WHAT IS THE ADDED VALUE OF THE PLATFORM?

TO BE AN INTERACTIVE DATABASE

The keys to success:

- An interactive website fostered by all its members
- An interdisciplinary and multi-player effort built in concert
- A key essential player in cooperation support
- Networking and innovative partnerships between the different players
- Analysis, monitoring and information on existing initiatives
- Pilot projects in several countries
- Interaction with other national and international networks...

SERVICES SUITED TO ITS MEMBERS

1 Supporting local governments integrated regional approach

Mobilizing French expertise
Identifying resource players here and there
Initiating and proposing trial tests
Accompanying pilot projects

2 Gathering and building together

Animating a multi-actor and multi-level network
Coordinating players via the secretariat and represent members
Participating in assemblies of different networks (agenda)
Organizing meetings

3 Communicating and capitalizing

A website dedicated to dialogue between players
Producing, publishing and broadcasting resource documentation
Promoting, taking part in initiatives, conferences...

Photo credit : Andrée Pasternak, Jérôme Duplan, Fiona Gifford, Euromed Heritage, EuropeAid, Christophe Trouillas.

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PLATFORM FOR COOPERATION AND SUSTAINABLE TOURISM

www.cooperation-tourisme.org

A network to construct local development

Our aim is to share and build innovative partnerships for sustainable development in the field of responsible tourism.

France coopération

FOUNDING EVENTS FOR SUSTAINABLE TOURISM REFLEXION

2000

EARTH SUMMIT, PERMANENT CONFERENCE FOR TOURISM IN RURAL AREAS, CNCD TOURISM WORKSHOP...

NATIONAL CONFERENCE OF TOURISM PLAYERS

LAUNCHING PHASE

2007

CREATION OF ORGANIZATIONS, IMPLEMENTATION AT VARIOUS LEVELS
ATES, FITS, TOURISM TASKFORCE, MAEE PUBLICATION

1ST ASSEMBLY OF RESPONSIBLE TOURISM GROUP OF UNITED CITIES OF FRANCE

STRUCTURING PHASE

2008

MUTUALIZED ASSEMBLIES, WORKING GROUPS, EVOLUTION OF THE MULTI-ACTORS' GROUP STATUS
CREATION OF THE TOURISM WORKING GROUP WITHIN UCLG

DECLARATION OF INTENT AND PARTNERSHIP OF THE PLATFORM FOR COOPERATION AND RESPONSIBLE TOURISM (PFCTR)

OPERATIONAL PHASE

2009

FEDERATING, PERPETUATING, ENCOURAGING, ACTING, PROMOTING...
1ST UCLG GROUP ASSEMBLY
GLOBAL PARTNERSHIP OF THE UNITED NATIONS FOR SUSTAINABLE TOURISM (UNEP)

ENDORSEMENT OF "DOS TOURISM"
1ST ASSEMBLY OF PFCTR

WHERE DOES THE PLATFORM ORIGINATES FROM AND WHY?

Since the 2000s, all actors in sustainable tourism got more and more involved at a national and international levels, which led the French to consult each other and act together.

In June 2008, a declaration of intent and partnership for tourism between state cooperation and decentralised cooperation was signed under the authority of the National Commission for Decentralised Cooperation (CNCD).

This declaration stated a shared ambition to foster partnerships in the field of responsible tourism, which itself ensures the sustainable development of territories, the promotion of heritage and the preservation of cultural diversity.

This aim was materialized by "Platform for cooperation and responsible tourism"

HOW DOES THE PLATFORM FOR COOPERATION AND SUSTAINABLE TOURISM WORK?

The platform is an interactive space of dialogue and exchange, dedicated to the players of governmental and decentralised cooperation.

On the basis of pilot projects selected according to the members' common interests, the platform favours innovative partnerships drawn on respective skills and expertise of the actors involved, and their complementarity.
Ex : pilot projects for Senegal, Madagascar, Morocco…

Co-chaired by an elected member and a state representative who is the General Delegate for

A FRENCH STRATEGY FOR COOPERATION WITHIN THE TOURISM SECTOR

The policy paper on strategic planning for sustainable tourism of French cooperation (DOS Tourism) points out that tourism, if tackled globally, can be "a strategic tool for local development."
It also indicates which method to follow for those who want to build partnerships (related to sustainable tourism) that will benefit all local actors.

THE PAPER'S MAIN DIRECTIONS ARE:

1. To reinforce multi-player governance, for a comprehensive approach of "tourism as a tool"
2. To treat tourism as a global tool for sustainable development
3. To support action with more effective cooperations and partnerships

local governments' external action, the platform regularly organizes multi-player assemblies (representing the members) that establish the areas to be tackled as well as the action method.
The platform is set up with a collaborative and interactive website (shared agenda, tailored projects, newsletter…)

United Cities France, in charge of the secretariat, leads meetings and works on identifying expertise and representing all actors. The secretariat is a focal point and a member of several networks, initiating and supporting the momentum generated by "alternative tourism."

WHAT ARE THE GOALS OF THE PLATFORM FOR COOPERATION AND SUSTAINABLE TOURISM?

To acknowledge skills, share them and improve the governance of responsible tourism

THE PLATFORM ALLOWS:

- To share knowledge and mutualize experiences.
- To inform on actions and programs the different actors.

IN ORDER TO BUILD TOGETHER:

- A common reflexion and approach of responsible tourism.
- Quality projects that take into account the DOS recommendations.
- More efficient bids from French cooperation in the field tourism.

WHO CAN BE A PLATFORM MEMBER AND HOW?

THE PLATFORM

The platform is open to players who carry out cooperation projects. It applies mainly to local governments involved in international activities, wishing to benefit from a network of expertise and to take part in an in-depth discussion on development.

EX OFFICIO MEMBERS

The ex officio members are the structures involved in decentralised and bilateral cooperation as well as their institutional partners internationally active in the field of responsible tourism: local authorities, ministries and development agencies, the national federation of regional natural parks, the association of cities of art and history…

AFFILIATED MEMBERS

Affiliated members are operators involved in cooperation and active on identified pilot sites: NGOs, associations for sustainable tourism and their networks, ministries of the concerned countries, embassies…

HOW TO BE A MEMBER OF THE PLATFORM?

The conditions for integration are a proactive spirit, a participatory approach, and the respect of ethical principles as stated at the creation of the platform.
To become a member, go online to get a password or get in touch with the secretariat of the PFCTR.