

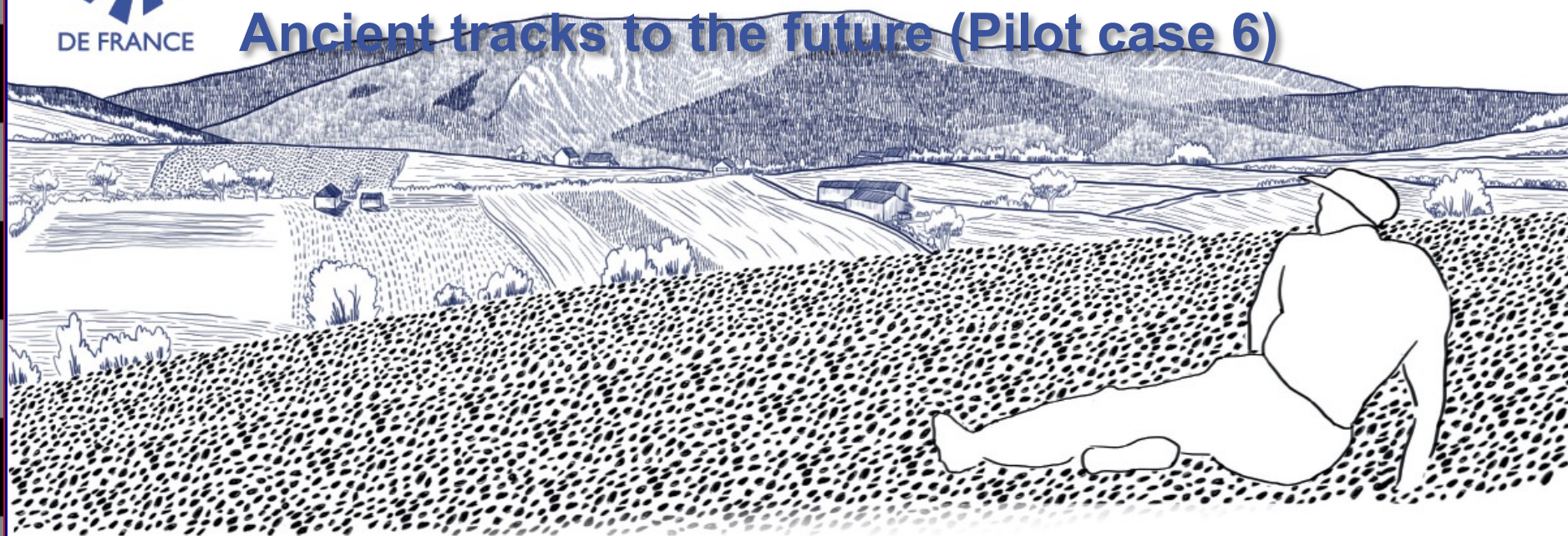
GRAND SITE



DE FRANCE

BIBRACTE - MONT BEUVRAY

Ancient tracks to the future (Pilot case 6)



