

# “Sustainable Tourism in the Seine Estuary”

Forum of the Tourism protagonists  
around the theme  
-Jacques VABRE Transatlantic race-

*Date: 30 October 2007*

*Place: Conference room of the “Docks Café”*

*Layout: conference / 100 to 120 persons*

*Schedule: 9am until 5pm*

## *Reminder on the context*

Within the framework of the informal meeting which brings together the elected representatives of the Seine Estuary territory, a campaign of promotion on the offer in tourism of that area was held in Honfleur in 2005: “**Destination: Estuary**”.

That first campaign, co-financed by the “5 Countries of the Estuary”, was really successful and drove the elected representatives to consider renewing it every two years.

Furthermore, on the occasion of its City Council on 27 March 2006, the City of Le Havre decided to join the programme of the World Pact of the cities of the UN.

The City of Le Havre, only city in France to have joined this programme, chose to work on Sustainable Tourism. It ratified the convention in the name of the Estuary, with the strong will that this matter would be handled jointly with all the partners of the territory.

Those two elements have driven Mr Antoine RUFENACHT, President of the Committee of the elected representatives of the Estuary, and Mayor of Le Havre, to wish that two major events were organized on the theme of Sustainable Tourism:

- a forum of the Tourism protagonists, during the Jacques VABRE Transatlantic race, in Fall 2007,
- another “Destination: Estuary” campaign, in Le Havre, in Spring 2008

# Organization elements

## Guests

### The Tourism protagonists in the Estuary

<i>Tourist Offices (Presidents + Directors)</i>	50 persons
<i>3 Departmental Tourism Committees + 1 Regional Tourism Committee (Presidents + Directors)</i>	10 persons
<i>Tourist Observation, Development and Engineering</i>	2 persons
<i>The Committee 21</i>	2 persons
<i>National Society of the elected members of the littoral, Protection of the littoral society, Society of the listed cities, Seine downstream, Water sports resorts</i>	10 persons
<i>Convention Bureaus</i>	?
<i>Upper and Lower Normandy Regional Councils + Departmental Councils 76 / 14 / 27 (President + Directors of Tourism)</i>	15 persons
<i>The Sub-Prefects, General Secretary to regional matters, Regional Director of Tourism</i>	8 persons
<i>Ministries of Tourism &amp; Sustainable Development and the Interdepartmental Commission for National Development and the competitiveness between territories</i>	5 persons
<i>Committee of direction of Le Havre Tourist Office</i>	30 persons
<i>Water sports resort</i>	10 persons
<i>Official representatives of professional bodies (hotels, restaurants, B&amp;B, tourist services, ...)</i>	50 persons
<i>Technical members associated with the "Tourism in the Estuary" procedure (Regional Nature Reserve, Estuary Tourism House, Leader of the mission "Countries", ...)</i>	25 persons

### The politicians of the Estuary

<i>Elected members of the Committee of the elected representatives of the Estuary</i>	50 persons
<i>Centre cities (Lisieux, Montivilliers, Caudebec, Lillebonne, Fécamp, Honfleur, Deauville, ...)</i>	30 persons
<i>Other technical partners of the Estuary</i>	10 persons
<i>5 Countries (President + Director)</i>	10 persons

### The socio-professional protagonists outside of Tourism

<i>The Chambers of Commerce and Industry / Chambers of Trade / Chamber of agriculture</i>	15 persons
<i>The Industries of Le Havre</i>	8 persons
<i>Le Havre Port Authorities / Regional Port Authorities</i>	4 persons
<i>University+ School of Management of Normandy (Caen, Rouen, Le Havre)</i>	8 persons
<i>5 Development Councils (Presidents)</i>	10 persons
<i>Training institutions</i>	10 persons

### Specialized journalists

<i>Specialized press (organizations, tourism, development, ...)</i>	15 persons
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AVERAGE TOTAL=

about 400 persons invited  
therefore about 100 / 120 persons attending

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# Expected schedule of the day and of the various speech

