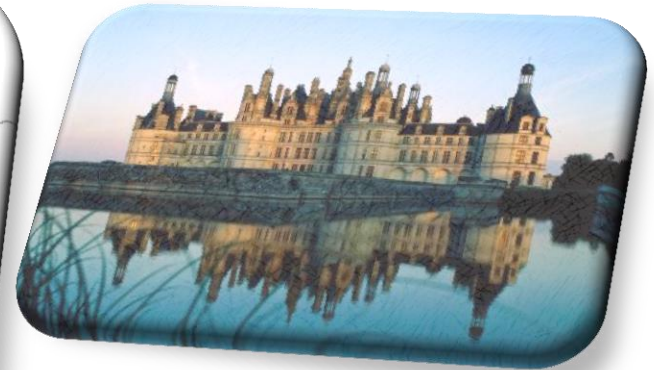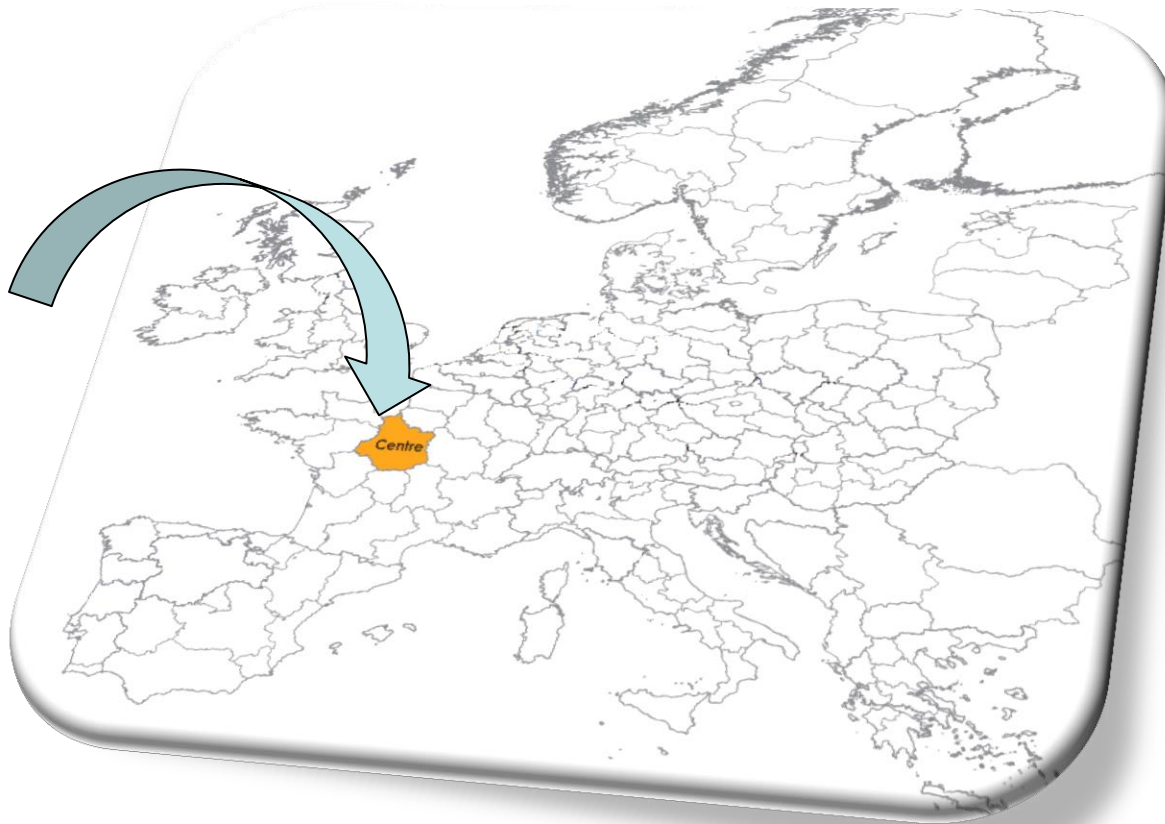# Region Centre-Val de Loire (FR)

Cultural heritage and smart specialisation in the Loire Valley

Rome, 25th November 2016
Frederic PINNA

What is region Centre-Val de Loire ?