INCULTUM meeting

28 October 2021

Vincent GUICHARD, General Director, BIBRACTE

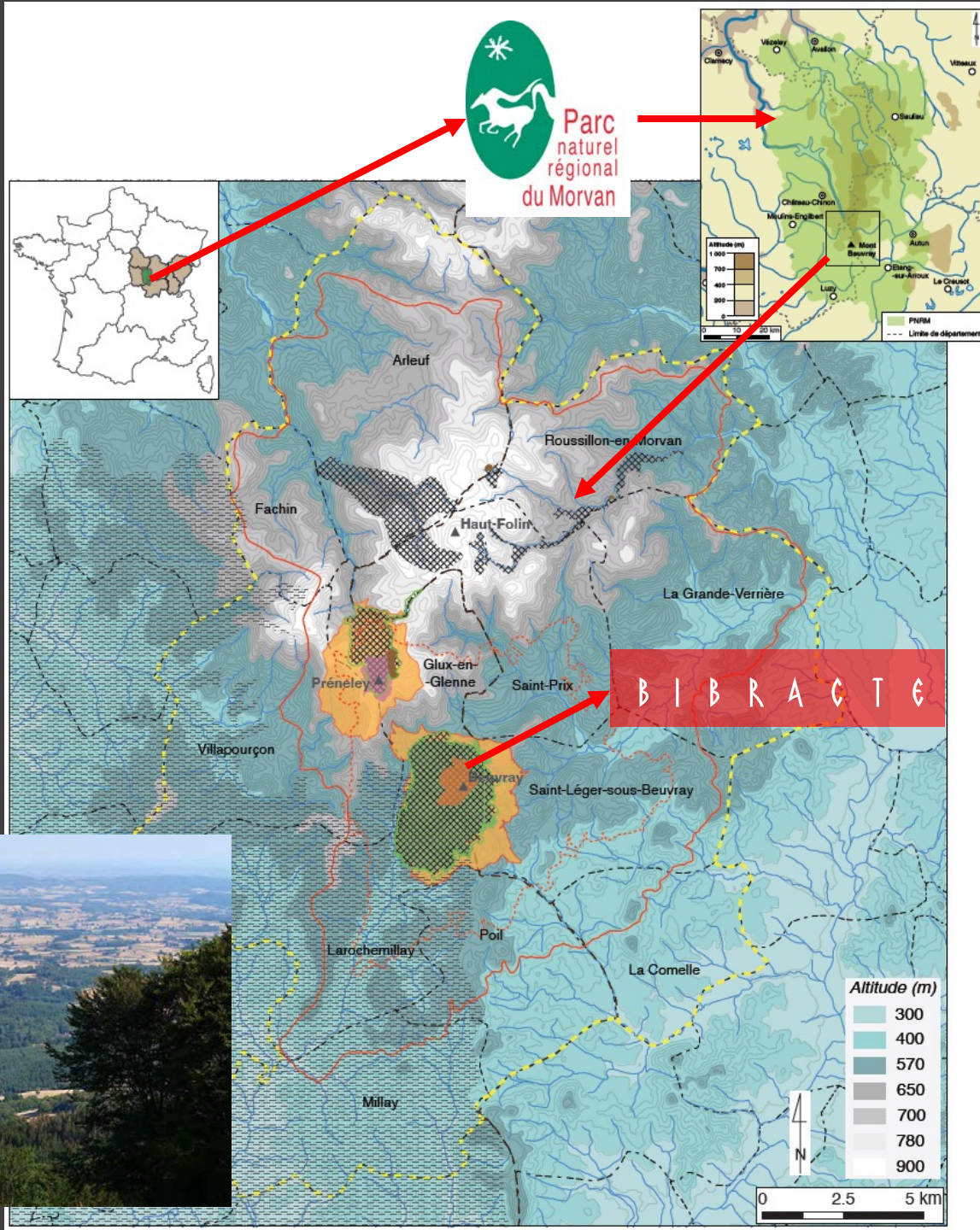
v.guichard@bibracte.fr

Flore COPPIN, Heritage and Tourism officer, INCULTUM referent, BIBRACTE

f.coppin@bibracte.fr

Our playground

- A 42,000 ha territory in the hilly area of Morvan (Burgundy, Central France)
- 12 villages
- 3,800 inhabitants
- inserted in the Natural Regional Park of Morvan
- With the renowned archaeological site of Bibracte in the center



