

About the search for the 1st seminar, the specific case of our partnership can not be considered a contribution "technical" relevant to the proposed objectives. Indeed, our participation in this partnership is part of the particular activity "rural tourism", which for now is a sector in the making. Indeed, a majority of players in this field, are farmers who wish to develop a secondary activity to supplement income from their exploitation. In this, the training is still marginal, and farmers engaged in this field, have a particular sensitivity, allowing them to build me, without having experienced a learning trades tourism.

Therefore, our study is confined to a 1st time for a " summary" of this emerging sector, as well as jobs associated with this activity.

Rural Tourism - Elements of definition

Rural tourism is a form of alternative tourism taking place in rural areas, especially among farmers, the origin (the word used on farm), but also among "locals" did not necessarily affiliated with the earth.

This type of tourism, including hotel-restaurant criticized some forms, sometimes with aid, which they seemed to affect their activity is difficult to define with precision. It includes, in fact, tourism practices close but different (agro-tourism, wine tourism, tourism, hiking, nature, eco-tourism, etc.).

Rural tourism means tourism locally, and wanted control of the local people, tourism and meeting sharing, drawing his arguments in the richness of the soil and friendly people.

In France, rural tourism, sometimes called "green" is a common practice in development which affects about 30% of visits, but less than 20% of consumption. Through a return to the campaign, including some living hope "their roots" and "recharge" (terms often used loosely by those responsible for communication and some journalists). Rural tourism seems to be of paramount importance with regard to short stays.

Over the past thirty years, farmers and rural non-farmers offering accommodation in the countryside to meet specific standards, such as country cottage, guest room, farm cottage, camping on the farm. They propose to restore with local products to their meals or in the farmhouse (whose development is considerable in many areas such as Alsace).

The term "rural tourism" to other forms accommodation in rural areas: rural hotel (Logis de type France), tourist homes, holiday villages, houses family vacation, etc..

Moreover, many neo-rural urban origin (often retired, returned home or permanently attached to their holidays), or even strangers to create their structure in the countryside accommodation (furnished tourist rooms Bs).

To meet the demand of a seemingly growing rural tourism "participatory", offering accommodation s'enrichit quite frequently stays theme offering guests to experience nature (horse-riding, hiking), picking berries and search for mushrooms, "initiation" terroir (cooking classes, tasting of foie-gras), wine or art (watercolor, writing workshop).

European states encourage their farmers to expand the accommodation business, to offset declining revenues from traditional activities (crops and livestock). Thus, the FNSEA, french main farmers' union, predicts that in 2012 approximately 25% of the income of farmers will be directly linked to rural tourism.

Rural tourism - Elements of context in agriculture

Rural tourism is an essential sector of tourism French, both from an economic point of view as the image shaped by this industry. It is an element of the image of a territory and its attractiveness. Farmers have contributed significantly to its development. Indeed, outside of production activity in the strict sense, the contribution of agriculture to the common property and size of assets (heritage, intangible heritage, gastronomic heritage ..) is an important factor in the dynamism of rural areas .

The farm is for farmers of interest:

- To develop and preserve their natural and built heritage
- To diversify their activities,
- For additional income

- To greet and meet people from various backgrounds.

The types of activity

Rural tourism has evolved along with the rural area, with adjustments of farming and the arrival of new populations, some of which have created employment in tourism activities. It has diversified into the shelter, home to more quality, sports and recreational in nature and animation heritage. It has the sprawl of new breaks over time, and so it is no longer concentrated only in the summer period.

The activities initiated by rural tourism are manifold, in:

- the accommodation gite, cottage children, guest room, group lodging, camping at the farm, natural range of camping ...
- restoration of the table d'hôte, farm, taste the farm ...
- leisure activities and sports: fishing, hunting, sports of nature, hiking, horseback riding, cycling, mountain biking ..
- cultural and educational activities: discovery of the agricultural heritage and rural farm, home school ...
- direct sales of farm products: collection of farm products, sales of quality products processed or not ...

