

The Loire Valley World Heritage site and the « Châteaux de la Loire » network



association des
biens français
PATRIMOINE
MONDIAL

val de loire
patrimoine mondial

Summary

- A part of French World Heritage
- The link with the inscription on the World Heritage List
- Tourism context
- History of implementation
- Organization
- Activities
- Achievements / fragilities

A part of French World Heritage



Since this summer after the Bonn session :
41 sites in France.

The Loire Valley was included on the
World Heritage List on 30 november 2000
as a living cultural landscape

The French World Heritage Sites Association (ABFPM)

Since 2007, The French World Heritage Sites Association has brought together the managers of the listed sites wishing to :

- Improve the protection and the development of their properties,
- Take part in discussions about French public policies,
- Work with cultural and natural sites worldwide in order to promote this universal heritage.

The French World Heritage Sites Association (ABFPM)

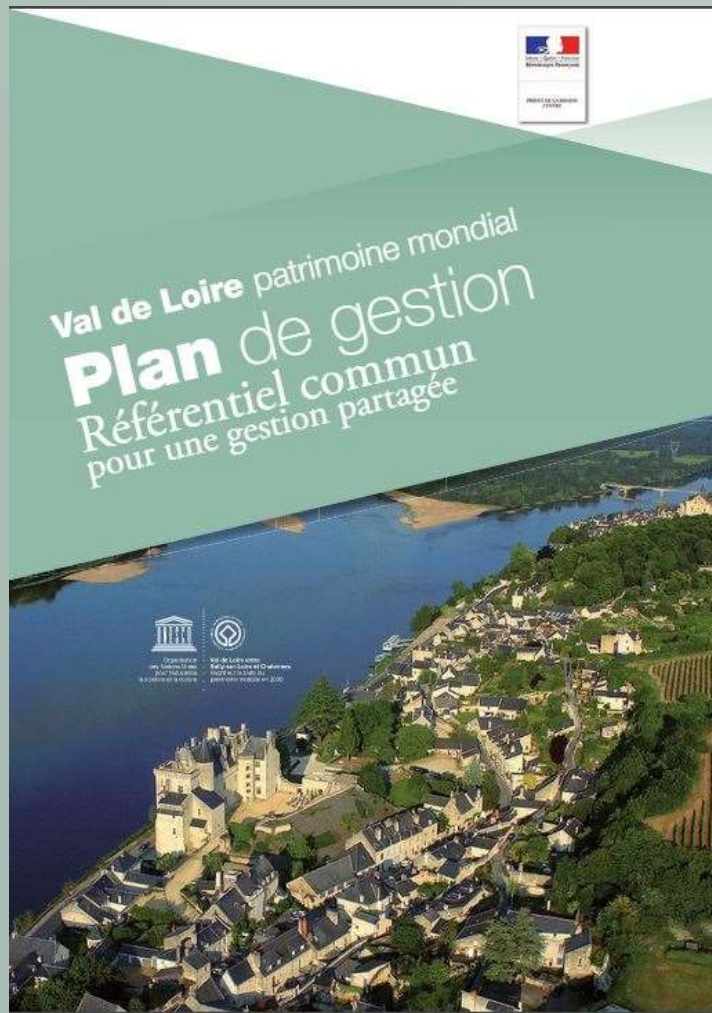
- 50 members : 40 managers of listed properties (out of 41) / applicants on the French tentative List + participation of institutional partners responsible for monitoring the 1972 Convention
- 3 working committees : Management plans / Communication, Culture, Mediation and Tourism / International Relations
- One plenary session per year
- www.assofrance-patrimoinemondial.org

A part of French World Heritage



- . 280 kms from Sully-Sur-Loire to Chalonnes-sur-Loire
- 800 km² of the Loire Valley
- . one million inhabitants
- . 164 municipalities including 6 urban areas
- . 2 regions (Centre and Pays de la Loire)

The link with the inscription on the World Heritage List



An inscription on the world heritage list :

- Based on UNESCO criteria for an outstanding universal value (2000)
- A management plan (2012)

Outstanding universal value - the criteria

The Val de Loire is remarkable for **the quality of its architectural heritage**, with its historic towns such as Blois, Chinon, Orléans, Saumur and Tours, but more particularly for its world-famous châteaux, the "châteaux of the Loire", such as Chambord (criterion i). *Chambord was, in fact, included on the World Heritage List in 1981 on the basis of this last criterion.*





Blois, Chambord, Villedry

Outstanding universal value - the criteria

The Val de Loire is, indeed, an exceptional cultural landscape along a major river, and illustrates **the harmonious development of interactions between humans and their environment over two thousand years of history** (criterion ii).



