



Future and Tourism in Saint-Maurice



AlpCity Partner	Municipality of St Maurice and Haute École Valaisanne (Switzerland)
Work Package	Economic development (WP5)
WP Coordinator	Lombardy Region (Italy)
Subjects involved and their role	<p>Municipality of St-Maurice Department Economy & Tourism Case Postale 83, CH-1890 Saint Maurice Tel: +41 24 486 60 60 Fax: +41 24 486 60 69 E-mail: admstmaurice@bluewin.ch</p> <p>Development Agency of St-Maurice (Société de développement de St-Maurice), which groups all the local economic enterprises.</p> <p>AlpCity Local Steering Committee (the two previous actors and some tourist companies).</p> <p>University of Applied Sciences Valais, which coaches the AlpCity process in St-Maurice. Haute École Valaisanne Institute of Economics and Tourism Technopôle 3, CH-3960 Sierre Tel : +41 27 606 90 01 Fax : +41 27 606 90 01 E-mail: info.sierre@hevs.ch</p>
Spatial area involved	Municipality of St-Maurice (3.800 inhabitants and 718 ha surface) located in the Canton of Valais (South of Switzerland, 280.000 inhabitants and 5.000 ha surface).
Project budget	€ 100.000,00
Project purpose	Through the realization of the project Future & Tourism, the municipality of St-Maurice hoped to give a great impulse to the development of tourism on its territory. This means more revenues for the local economy but also a better quality of life for the inhabitants (better urbanization and more animation). The project will provide the municipality with technical assistance in order to establish an appropriate method and process related to tourism issues.
Project methodology	Analysis developed through questionnaires. Workshops with stakeholders.



	Transfer of model to other regions.
Project activities	<p>2004: contacts and preparation of the project with the Department of Economy & Tourism of St-Maurice and the “Société de développement de St-Maurice”.</p> <p>2005: interviews with the political and the tourist leaders; questionnaires to the visitors (tourists) and the inhabitants to draft a state of the art regarding tourism in St-Maurice.</p> <p>2006: workshops with all the stakeholders and open to the inhabitants to propose measures to improve tourism; validation of the strategy and the action plan</p> <p>The final product consists in a strategy and an action plan especially designed for tourism in St-Maurice</p>
Achieved results	The action plan has being drafted by the Project Partners in collaboration with the local Steering Committee; all the others steps (questionnaires, interviews, workshops) were carried out and concluded.
Discrepancies between planned results and results achieved	No evident discrepancies have been detected from the planned activities.
Instruments proposed, revised and finalised	A strategy and an action plan for tourism in St-Maurice
Impact on the local environment, actors and stakeholders	<p>The inhabitants are more conscious of the importance of tourism.</p> <p>The collaboration between the local actors is improved.</p> <p>The municipality is more favourable to the development of tourism.</p>
Critical aspects	<p>Some political oppositions</p> <p>A lack of collaboration from one tourist enterprise.</p>
Lessons learned	The most significant lesson learned regards the confirmation of the importance of the participatory process.
Transferability	Willingness from the local authorities to open the process to all the stakeholders and to all the inhabitants.
Case study Follow-up	The strategy and action plan has to be realized in the following years by the municipality and the Development Society of St-Maurice.
Common issues with other projects	According to the presentation held in Sierre (3-4/06/2004) the project was already tested elsewhere and the methodology was transferred to the AlpCity case study. There was also a plan to provide municipalities with technical assistance on tourism (method and process) and to create links with some projects within Agenda 21.
SSC Experts' comments and recommendations	The concept of developing people's awareness in the field of tourism through a linear methodology was well described and the model could be easily transferred to other contexts. The project is in line with the Interreg recommendations regarding a participatory approach, the dissemination of activities, the transfer of models at transnational level and some best practices exchanges. The participatory process could be implemented and improved through an exchange of information with the AlpCity Austrian Partner, who can boast a long experience in this field and in relation to municipalities. A great interest has been showed as regards the follow-up activities of the Action Plan.