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**Offer name:**

Create and promote a tourist destination in connection with nature and water

**Expiry date:**

01/06/2019

**Offering LAG:**

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[GAL Dombes Saône](#) [1]

**Country:**

- France

**Spoken languages:**

- Alemán - Inglés - Francés

**Looking for**

**Type of partner:**

We are looking for partners who offer a nature tourist destination / who are a bird-watching destination, or partners who wish to develop such a destination.

**Country(ies):**

- European Union

**Type of area:**

- Inland, Island, Lakes & rivers, Coastal, Peri-Urban, Rural

**Assets of the area:**

- High Nature Value, Forest, Protected areas

**Project idea**

**Project type:**

- Cooperation within the country
- Across regions
- Cooperation within the country
- Within the same region

Transnational cooperation  
Cross - border cooperation  
Transnational cooperation  
With other MSs (no shared border)

**Project topic:**

Knowledge transfer / education / training activities  
Fisheries and aquaculture  
Marketing  
Economic diversification  
Tourism / Territorial branding

**Additional keywords:**

- Natural environment & Resources / Landscape; Rural infrastructures

**Context:**

The LAG gathers 6 rural communities and is known as the “thousand ponds region”. It is a Natura 2000 area, and we aimed to be labelled as a RAMSAR site. Fish production is highly developed and highlighted with special events (Journées Poissons de Dombes : “Dombes fish days” with lots of activities about traditional fishing, local fish meals in restaurants, discovery of fish products like fish leather...) . Now we would like to expand the offer by promoting other natural resources.

**Project idea summary:**

The LAG gathers 6 rural communities and is known as the “thousand ponds region”. The diversity of species and landscapes is a great opportunity to develop outdoor activities for locals and tourists, such as walking trail, bike path or birding trail.

We wish to promote local assets (like natural resources, local gastronomy, traditional fishing) by developing a tourist destination about nature and wildlife watching.

**Objectives:**

Proposed objectives: tourist diversification / Develop a tourism offer about local heritage, gastronomy and nature

Target group : tourists with an interest to outdoor activities and wildlife, birders

Intended actions :

- Marketing about target-groups
- Implement new activities: pedagogic nature walking path, guided tour with an ornithologist, tourist route for bikers, for birders, for horse riders, ...
- Territorial branding
- Promotional event of local knowhow
- Best practices exchanges
- ...

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**Links**

[1] [https://enrd.ec.europa.eu/lag/fr-044\\_es](https://enrd.ec.europa.eu/lag/fr-044_es)