But supply is still insufficient and highly structured non-market (stays in second homes, families, friends ..). There is still this little pay. The low proportion of

accommodation merchants traded reveals margins of progress possible in production and farm-based tourism for specific charters.

It is an activity too weakly developed. According to figures from the agricultural census of 2005, approximately 100 000 farms (18%) engaged in direct sales of products and over 17 700 (3%) do business related to tourism (two-thirds offer accommodation and around 16 % a restoration).

The Chambers of Agriculture have developed support important to support this sector through technical advice, implementation of specific training, professionalisation and networking of stakeholders with the creation of federal trademarks:

Welcome to the farm market and country producers

Key figures

World tourism demand is constantly increasing, and France is well positioned in international competition:

- 1st receptive countries in the world (in 2007, 82 million international tourists),
- 3rd country for tourism revenue, after the United States and Spain.

A significant proportion of tourism demand French:

- 73% of French residents traveling outside their home for short (at least 1 night) or long stays,
- 9 stays at 10 will take place in France,
- 63% of the population goes on holiday (stay for personal reasons at least 4 nights)
- The average length of stay is decreasing: the French go more often and for shorter periods each time,
- Short stays are growing faster than all stays.

Tourism in rural areas on (2007 figures):

85% of national territory,
35% of the national tourism,
50% of the capacity of accommodation,
20% of the tourist

but it is essentially a non-market, 70% of overnight stays made to the campaign in second homes, with relatives, friends and little pay.

Rural Tourism - Related Occupations

This will involve presenting some businesses related to rural tourism and whose institutions represented by France-Europe players on the field of training. No answer "concrete" to the command, the job profiles highlight skills associated with these cross profiles. In this, they remain relevant in the context of our research.

Moderator nature

Oriented awareness to respect the territory and the environment, the facilitator sets up nature and facilitates educational activities and discovery environment tailored to its audiences (tourists, schools, associations ...)

The interpretation of the environments is also one of lines of work. It is very close to the educational environment in its activities.

Like the sports leader, it is often used in associations or local authorities.

Employers and professional situations covered

Association for Environmental Education, local community.

Situations covered: nature educator ...

Missions and activities

Works to raise awareness, interpretation media, educate the public about the nature and the environment.

Designs, builds and runs the discovery and awareness of the territory and the environment in collaboration with sponsors direct (associations, groups, schools ...) or indirect (in the case of parks including regional associations and community authorities) on one or more days.

Ensure the maintenance and operation of the site in activities, and protection of sites.

Being "in charge nature," which specificity in the countryside?

Skills characteristics of the business' nature ordinator "

Lead, manage, develop an activity	★
Animate	★★★★
Informations / Home	★★★★
Organizing events	★★
Accompany / Guide	★
Hotels / Restaurants	★
Design, promote, sell and tourist stays	★★
Develop local tourism	★

And more?

Anticipate, innovate	★
Know and manage the resources of the territory	★★
Organize and cooperate with the players	★★
Educate, train	★★
Manage conflict mediator be	★★
Ensure user safety	★★★★
Host specific audiences	★★★★

Sectors of activity characteristic of the profession of "nature ordinator"

Home / Information	☆☆☆
Agriculture	☆☆
Commercial	☆
Culture & Heritage	☆☆
Environment / Nature	☆☆☆
Hotels / Restaurants	☆
Sport / Leisure / Entertainment	☆☆

Sector (s) available for use (s)

- Association
- Public

Situations jobs frequently

- Status of employee
- Full Time
- Yearly
- multiple
- Pluriemployeur

Guide / Escort

The business guide / companion is in many areas and with the particular characteristics of each area.

However, the circuit and accompanying the group during implementation remain constants of the trade. Similarly, this profession requires a solid understanding of environmental, heritage, etc ... to enliven the excursions.

The guide / coach has most often self-employed status.

Employers and professional situations covered

All fields of activities such as sport (including the full physical nature), nature, culture, territory (country guide, local driver, etc. ...)...