The Region of the
Loire Valley Châteaux

What does cultural heritage mean ?

Real tourism assets:

- ✓ Loire Valley: a famous *World Heritage Site (UNESCO)*
- ✓ Internationally well-known *Châteaux*
- ✓ A unique cyclotourism offer alongside the Loire river with the *Loire à Vélo,* part of the EuroVelo6
- ✓ Attractiveness and excellence of touristic sites
- ✓ Exceptional, diverse and preserved ecosystem and landscapes: 3 Regional Natural Parks..
- ✓ Gastronomy: well-known wines (3rd french Region)…
- ✓ Famous historical provinces and related products and brands: Loire Valley, Touraine, Berry, Perche, Sologne . ..
- ✓ Region Centre is the main tourist destination of 94% of tourists, only 6% are day-visitors
- ✓ Longer tourist stays
- ✓ Proximity of Paris, important tourist flows

Cultural heritage and RIS3 ?

⇨ **5 specialisation areas** from our selection process (4C) **managed at the highest level:**
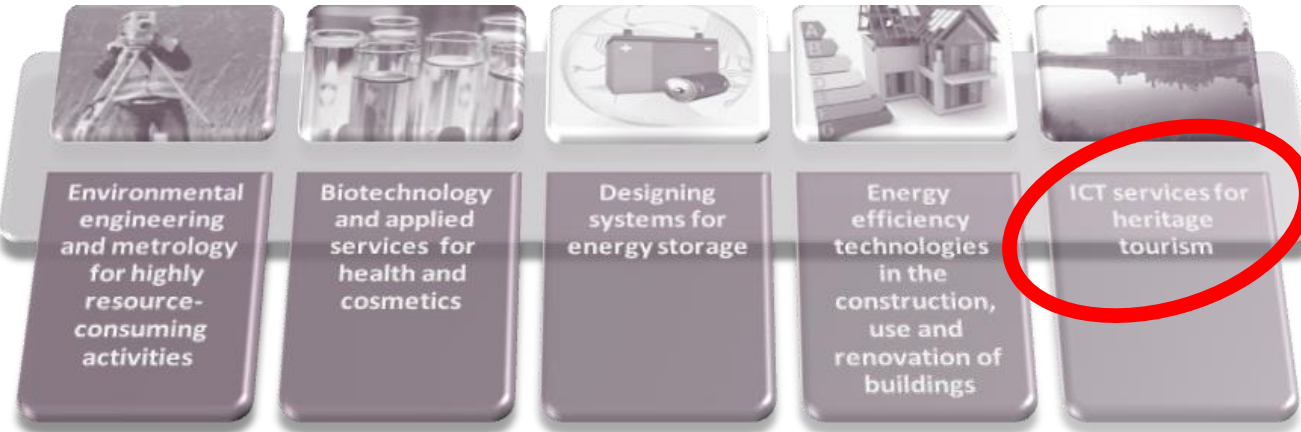
Assets :
It passed the « 4C test »
+ Great potential
+ Needs in innovation

Weaknesses :

• **High potential (many** sites and tourists…) BUT low level of expenses / pers

• **Tourist operators too fragmented**

• **Insufficient use of ICT tools**

⇨ **As Dominique Foray wrote : having cultural heritage is not enough to design a RIS3 priority**

4

Why cultural heritage is relevant as a priority ?