Outstanding universal value - The criterias

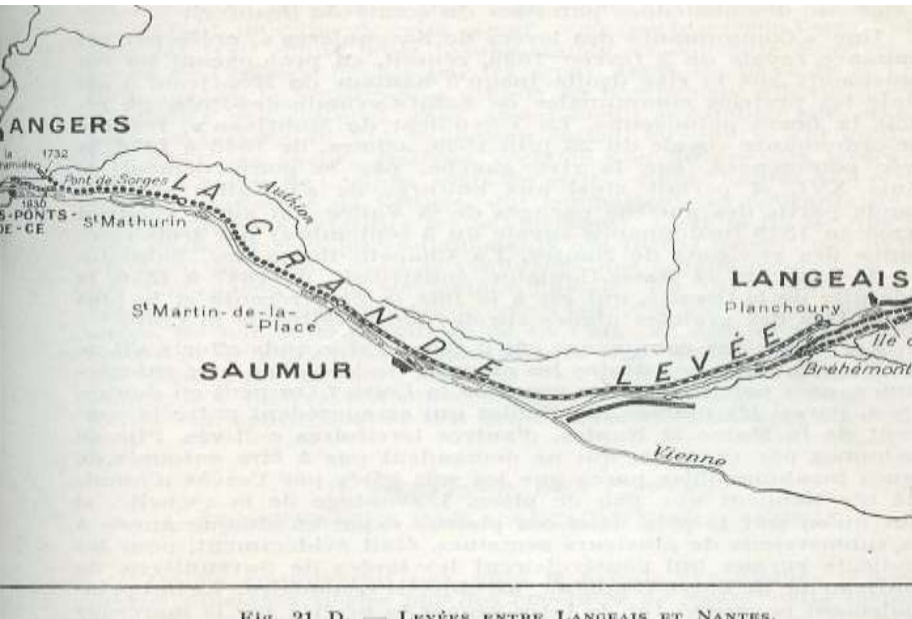


FIG. 21 D. — LEVÉES ENTRE LANGEAIS ET NANTES.

The first major dam built during the reign of Henry II Plantagenet



The river Loire and the dams today , east of Tours

Outstanding universal value - The criterias

This landscape and more particularly its numerous cultural monuments, also demonstrate to an exceptional degree **the ideals of the Renaissance and the Age of Enlightenment** on the thinking and creation of Western Europe (criterion iv)



The Royal Castle and the City of Amboise

The Loire in Tours, Demachy, 1787



A management plan

Four sections :

- **identity values:** definition of the heritage and landscape aspects that justified inclusion in the World Heritage list
- **threats:** analysis of the risks of impacts likely to alter or damage these identity values
- **an action plan,** focusing on the areas of land development and management and aimed at protecting and enhancing the identity values, organised into 9 main objectives which in turn are broken down into proposals for action
- **the State's commitments,** encompassing the actions falling within the specific remit of the State and particularly involving the implementation of new regulatory protection

A management plan

- **Action plan**, Protect and enhance the heritage and remarkable spots
 - Keep the Valley's landscapes open and maintain the views over the Loire
 - Control urban sprawl
 - Organise urban development
 - Integrate new infrastructure successfully into the landscape
 - Promote the gateways into and the main tourist sites of the Loire Valley
 - *Promote sustainable tourism*
 - Foster assimilation of the listing's values by all stakeholders
 - Assist decision-makers with advice and constant guidance

About tourism in France

Statistics from the French Government, 2013 :

- 7,4 % of GDP
- First destination in the world,
84,7 millions visitors,
- Third revenue , 42,7 billion Euros
(U.S.A. , Spain, France)
- Cultural heritage : one of the main
motivations to visit France



About cultural tourism in the Loire Valley



Gardens and castles open for visits : more than 70 locations

History of the network implementation

2005: The observation: slow but steady erosion of attendance

2006/07 : Studies and progressive constitution of the network through an approach with objectives

2008 (January) : signing of the founding charter of the network

History of the network implementation

- Cooperation since 2008 of 19 major heritage sites for:
 - International promotion
 - Obtaining the national « Tourism Quality » Label
 - Accessibility and mediation

With specific management in the three sectors ...