## Forum of the Tourism protagonists around the theme "Sustainable Tourism in the Seine Estuary"

MORNING:	
9 - 9:30	Welcome - coffee
9:30 - 9:45 15'	Opening political speech: - Antoine RUFENACHT, Mayor of Le Havre, President of the Committee of the elected representatives of the Estuary - Representative from a Ministry (Tourism or Sustainable Development)
SUSTAINABLE TOURISM, A CONTROVERSIAL DEFINITION	
9:45 - 10:30 30'	Round Table #1: Tourist Observation, development and engineering, Committee 21, Ministry of Sustainable Development or of Sustainable Tourism Debates with the public
10:30 - 11:15 30'	Round Table #2: Labelling and Sustainable Tourism: "Accor" company, "Panda gîtes", ... Debates with the public
SUCCESSFUL EXPERIENCES, IN FRANCE, IN THE FIELD OF SUSTAINABLE TOURISM	
11:15 - 12 30'	Round Table #3: "Schedule 21" and Sustainable Tourism, reference of the right practice: City of Le Havre, Fécamp?, Lille / Amiens, Flaine Debates with the public
12 - 12:45 45'	Spare time: Tour of the site
12:45 - 2	Lunch
AFTERNOON	
SUSTAINABLE TOURISM IN THE SEINE ESTUARY: ACHIEVEMENT AND PROJECTS	
2 - 3 60'	Round Table #4: The existing measures and the projects: Regional Nature Reserve, Estuary Tourism House, Sea and Sustainable Development Centre, "Eana, Terre des Possibles", the Hanging Gardens,... Debates with the public
SUSTAINABLE TOURISM IN THE SEINE ESTUARY: CONCRETE COURSES OF ACTION	
3 - 3:30 30'	Round Table #5: Promote the list of the existing procedures / Intermodality Debates with the public
3:30 - 4 30'	Round Table #6: The river and sea project / The sports activities Debates with the public
4 - 4:30 30'	Round Table #7: "Destination: Estuary", 2 <sup>nd</sup> year running in Le Havre, Spring 2008 Debates with the public
4:30 - 4:45	Conclusion of the day and prospects

Host / Moderator of the day: Hubert Dejean de la BATIE

## Logistics

Place, to be confirmed:	Conference Room of the "Docks café"
Screening:	Laptop Video projector
Sound:	Microphone and sound system at disposal Taping
Equipment:	Platform Seats Plants, ...
Caterer:	<i>Average Price: €30 per person Inclusive of all tax (welcome + break + lunch + service + preparation + washing up)</i>

## Schedule

Sending file	August / September 2007	
Preparation of the Round Tables	August / October 2007	
1st mail with acknowledgement of receipt so that the persons invited save the date	1 <sup>st</sup> September 2007	Preparation Validation + Signature
Sending out of the final programme	1 <sup>st</sup> October 2007	Precise content (3 lines per speech to be required) Card: validation + distribution
Counting of the confirmed guests	20th October 2007	

## Press Conference

To display, through the press, the will to cooperate, at the Estuary level, and within the framework of a key, unifying subject: Sustainable Tourism	
20 October 2007	Press kit + press area to be confirmed

## Provisional Budget

Catering Cost	120 guests Average cost: €33 per person Inclusive of Tax	€4.000 Inclusive of Tax
Participants	10 contributors Hotel package: €200 Inclusive of Tax Travel expenses: €200 Inclusive of Tax	€4.000 Inclusive of Tax
Various other expenses	Plants rental, extras for catering,...	€2.000 Inclusive of Tax
<b>TOTAL</b>		<b>€10.000 Inclusive of Tax</b>

*Variation if 250 guests: €14.250 Inclusive of Tax*

*Other concrete courses of action to be considered*

**Coastal navigation Honfleur / Le Havre with the combined "museum pass"**

- *Associated Partners:*
  - Ports
  - Private service providers
  - Related Museums
  - Cities
  - Tourist Offices of the related cities

**Make Sustainable Tourism a part of the tourist outlines of the Departmental Tourism Committees, Regional Tourism Committees, Departmental Councils and Regional Councils**

- ⇒ Bilateral contacts with representatives of the Departmental Tourism Committees and Regional Tourism Committees
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