

# Tourism for Tomorrow Awards

## 1. CONTACT INFORMATIONS

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## 2. GENERAL INFORMATIONS

**Award category** : Environment Award

**In activity** since 2011, for 5 years.

**Nature of the activity** : Touristic accommodation (individual/collective) in cottages without catering.

**The five main reasons that make me think that I can win a Tourism for Tomorrow Award :**

- A welcome for all types of public (non-disabled and disabled) in 100% of cottages from -0 to more than 100 years, with all of the equipment with disabled standards and twelve individual beds dedicated to.
- In a restricted environment (1,000 meters of altitude in low-mountain), a structure that works totally thanks to renewable energies.

- A swimming-pool with salt (in opposition with compulsory chlorite, having dangerous repercussions proved for health)
- A constant work to guarantee the air quality (outside and inside) and water from a drinking water source and biological, drawn from a well situated at -20 meters.
- The encouragement of soft mobilities with the provision of a charging station, bicycles and electric vehicles.

### 3. SUMMARY OF THE PROJECT

In 2001, in order to restructure a garden shelter in rural cottage, I create a cottage for 4 to 6 persons, available for spastics (the first one in Auvergne to be labelled « Tourism and Handicap » in 2002). Following the growing success of this cottage, from 2002 to 2007, **I realize with my family in eco-conception and eco-construction a village of four cottages made in biological resources.**

« **Bon Air Lodges** » - (plus a fifth cottage at 500 meters of the site), corresponding to 3 goals :

- **Accommodation totally inclusive and open to all types of public** (cottages able to welcome 20 persons in comfort and 35 in single bed in total. They are entirely french standardised « Tourism and Handicap ». Twelve beds are specifically dedicated to disabled people.

A welcome in 5A : Accessibility, Autonomy, Altitude, Authenticity in Auvergne.

- **Accommodation mainly powered by renewable energies** with the establishment of a range of techniques : photovoltaic (sold in France to ERDF) ; solar energy : solar water heater in the large cottage and solar shower for the swimming-pool ; geothermal energy (heating floors) ;

canadian wells, source water / bio water (drilling to 620 meters certified by 325 scan lines, resourcing by the air (pathway of « Bon Air »))

Also : low-energy lights bulbs, domestic appliances A\*\*\*, recovery of rain water (toilets and washing machine), compost and recycling, spa with fresh water, charging station for electric vehicles, etc. The overall is financially autonomous in energy and to 30% in real energy.

- **Accommodation highlighting well-being and health** with a salt swimming-pool, covered and heated during the whole year (365 days per year) and bioclimatic cottages, earthquake-resistant.

These different aspects are the subject of a short presentation to « Sustainable Tourism », during the reception of the public on the site, aiming to explain the functioning of cottages, but also the environmental positioning of the structure, and its development unreservedly on well-being and health. This short interactive presentation lasts 1h-1h30 and interests widely the public.

Finally, on-site, the constant worry about **working in line with local stakeholders of the territory**. I guide my clients towards local restaurant owners and providers (cheese producers, etc.) and I show them excursions to do on-site.

My vision of « Sustainable Tourism » is focused on these three requirements, that I have concretely developed in my cottages : **a tourism for all types of public** (social tourism), **a responsible tourism** in order to make sites continuing (renewable energies and preoccupation about the territory), **a tourism for well-being** (because it is also and mainly holidays, so it must be a pleasure)

All of the eco-village is opened during the whole year and welcome people 365 days per year, that enables to break the seasonality for the territory. The company is managed on a familial and individual way, with a will of exchanges of good practices and a knowledge sharing with interested hosts.

In 2016, « Bon Air Lodges » represents more than 6,000 nights (15% of the clients are related to disability, 12% of international clients), as many tourists who go to discover the territory...

### **Goals and objectives :**

Considering the altitude (1,000 meters) in mainland region (cold dry), the hamlet of four cottages « Bon Air Lodges » must respond to five objectives :

- An universal welcome, whatever the good or bad form of the residents.
- A welcoming environmental structure with bio-climatism, renewable energies and possible saves oriented towards the « less consume »
- An exceptional resourcement on the air quality as outside as inside (QAI)
- Supply a source water / bio water directly in the faucet or stored in glass containers to avoid the Bisphenol A (endocrine disorders) of artificial packagings made with oil.
- The well-being in swimming-pool in a salt water close to the naturality, contrary to the chlorine.
- A tourism living with soft mobilities (provision of bikes and electric vehicles)

### **Partners – « Help yourself and the sky will help you back » :**

- **About tourism :** Label « CléVacances France » (3 keys), Ranking ATOUT France (4\*\*\*\*), nominated in 2013 « Hotelier Concept » by the « Echo Touristic », nominated « Sustainable Tourism » in 2014 by the « Echo Touristic », Label « Green Key » from 2012 to 2016

- **About handicap :** Label « Tourism and Handicap » since 2002 and 2011 (4 deficiencies), « Association Paralyzed France of Cantal » (Participants and members of the Departmental Consultative Commission Security Accessibility) Presentation on *Facing* in January 2015 National Trophy for Accessibility in 2014 (Ministry of Ecology)

- **About housing** : « Promotelec » 2013 that defines this realization :

Only cottages in France « a safe housing, healthy, suitable to everyone, thrifty, environment respectful »

Case study construction21.fr since 2013.

**Number of affected people and scale of the project :**

The realization of the helmet of 4 cottages enlisted my wife Christine, my children Gregory, Delphine and me for the auto-construction in 2009 and 2010 of the 4 cottages.

