linked European cultural heritage with viticulture, contributing to the preservation and marketing of the region's wine architectural heritage.

In this context, a proposal for cooperation between the 6 LEADER areas was validated by the competent managing authorities. The project started with a pre-selection of built heritage and sites as a first outline of the wine and architecture route, the definition of an action plan to develop and promote this project, a timetable and a budget.



### PROJECT BUDGET €29,586

- EAFRD contributions: €6,698
- Other public contributions: €21,213

#### Including:

- Miserland LAG: €4,931
- Mosel LAG: €4,931
- Land Zumb Leben Merzig-Wadern LAG: €6,420
- Mosel Franken LAG: €4,931

- Private contributions: €1,675

#### Including:

- ODG\* AOC Côtes de Toul: €837
- ODG\* AOC Moselle €837

\*Defence and Management Organism



#### FOR MORE INFORMATION:

➤ Terroir Moselle EWIV - GEIE - [terroirmoselle.eu/fr/](http://terroirmoselle.eu/fr/)  
 ➤ [enrd.ec.europa.eu/projects-practice/terroir-moselle-wine-and-architecture-route\\_fr](http://enrd.ec.europa.eu/projects-practice/terroir-moselle-wine-and-architecture-route_fr)





EXPERIENCE  
PEOPLE AND CULTURE

Slow Trips

Destinations

See & Do

Contact & Service

EN DE



## Slow trip in Europe or the art of taking your time!

The **"Slow Trips" project** brings together partners from six EU Member States (Austria, Germany, Italy, Lithuania, Luxembourg, Sweden) to communicate and market innovative sustainable and participatory tourism products. The aim is to attract new tourists by offering them less conventional activities.

This LEADER transnational cooperation (TC) project is inspired by a trend towards collaborative and sustainable tourism, focusing on the discovery and experience of local everyday culture in Europe.

It enables regional networks of small rural businesses to create innovative and sustainable tourism products, focusing on regional identity and immersive experience.

Through this visibility, participating rural businesses expect to increase their income.



### PROJECT BUDGET €120,000

- EAFRD contribution: €76,800
- Other public contributions: €19,200
- Private contributions: €24,000



#### FOR MORE INFORMATION:

- > [enrd.ec.europa.eu/projects-practice/slow-trips-austria\\_en](http://enrd.ec.europa.eu/projects-practice/slow-trips-austria_en)
- > [www.slowtrips.eu](http://www.slowtrips.eu)

## LEADER IN BRIEF

### RURAL AREA DEVELOPMENT PROCESS.

It is:

- > Subregional
- > partnership-based, combining public and private actors
- > The LAG's programming committee decides on the appropriateness of projects to be supported methodically and financially.
- > participatory
- > innovative
- > multi-sectoral
- > cooperative

### A EUROPEAN PROCESS

It is part of the European rural development policy financed by the EAFRD (European Agricultural Fund for Rural Development) and is implemented in France by the Regions via the RRDP.

Rural areas are organised into **LAGs (Local Action Groups)**. The LAGs are selected to implement this approach on the basis of an LDS.

**LEADER**  
Links between  
development actions  
and the rural economy

**RRDP (Regional Rural Development Programme)**. Broken down into measures, it defines the intervention methods and financing to meet the challenges of rural areas.

**LDS (Local Development Strategy)**. Sets out the themes of intervention to be implemented in the area, defined on the basis of a local study.



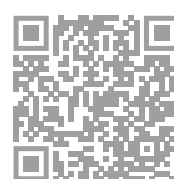
The French Rural Network works to bring together all the stakeholders of the rural world on a national and regional scale. One of its objectives is to facilitate the implementation of projects involving agriculture, forestry, crafts, tourism and the environment.

This collection, dedicated to the LEADER system, aims to share and promote projects and actions carried out by the local areas and their stakeholders, for the benefit of all.



This work was carried out by the National Rural Network (Charlotte GUERET & Christelle MONNERIE - ASP; Hanane ALLALI - MASA). The key data and maps are taken from the study on "La mesure 19 LEADER des programmes de développement rural régionaux 2014-2020" (Measure 19 LEADER of the regional rural development programmes 2014-2020) carried out in 2019.

These elements were illustrated by examples from LEADER areas thanks to the Local Action Groups and with the participation of the Regional Rural Networks and French Regions.



MORE  
INFORMATION  
on the website

**Sources:** <https://www.culture.gouv.fr> | Dictionnaire des politiques culturelles de la France depuis 1959 (Dictionary of French cultural policies since 1959), Larousse/CNRS éditions, 2001

## Contact

French National Rural Network Unit - LEADER Team

- [leader@reseau-rural.fr](mailto:leader@reseau-rural.fr)

## To find out more

- [www.reseau-rural.fr/territoire-leader](http://www.reseau-rural.fr/territoire-leader)
- [www.europe-en-france.gouv.fr](http://www.europe-en-france.gouv.fr)
- [www.agriculture.gouv.fr](http://www.agriculture.gouv.fr)
- [https://enrd.ec.europa.eu/leader-clld\\_fr](https://enrd.ec.europa.eu/leader-clld_fr)

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