

Provence-Alpes-Côte d'Azur, France

Pilot area(s)

Brantes (Vaucluse) and settlement of Pierre-Grosse, Mollines-en-Queyras (Hautes-Alpes)

Aim

To identify territorial dynamics in order to address intervention policies correctly and to support decisions.

Methodology

Activities were carried out in two phases.

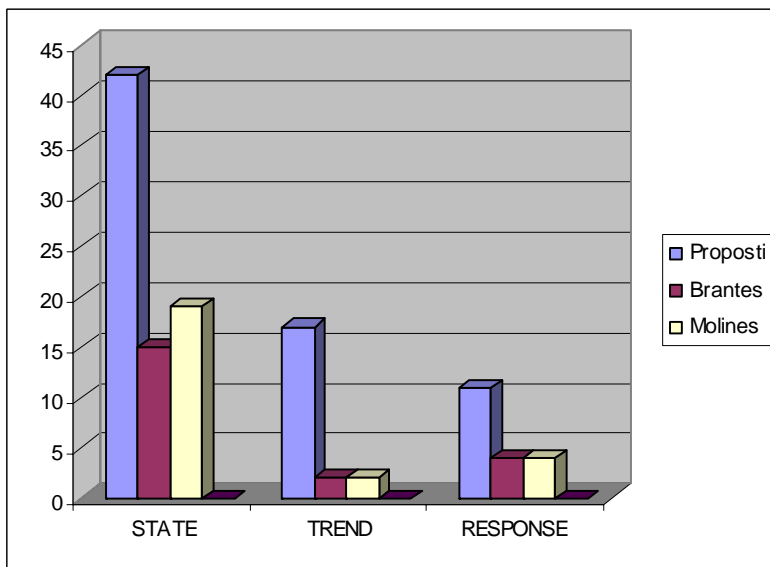
In the first phase, data collected during Culturalp activities was used. This data came from many sources and notably INSEE; most was collected through internet. Then the work was to attribute each datum to a category of indicators in order to create the SWOT analysis matrix. The basic indicators were the four State indicators (tangible heritage, intangible heritage, people, economy). In this phase the analysis was only done from the scientific point of view (table analysis), and only Strengths and Weaknesses were outlined.

In the second phase interviews to local administrators allowed for the collecting of data related to State and Trend indicators; characteristics (Strengths and Weaknesses) and dynamics (Opportunities and Threats) were outlined. Operational tools and best practices in the pilot areas are closely linked with this process.

The selected indicators mainly regard demographic dynamics, economic elements, tourism, retail activities, accessibility, cultural and natural heritage elements, over-municipality projects.

State of work

Already concluded



Proposed/used indicators

SWOT analysis of Brantes

Strengths	Weaknesses
High authenticity level of buildings and of the whole village	No constructions protected by law
Natural heritage of great quality, beautiful mountain landscapes (Mont Ventoux)	Decline of the agropastoral activities : too few agricultural spaces
Important natural richness (ZNIEFF ...)	Buildings too to seasonal residence
Existence of a MAB Unesco Reserve and of a Charter for environment and sustainable development	Not enough public and commercial utilities
Program of restoration of the chapels (Leader II)	No museums or festivals
Program against the decline of traditional activities (Leader +), specific programs for restoration of built heritage	Significant demographic fall (65 inhabitants)
Presence of handicraft activities (potteries, ceramics ...)	Drop between 1990 and 1999 of the old population
The reduced population is favourable to having a quiet village, and also to the proximity between inhabitants	The great distance from the centre to primary public services means needing a car
Even if the population has dropped noticeably, there's a 50% increase between 1990 and 1999 of the under 14s, which is a positive point for the good health of the settlement	Too few tourist services
Isolated village, far from industrial activities: quiet place	
Exploitation of wood	
Price of land and of the residential buildings lower than in other places in the region	
Opportunities	Threats
Will to create a Natural Regional Park	Decline of the agropastoral activities can bring to natural open spaces closing, which is responsible for landscape standardization, biodiversity deterioration and an increasing risk of forest fire
Development of cultural tourism	Complete disappearance of the inhabitants due to lack of tourist attraction, risk of a "ghost town"
The village could take advantage of the traditional activity of potteries and ceramics in order to foster cultural tourism	Disappearance of old people is responsible for the loss of the territory's memory and its traditions
The lack of population goes in favour of the maintenance of the site's integrity in the future	The low prices of the buildings can encourage people to have only a seasonal residence, risk of anarchic development of this housing
The increasing number of young people will be an advantage in the future for a resumption of heritage	
The wood exploitation activity has to be maintained	
The low prices of buildings can encourage the implantation of residents	

SWOT analysis of the settlement of Pierre-Grosse, Molines-en-Queyras

Strengths	Weaknesses
Natural heritage of great quality, beautiful mountain landscapes	Few constructions are protected by the law
Existence of a Natural Regional Park	Houses built near the river, which can be problematic because of floods
Many houses built with local typical traditions	Presence of wolfs which can create threats for the visitors and the inhabitants, and which is also a problem for the pastoral activity
High building and village authenticity level	Many hiking trails which can be problematic during the high tourist season (degradation)
No transition spaces between the built areas and the agricultural land	50 % of the buildings are for seasonal use
Houses built on a gentle slope and orientated to the sunny side	Between 1982 and 1999, 50 % reduction in people under 14
Houses built near the river and near water sources	Tourist presence only in summer and winter
Houses built all along the main street which is important for accessibility during the snowy season	
Presence of wolfs in the park which is a good indicator of the ecologic value	
Many hiking trails which is a good way for the visitors to discover the land	
Some local traditional products, local traditions and crafting products, which is an indicator of the activity of the village	
Existence of one school	
Tourist site during winter and summer	
Many beds for tourists	
Existence of a skiing resort near the village	
Price of land and of residential buildings lower than other places in the region	
Opportunities	Threats
The park is a candidate to be a MAB Unesco reserve in a few years	The high mountain landscapes are facing the risk of deterioration because of the disappearance in agriculture
Development of eco-tourism	Risk of losing the area's integrity with construction of non harmonious buildings
Local traditional products are a good way to revitalize the village	Sheep and agricultural activity is potentially disappearing
The existence of a school can incite permanent use for couples with children	Risk of degradation for natural open spaces because of tourist exploitation
The low prices of residential buildings can encourage the implantation of residents	50% of the buildings are for seasonal use: this means a deserted site for many months
	High reduction in young people: risk of progressive "devitalisation" of the village