BIBRACTE



The museum

The excavations

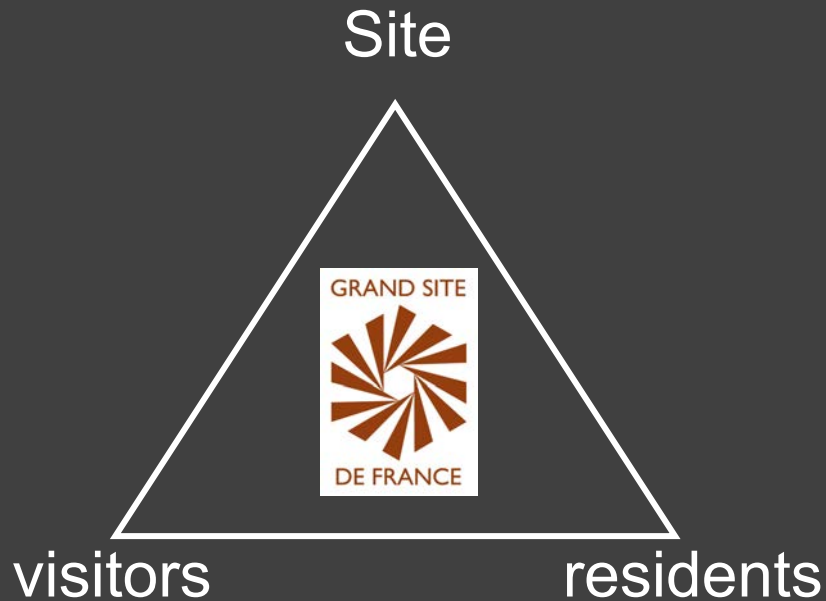
Bibracte is organized as a large open access park, where one can spend a full day
(ca. 50,000 visitors / year in the museum between mid-March and mid-November)



A rural territory

- ⇒ affected by a major demographic decline (80%) in the 20th century**
- ⇒ with agricultural and forestry systems requiring urgent and profound reform**
- ⇒ with a potential for residential and economic attractiveness to be developed**
- ⇒ labelled 'Grand Site de France' since 2008**

The label « Grand Site de France »



- **Protection and conservation of a heritage site at the core of territory**
- **Management of tourist flows**
- **Welcoming a wide audience and education**
- **Respect and involvement of residents**

➤ **Principles of sustainable, participatory, integrated management**

➤ **A new way of considering public action: holistic and shared**

20 sites have been awarded the label since its creation by the Ministry of the Environment in 2003