...and the Mission Val de Loire in the role of
General Secretariat

The network



Nantes



Angers



Saumur, Brézé, Brissac



Cadre Noir



Fontevraud



The network



Villandry



Langeais



Azay-le-Rideau



Amboise



Chinon



Le Clos-Lucé



Chenonceau

The network



Blois



Loches



Cheverny



Sully-sur-Loire



Chambord



Chaumont-sur-Loire



Valençay



History of the network implementation

- **Developments 2012 – 2015 :**
- The network : 19 to 21 members
- Structuring : from the charter to a agreement with each member (2014/15)
- The axes : a priority shift from accessibililty and mediation to joint cultural projects

Organization

- **Two instances**
- The committee : 1 annual plenary meeting
- The bureau : 3 meetings per year

- **Working groups by topic or activity**
- - Working on internet
- - Working group on press relations

Action / Promotion

Operational management : Regional Tourism Committee in both regions

International promotion with a dedicated website : www.loire-chateaux.org

Press relations, B2B, B2C

Action / Promotion

www.loire-chateaux.org

- 11 languages

Regular updating

Partnership :

CRT, Agence Régionale,
Atout France ,Sites, Mission



- 1,4 million visits in 2014
- Annual Budget : 190 k€ (including 2000 € for each member)

Action / Promotion

- Press relations, B2B, B2C

Press kits, press trips , shows, fairs, ...

Annual contribution for each member : 300 €

- Action abandoned : introduction of a
« pass » system

Action /Quality

The national label « Quality Tourism »

Goal :

- Improve the quality of reception and visits in monuments and castles.

Procedure :

- Training
- On-site inspections
- 32 major criteria : 100 %
- 117 minor criteria : 90 %
- Label granted for a period of three years

Action /Quality

- **8 members out of 14 in the région Centre-Val de Loire , 60% of the network :**
 - - Château de Villandry (2009 / 2012)
 - - Château du Clos-Lucé (2010 / 2013)
 - - Château royal de Blois (2010 / 2013)
 - - Domaine de Chaumont-sur-Loire (2011 / 2014)
 - - Forteresse royale de Chinon (2012)
 - - Château royal d'Amboise (2013)
 - - Château de Sully-sur-Loire (2013)
 - - Château et parc de Valençay (2013)
- **2 members out of 7 in the région Pays de la Loire, 30% of the network :**
 - - Château des ducs de Bretagne (2010 / 2013)
 - - Abbaye de Fontevraud (2013)

Action / mediation and accessibility

2007, two studies « situation and prospects »

- **Heritage mediation for people with disabilities,
... a training program
...a prior advice principale**
- **Heritage mediation and use of ICT.
... a seminar « practice and reflection »
... a prior advice principale**

Joint cultural projects

Shift of focus : From accessibility and mediation to joint cultural projects

2014 : Anne of Brittany

2015 : Francis 1st

2014, Anne of Brittany

Duchess of Brittany,

Twice Queen of France,

A life (1477 – 1514) closely linked to several
Châteaux of the Loire : Nantes, Langeais,
Amboise, Blois, Le Clos-Lucé, Loches.

An opportunity for a first cultural season
for the network.

- Working together
- Sharing the same tools



Joint cultural project

"1515-2015 - Francis I, the Renaissance in the Loire Valley",

- second operation of this kind
- coordinated by Mission Val de Loire.

Method: partnership and consultation

Mission Val de Loire

- acting as a coordinator for this operation,
- producing the generic communication tools : A website in french, english and italian, Communication tools

Coordination work in liaison with the devolved departments of

- the State,
- regional departments,
- regional and *département*-level tourist promotion organisations
- scientific and heritage stakeholders involved in the operation.

A cultural season
February – November 2015

Joint cultural projects

Involvement of the territory beyond the network



“Rather than limiting this operation solely to the members of the Loire châteaux network, it was decided to extend it to embrace the full heritage potential in the Loire Valley.”