Missions and activities

Organizes circuits (a few hours to several days) and accompany the participants. Participates in the discovery and enhancement of the environment (built heritage, natural ...) in which the group operates. Can also be induced to use animals as pack animals or to convey: donkey, horse, pony.

Situations covered: Mountain accompanist, museum guide, tour guide, coach touring with animal pack ...

Being a Guide / Companion, "which specificity in the countryside?"

A culture will enjoy expanded circuits and adapt easily to customers encountered speech.

The knowledge of access rights in the context of mobilisations (biking, hiking ...) is a plus for a smooth animation.

Compared with the accompanying high mountain practice, it is softer and more accessible to the public.

The situations connected with this trade are numerous.

Skills characteristics of the business' Guide / Companion "

Lead, manage, develop an activity	☆☆
Animate	☆☆
Informations / Home	☆☆☆
Organizing events	☆☆
Accompany / Guide	☆☆☆
Hotels / Restaurants	☆
Design, promote, sell and tourist stays	☆☆
Develop local tourism	☆☆

And more?

Anticipate, innovate	
Know and manage the resources of the territory	☆☆☆
Organize and cooperate with the players	☆☆☆
Educate, train	
Manage conflict mediator be	☆☆
Ensure user safety	☆☆☆
Host specific audiences	☆☆☆

Sectors of activity characteristic of the profession of "Guide / Companion"

Home / Information	☆☆☆
Agriculture	☆☆
Commercial	☆☆
Culture & Heritage	☆☆
Environment / Nature	☆☆
Hotels / Restaurants	☆☆
Sport / Leisure / Entertainment	☆☆☆

Sector (s) available for use (s)

- Private
- Association
- Public

Situations jobs frequently

- Status of independent
- Full Time
- Seasonal
- multiple
- Pluriemployeur

Business manager or equipment of rural tourism

The manager is the conductor of a business or equipment of rural tourism. It mainly provides the coordination of the structure which it is *sible*. However, in rural areas, due to the small size of *stru* is business requires that the manager himself combines various businesses.

Employers and professional situations covered

Any enterprise or activity of rural tourism, including lodging, camping, hotel, restaurant, room and breakfast, farm, coach, provision of sporting and leisure ... Situations covered: operator of lodging, farm operator, provider of sports and leisure ...

Missions and activities

Ensures the continuity of the business, activity or equipment in coordinating the human and financial resources with internal goals and the business environment or equipment.
Outlines the strategies and tools to adopt to these objectives, particularly in the areas of trade.
Leads his team and players.

Being "business manager or equipment of rural tourism," which specificity in the countryside?

The low number of employees in such structures often leads the manager to be assistant, intake officer in addition to its main activity: animation, food, lodging ... exercise this profession in rural areas is a strong demand versatility.
Beyond the administrative nature of the trade, the manager is often on the ground, in contact with other players and operators.

Skills characteristics of the job "Manager or equipment for rural tourism"

Lead, manage, develop an activity	☆☆☆
Animate	☆☆
Informations / Home	☆☆
Organizing events	☆☆
Accompany / Guide	☆
Hotels / Restaurants	☆☆
Design, promote, sell and tourist stays	☆☆☆
Develop local tourism	☆

And more?

Anticipate, innovate	☆☆
Know and manage the resources of the territory	☆☆
Organize and cooperate with the players	☆☆☆
Educate, train	
Manage conflict mediator be	☆☆
Ensure user safety	☆☆
Host specific audiences	☆

Sectors of activity characteristic of the profession of "business manager or equipment of rural tourism"

Home / Information	☆
Agriculture	☆
Commercial	☆☆
Culture & Heritage	☆
Environment / Nature	☆
Hotels / Restaurants	☆
Sport / Leisure / Entertainment	☆

Sector (s) available for use (s)

- Private
- Association
- Public

Situations jobs frequently

- Status of independent
- Full Time
- Yearly
- Self-activity
- Self-employer