4 priority sectors for tourism development:

- cultural heritage,
- nature tourism,
- sustainable travelling *(itinérance douce),*
- sustainable lifestyle

2 strategic priorities for Heritage:

➢ Structure the tourism offer, in accordance with sustainable development

➢ Enhance the attractiveness of heritage sites through quality and ***innovation***

�; *Ability to generate MORE impact than business as usual*

Région Centre
Stratégie Régionale de Tourisme Durable
2011-2015
Adoptée par le Conseil régional le 21 octobre 2011

Région Centre
Plus qu'une Région
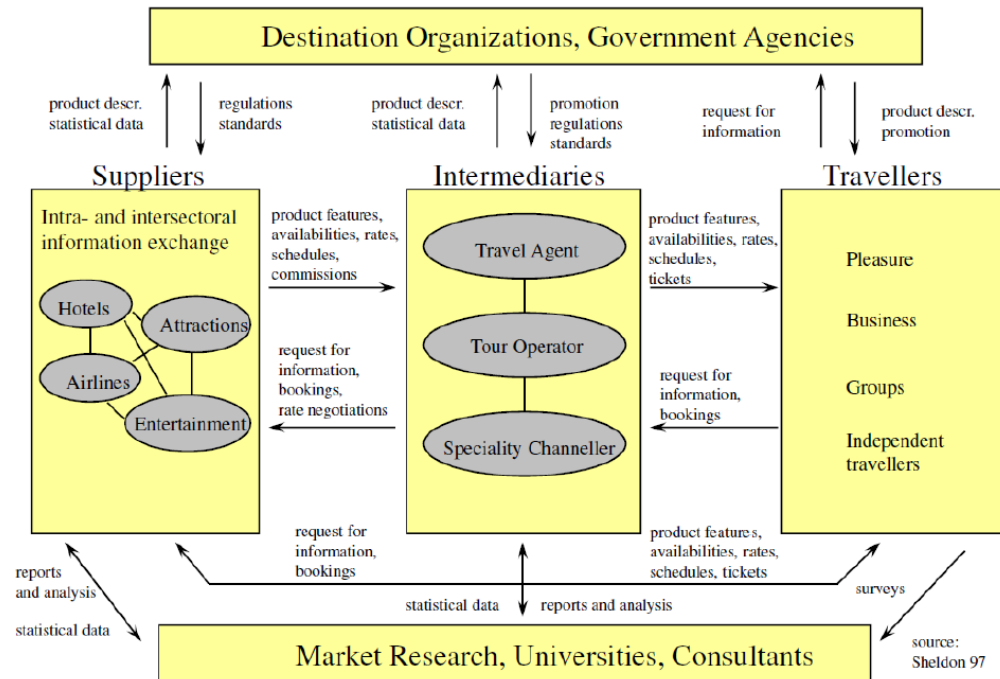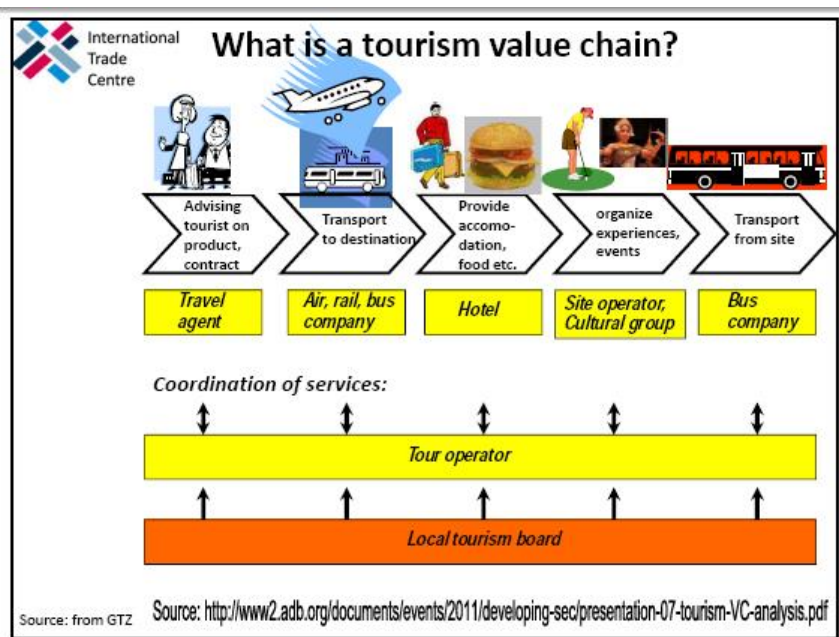une chance pour le tourisme

Cultural heritage and EDP ?