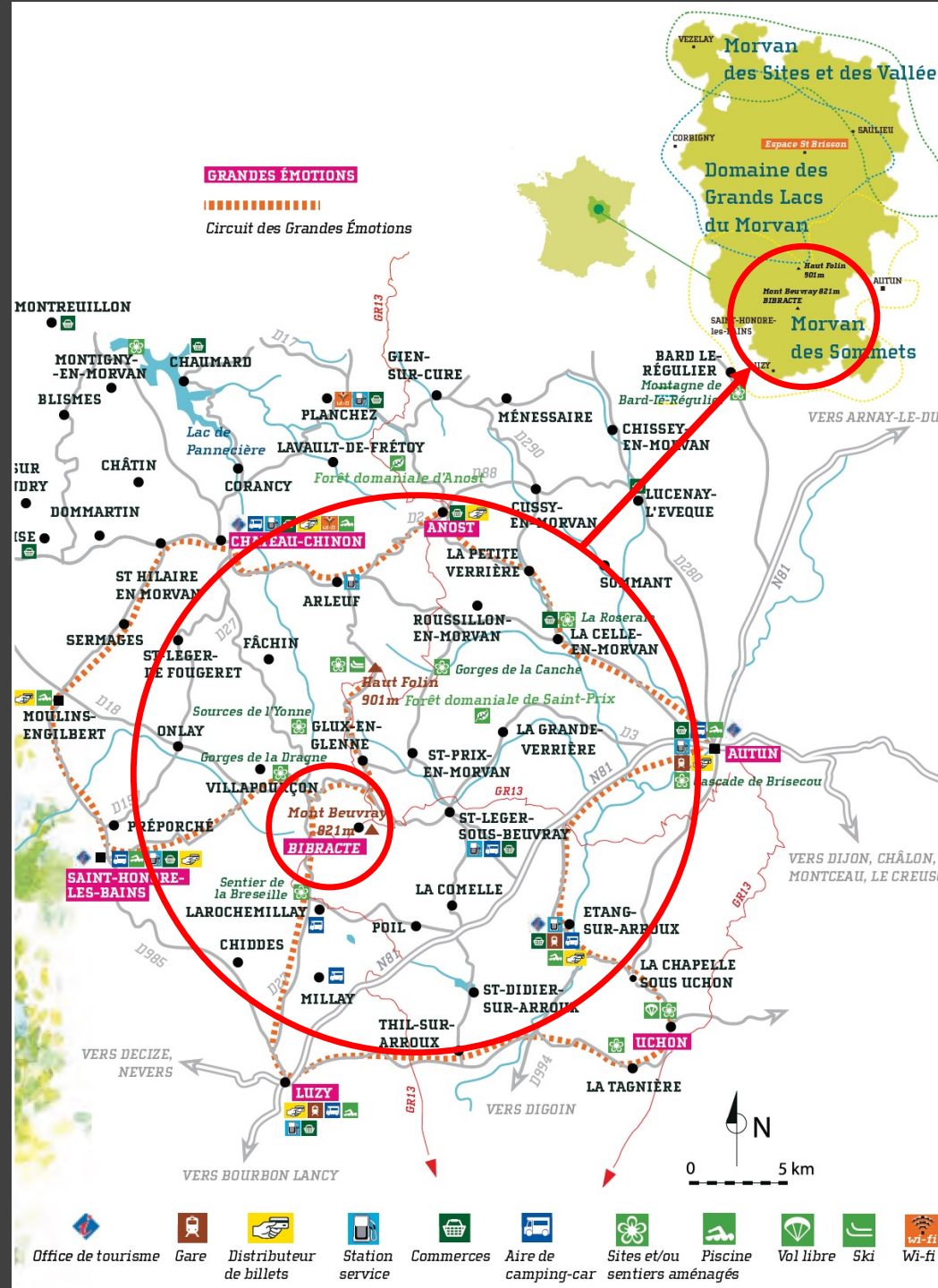
**The application for the second renewal of the label
will be submitted in november 2021
It involves a wide range of stakeholders**

The strategy for attracting tourists and residents

- A sub-destination of Burgundy

'Morvan des Sommets'

- A diffuse slow tourism offer around Bibracte, with connexions to the other sectors of economy (esp. agriculture)





The heritage resource that is key to the territory's project is **its network of rural tracks**:

=> often abandoned, but belonging to the village communities and forming **an unusually dense network**: 1,100 km for 42,000 ha

=> **A real common** with multiple and shared uses (agriculture, forestry, hunting, walking) to which the inhabitants are strongly attached.

Another major heritage resource to be explored: **the hydraulic heritage?**

Enhancing the network of tracks

Four steps:

