Health & Nature trip

Contact name
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Institution name
Espaces naturels régionaux / ENRx

Region & country
Hauts-de-France region - France

Summary
In Hauts-de-France, the merger of Nord and Pas-de-Calais and Picardie territories, the Regional nature parks of Avesnois, Caps et Marais d’Opale and Scarpe-Escaut, Espaces naturels régionaux (ENRx) and Gîtes de France sustain sustainable tourism, promote natural heritage, develop health-sport in favour of well-being, relaxation for inhabitants and visitors of the region.
Background of the project

In the Hauts-de-France region, the Gîtes de France network has nearly 2 200 rural and urban cottages and 1 598 owners who guarantee a welcome of quality.

It is difficult to involve directly the inhabitants. So ENRx decides to inform and train ambassadors to promote the sustainable message. Ambassadors are actors involved in tourism, economy, environment, etc.

Solution and actions taken

33 owners located in the Regional nature parks propose a trip offer recognized by the WWF label called “Gîtes Panda” or the “Valeurs Parc naturel regional” mark (values of Park) and also “Fitness, nature and well-being” and “Bike reception”. Interrogate them on the relationship with nature, the heritage discovery, unusual places, good local products !

A multi-year agreement exists between ENRx, Parks and Gîtes de France to have a joint approach and specific actions for sustainable tourism. The “Fitness, nature and well-being” label and “Spots and sports de nature” magazine are good examples of work with owners to promote it.

Other institutions or parties involved

The regional network of the rural and urban cottages called Gîtes de France. Some cottages, located in Regional nature parks, have a particular environmental approach with visitors. These owners have a national label by Gîtes de France and WWF (NGO), called Gîtes Panda.

Results
Now there are 11 owners who propose a Health and Nature trip.

**Challenges**

The difficulty is to directly involve inhabitants.

**Lessons learned**

It is important to exchange on good practices to promote it in a second time and to co-define a joint strategy. Together we could do more!

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**Website(s)**

[http://www.enrx.fr](http://www.enrx.fr)