First question: what is exactly a chain value?

It is the key of entrepreneurial discovery process (EDP).

Few entrepreneurs know exactly what it means.

⇨ **Which one is the best?**

Source: from GTZ   Source: http://www2.adb.org/documents/events/2011/developing-sec/presentation-07-tourism-VC-analysis.pdf

source: Sheldon 97

Cultural heritage and EDP ?

What do the cultural heritage sector need in terms of ICT according to the professionals?

- Marketing => adaptation of tools and initiatives to customers
- Services => tools for tourists to plan their trip (eg. online ticketing)
- Communication => renew the attractiveness of websites with tools / practices of innovative mediation,
- Development of heritage => improve accessibility to everyone, share innovative renovation techniques

⇨ Interesting but not enough as we wanted a huge impact and changes in the regional economy so management of EDP needs more

7

How have we managed EDP ?

- 1 working group for each specialisation area

- 3 recognized professionals as working group coordinators: a pilot and a co-pilot

- They propose criteria to select the most relevant projects

Henri Carvallo is the <u>private owner </u>of the Villandry Château, which is well known internationally for its gardens on the Loire Valley. He started to use ICT for many years**.**

Philippe Vendrix (left) as Director of the CESR (Centre for higher studies on Renaissance). He has initiated with **Benoist Pierre (right)** a wide project called *Intelligence des patrimoines*

8

Implementation

Creation of a **cluster dedicated to tourism and heritage** of the Loire Valley to:

-> Turn the Loire Valley destination into a pole of excellence in tourism

-> Prepare the heritage offer to future tourism

-> Strengthen tourism economy and ensure the creation of local jobs

5 discussion topics will be proposed :

1. **Innovation**: cultural mediation and recreation, heritage preservation and restoration, marketing and site management

2. **Use of ICT:** enhance Internet visibility and use innovative tools for site visits

3. **Services and Accessibility**: improve the management of tourist flows, adapt products to customers' habits; support the use of trademarks or labels, ...

4. **Tourism products and marketing**: adapt the marketing to new consumer trends and needs ; develop products for the future (creation of packages, pooled tours or ticketing, niche products with higher value and related to the identity of the Loire Valley...)

5. **Employment and training**: boost organisational innovation and support the creation or the expansion of innovative companies

Implementation

- Research actors in region Centre for:
  - cultural heritage: *Centre d'Etudes Supérieures de la Renaissance* (Tours University)
  - natural heritage: *INRA* (agronomy), *IRSTEA* (forestry)
- ***Intelligence des Patrimoines*:** a research cluster created at the end of 2013 to:
  - develop scientific cooperation on interdisciplinary projects
  - create cooperation with major touristic sites (enhance site frequentation through the application of scientific projects)
  - Internationalisation of the cluster
- Ongoing activities:
  - Structuring the research cluster (creation of a place for common work and scienti fic animation)
  - 7 research projects
  - Cooperation with Chambord Château
  to attract more long stay tourists
- End of experimentation in 2016 …