The following sites have come on board to date:
11 monuments from the Loire Châteaux network
9 associated châteaux and manor houses
10 Towns and Regions of Art and History and associated towns
The Tours Centre for Higher Studies in the Renaissance
The Douce Mémoire ensemble



Achievements, fragilities

Promotion

- A change in competitive approaches

Quality

- A management approach more than a label

Accessibility/médiation

- Better trained personnel, more equipment

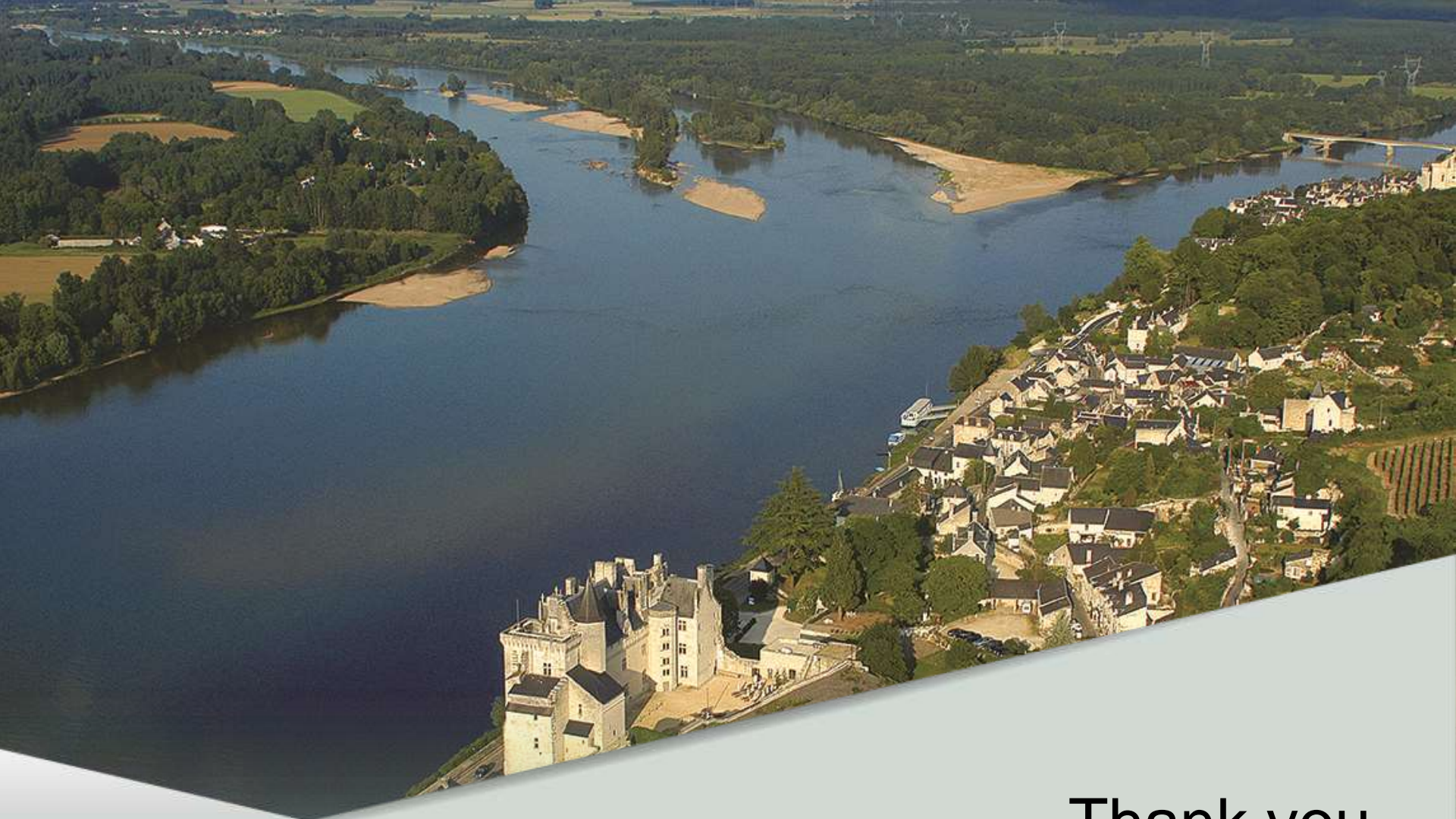
Joint cultural projects

- Sharing, relationship with the territory, a new dynamic based on history and heritage.

Achievements, fragilities

- The heterogeneity remains
- Project-led dynamic / Minimum consensus
- Operating a network = working time and broad consultation





Thank you

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