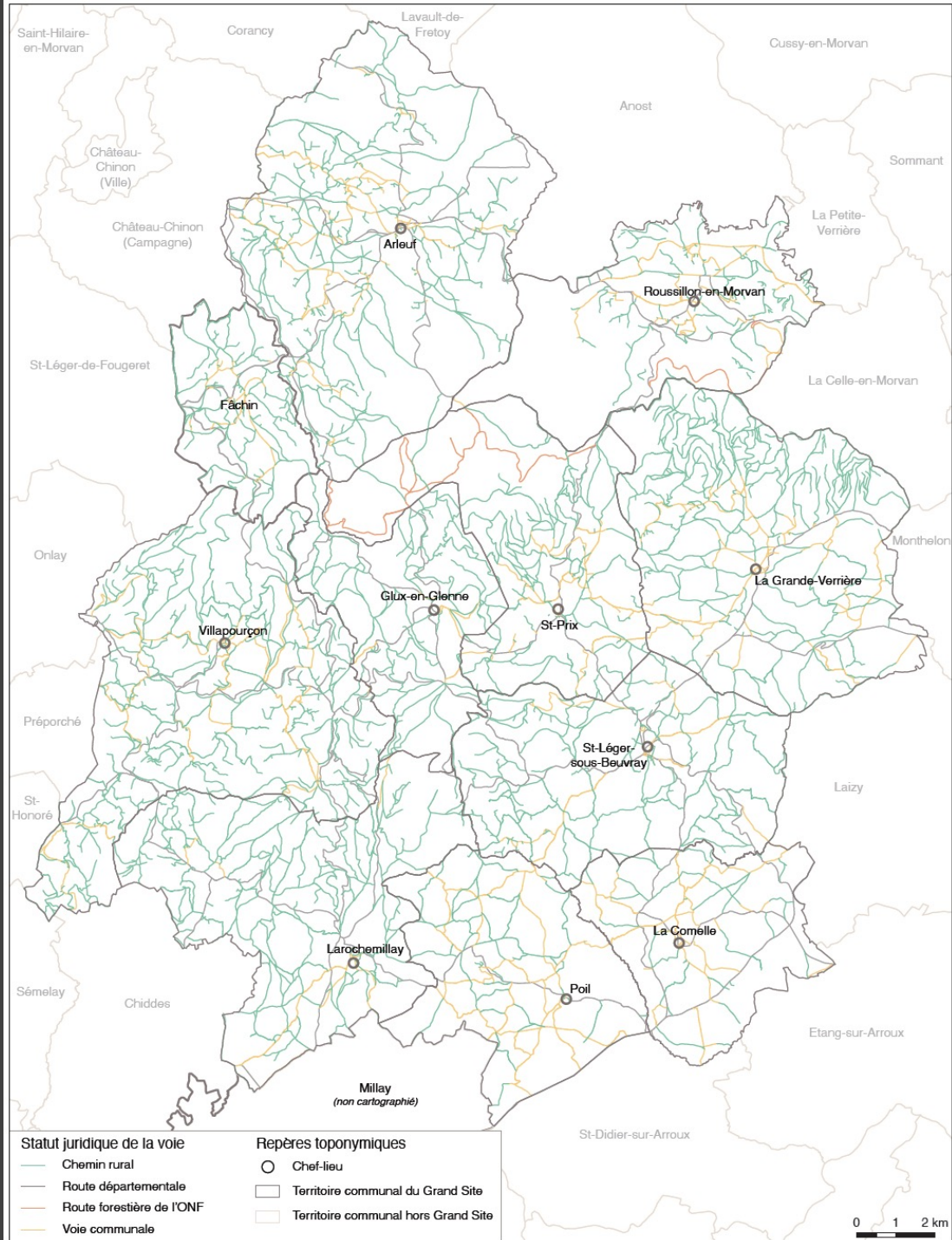
1. Reactivating the interest
2. Compiling the maps on a GIS
3. Checking in the field with the villagers and the use of a tablet
4. Sharing the data on a webSIG
<https://cartes.ternum-bfc.fr/?config=apps/sm-du-parc-naturel-regional-du-morvan/chemins-ruraux-du-grand-site-de-france-bibracte-mont-beuvray.xml>
5. Organising the maintenance of paths and enhancing them

Step 2 is nearly achieved

Steps 1, 3 and 4 are in progress

Step 5 is starting

It will be Flore COPPIN's main task to run Step 5
Her contract starts in November



Finally,
Bibracte has developed
a survey methodology
to involve the inhabitants
and local stakeholders
in the tourism issue.

The report will soon be translated
into English to be shared
with the consortium.

It is hoped to have the possibility
to implement this methodology
on the INCULTUM pilot sites
in order to have comparative data
on Bibracte's performance.

BIBRACTE, SES VISITEURS & SON TERRITOIRE TOURISTIQUE

BILAN DE DEUX ANNÉES D'ENQUÊTES



A scenic view of a valley seen through tree branches. The foreground is filled with dark, silhouetted tree branches and green leaves. In the background, a lush green valley stretches out, featuring rolling hills, a small cluster of buildings, and a winding river. The sky is bright and slightly hazy.

Thank you for your attention
Merci pour votre attention