

Tours' presentation for its politic regarding the Sustainable Tourism in the Centre Val de Loire Region:

Presentation by Mr. Jacques Chevtchenko.

1. [Tourism and Sustainable Development](#)

Tourism contributes to sustainable development (economy, society, environment) by stimulating growth and quality of life.

Local authorities assume few responsibilities for promoting the development of sustainable tourism. Local communities must be linked to tourist activities taking into account the objectives of sustainable development.

2. [Development of a sustainable tourism strategy in the Centre Val de Loire Region](#)

The Centre Val de Loire region aims to develop sustainable tourism and so generating a local and sustainable development. It is important to retain customers and tourists with pricing and satisfaction policies, thanks to an immersion into the region to live locally and no longer just consume locally.

One of its objectives is to become a leading region for bicycle tourism at European level.

3. [Tours Métropole Val De Loire, Tourist Capital of the Val de Loire Region](#)

This ambition is confirmed by the position of Tours (metropolitan area and tourist capital of the region). There is a desire to establish itself as one of the major national and international destinations. It has special distinctions and local services. It is a particularly easy-to-reach destination and a region at the top of the hotel capacity of the Center-Loire Valley region, benefiting from a unique heritage and an incomparable wealth.

The 2017-2022 tourism development plan aims to develop real tourism expertise at the service of the municipalities of the Metropolis in their offer (support for Tours for these municipalities).

4. [The example of La Loire à Vélo](#)

La Loire à Vélo it's 800km long, 802,000 tourists a year, €52 million in investments. This route offers a new way to discover the region from another point of view thanks to marked routes, stages, typical regional villages, etc.

5. [Soft homelessness, a sustainable and responsible project](#)

La Loire à Vélo is part of the European trail n°6, a sustainable and responsible project benefiting from a green, sustainable track, in coordination and respect for nature, many innovations for eco-mobility, a journey in alchemy with the Loire Anjou Touraine Park.

6. [Tools for the development strategy:](#)

- A territorial brand across the region;

- Two types of infrastructure and support for tourists: Rando – Vélo reception, Youth hostel (hostel);
- A Loire flood crisis management policy.

7. [The regional brand La Loire à Vélo:](#)

More than 578 tourism players: accommodation, professional rental and repairers of bicycles, tourist Offices, visiting and leisure sites.

Co-funded, co-hosted and hosted on the technological platform of the Regional Committee for Tourism Center - Loire Valley (CRT), www.loire-a-velo.fr has seen its influence grow internationally thanks to the implementation of three language versions: Dutch, German and English. A mobile application is also available and has been produced by the CRT.

8. [Bicycle and Hiking reception: two infrastructures for welcoming and supporting tourists](#)

Located in the city center of Tours, near the train station, on La Loire à Vélo road, *Accueil Vélo et Rando* is an information point on hiking and biking, a place of tourist activity, offering summer walks and entertainment all year round, a source of inspiration (model copied in Germany, in the Ruhr area and in Angers in France) and benefiting from all the amenities necessary for cycling activity.

9. [Youth Hostel](#)

Re-opened since 2012, the hostel (duo, family or dormitory rooms) has reappeared in the heart of Tours and is strengthening the tourist offer of the Metropolis for young people but also families and cycle tourists.

10. [A Single Crisis Management policy](#)

The 2016 floods made it possible to set up a risk management plan: Plan Loire Grandeur Nature (Plan Loire IV). The website and the applications enabled feedback from users and these alerts were taken into account during the flood risk prevention plan (PPRI).

La Loire à Vélo is not accessible during flood periods and these risks are anticipated and taken into account when developing the project, both in terms of sustainable tourism and environmental impacts. The objective is to reduce the negative consequences of the floods by 2035 (human lives, economy of the territories concerned during and after).

11. [Strategy common to the Region, Metropolis, local authorities and a reproducible model](#)

Wider cycling route: Coeur de France à Vélo passing through Montluçon, Bourges, Vierzon, Montrichard and Tours (300km of secure cycling route by 2026 when all work is finished). Funding: 40% Region, 40% European Fund, 20% local authorities' "developers" of cycle paths.

Outlook 2025:

- The horizon for La Loire à Vélo is part of the regional ambition to become the first region of bicycle tourism in France. With more than 1,164 km of cycle routes completed, the Region currently has the most developed and qualified offer in France.

- Many amenities for the electric bike.
- Emphasis on signaling.
- Strengthening alert systems for users (risk management).

La Loire à Vélo concerns green tourism.

12. [Approach to developing sustainable urban tourism: le Logis](#)

Le Logis is a foreshadowing of the Center for Interpretation of Architecture and Heritage (CIAP) and meets the objectives set by the members of the AVEC network for 2020.

He is a perfect example for:

- Integration of the innovative into the existing, for a sustainable development of the historical and cultural heritage of the city of Tours;
- Highlighting local heritage as engines of economic, cultural and social development of cities and territories;
- Contribute to the economic success and influence of their territories

13. [Center for Interpretation of Architecture and Heritage \(CIAP\)](#)

It is a local cultural facility aimed at raising awareness, informing and training all audiences in history, architecture and heritage. Place of discovery and mediation around the history and heritage of Tours. It presents a major challenge in terms of pedagogy. It is an interdisciplinary resource center and a public awareness tool.

The building covers 1,200 m² spread over three levels. The project would allow the development of several spaces:

- Permanent exhibition space;
- Temporary exhibition space;
- Educational rooms;
- Reception and tourist information area;
- Shop with services;
- Resource center on the history, heritage, architecture and town planning of Tours;
- Meeting and conference space around urban projects in Tours.

14. [Le Logis at the Hotel des Ducs de Touraine - Foreshadowing of the CIAP](#)

While waiting for the creation of the CIAP, a prefiguration space entitled “Le Logis” opened on January 10, 2020, it is a heritage mediation tool which contributes to providing keys to reading the City through its history and heritage. It is integrated into the tours offered by the city, for the individual public and groups. The prefiguration of the CIAP is intended for all audiences: local population, tourists, children (school time / leisure time). The main themes addressed are Loire landscapes, Tours royal city.

15. [Logis' tools](#)

The tools are mainly digital and innovative: 360 ° sphere for video broadcasting, 3D reconstruction with VR headset, audiovisuals.