An example of answer ....
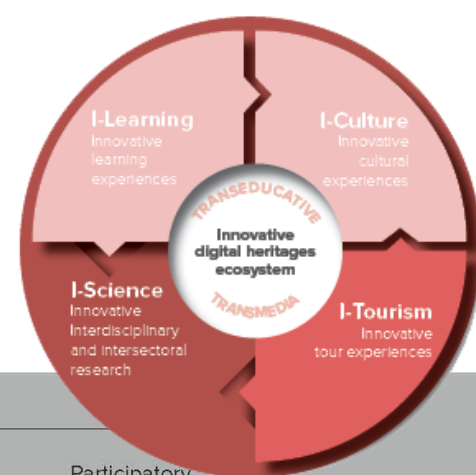
…. But still many questions
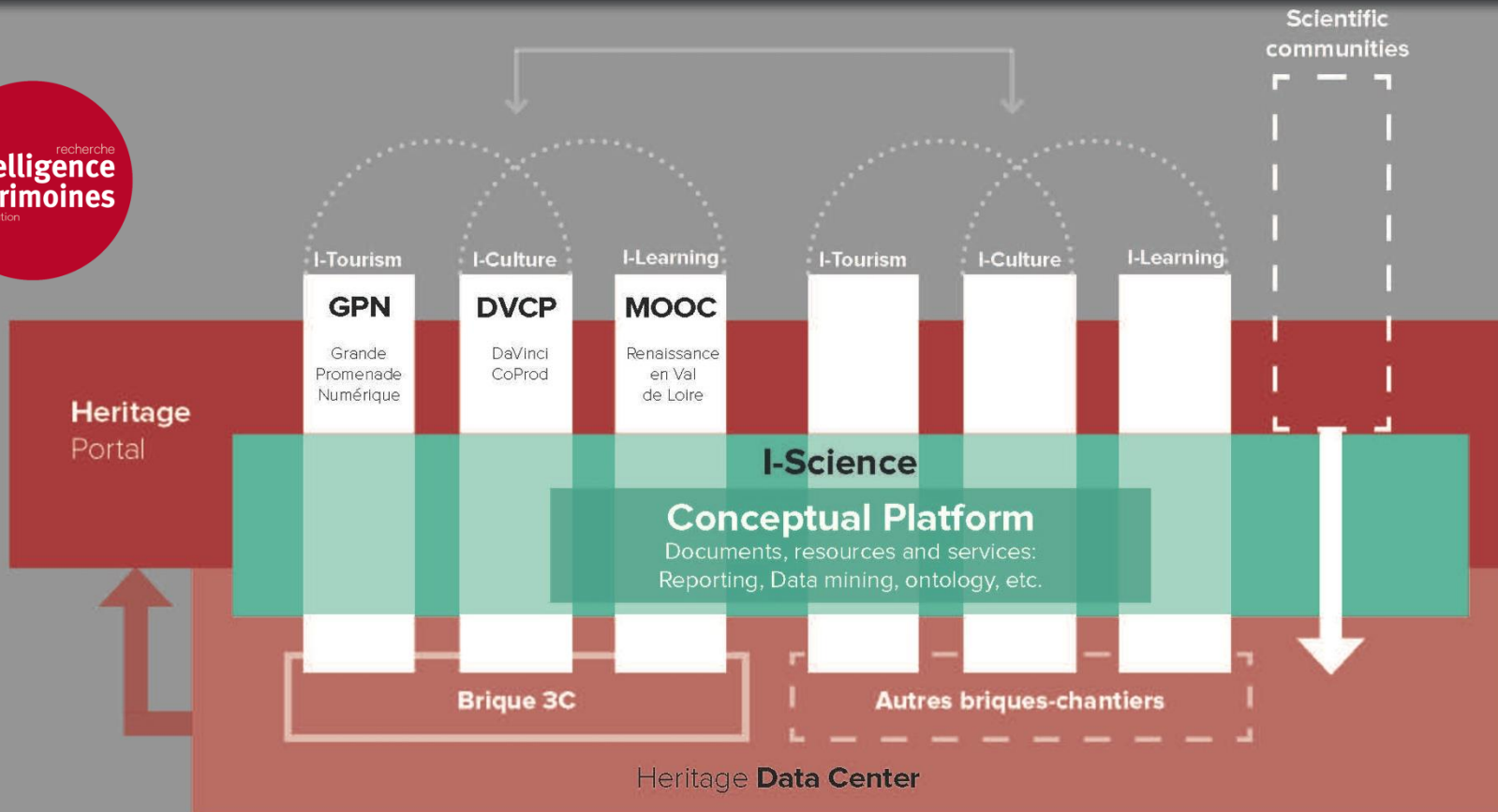
- **Question 1: How to deal with the traditional fragmentation of the cultural heritage sector and manage EDP ?**

- **Question 2: Is clustering a relevant solution to boost cultural heritage ?**

- **Question 3: what could be the impact of human and social sciences in cultural heritage ?**

Thank you for your attention

frederic.pinna@arittcentre.fr