Local craftsmen were requested, on the one hand, for the "civil engineering" and on the other hand, for the plumbing-electricity-renewable energies.

On-site, we guide our clients to stakeholders of the territory with a created job and from 2 to 3 jobs induced :

Local providers, restaurant owners, sites, visit of farms and cheese producers, riding schools, winter or summer ski resorts, hiking to discover heritage, fauna and flora.

In 2016, « Bon Air Lodges » represents more than 6,000 nights (15% of the clients are related to handicap, 12% of international clients), as many tourists who go to discover the territory...

Nowadays, I describe myself as « **Gîtécologue en Trouveaologie** » and I make the reservations, the welcome, the cleaning and the maintenance of the site. My wife participate in the cleaning and in the maintenance of the site (natural decoration aspect)

**-Economic model and involved fund (turnover, investment) :**

The total investment was 495,000€ in 2010 :

- 212,000€ of loans (Christine and Guy for 162,000€ and Gregory for 50,000€)

- Helps of the General Council of Cantal (40,000€ Handicap and Sustainable Tourism)
- Helps FEADER (Europe) (15,000€ Sustainable Tourism and Handicap) and France (14,700€ Handicap)
- Helps of National Holiday Vouchers Agency ANCV (95,550€ on 133,700€ originally planned)
- Balance by self-financing (117,750€)

I am declared as a shape of an individual company in my own name, and I declare my income in the Industrial and Commercial Profits BIC. The annual turnover is up to 75,000€ for the five cottages.

#### **4 The criteria of environmental category.**

The realization in eco-conception and eco-construction of the village « Bon Air Lodges » (4 cottages + a fifth cottage at 500 meters from the site) aims to be **an exemple and to be repeated in terms of environmental aspect** :

- Despite extreme climatic conditions (1,000 meters of altitude in low-mountain range), a cold and dry continental climate, a certain economic isolation (french desert), the whole village aims to open up a low-touristic area and to offer an accommodation quality that does not damage the environment.
- The model – created in 2010 – is very interesting and really operational today. Besides, it is duplicable in France, in Europe or at the international scale – and makes easier the highlight of low-frequented territories by the public, allowing to distribute in a better way the tourist flows, to avoid the environmental pressures on the same sites, and to offer the possibility of using the tourism as a lever of local development to the most isolated areas.
- The realization, which is not only based on local materials (spruce wood, etc.) can be suitable somewhere else with basic materials of using.
- Renewable energies are all over the world recoverable and reproducible, in a total respect of environment, also in the spirit that tourism for tomorrow must think about the reduction of GES and be an active

stakeholder in the struggle against global warming, from which it is directly dependant.

- On-site, it was demonstrated above (description of the project) that cottages were also a true lab of advanced environmental techniques :

photovoltaic (sold in France to ERDF) ; solar energy : solar water heater in the large cottage (400 liters heated on one cottage without 1 cent spent for electricity during six months of the year) and solar shower for swimming-pool ; geothermal energy (heating floors) ; canadian wells (preheating swimming-pool spaces and technical local frost, source water / bio water (drilling to -20 meters certified by 325 scan lines, resourcing by the air (pathway of « Good Air »))

Also : low-energy lights bulbs, domestic appliances A\*\*\*, recovery of rain water (toilets and washing machine), compost and recycling, spa with fresh water, charging station for electric vehicles, etc.

The overall is financially autonomous in energy and to 30% in real energy.

In total, more than 74,000€ were invested for green energies. The site is almost financially autonomous in heating and in power supply. A respected environment without any consumption of fossil energies on the site. A demonstrative village of a real applied ecology, autonomous, and particularly cost-effective. And, in addition, the structure is transverse (permanently in sustainability) in every senses of the word : reusable buildings for other activities of living spaces such as school, educational school-trips to the countryside, educational school-trips to the mountain, a welcome for all types of public, residential housing and/or seniors and inclusive etc.

Finally, clients awareness are systematically raised to this environmental question and invited to understand the integrity and the logic of the site, that can, then, help them to change their lifestyle and to invest, in their turn, in green energies.

It is notable that « Bon Air Lodges » had been already awarded, by many labels, and often quoted in specific medias for their exemplary environmental practices :

Nominated in 2013 « Hotelier Concept » by the « Echo Touristic », Presentation on *Facing* in January 2015, Case study construction21.fr since 2013 ; focus 2016 of the Building Technical Books « Energies in resorts » ; contributor N°362 EcoCity France in Nantes in September 2013 ; presentation in EcoloMag in January 2016. Several passages on TV on channel France 3 Auvergne (Sustainable Tourism and Handicap) from 2012 until 2016.

## **5. GENERAL CRITERIA.**

The project and the realization in eco-conception and eco-construction of the village « Bon Air Lodges » (4 cottages + a fifth cottage at 500 meters of the site) is completely at the crossroads of different awards that are offered by Tourism for Tomorrow Award.

- If we look at the project in terms of the award of « Sustainable Destination », we realize, as specified previously, that the model is virtuous for the territory, because the provision of pleasant accommodation to live in and energetically autonomous hilights low-frequented territories by the public, allowing to distribute in a better way the tourist flows, to avoid the environmental pressures on the same sites. Here is the case of Auvergne region, a quite enclosed area in the heart of french territory. But tomorrow, it can be another somewhere else that can, at its turn, use tourism as a lever of local development.

Besides, the sustainability seen on the sociteal point of vue is also considered because lodges aim to be accessible to all types of public (15% of the clients are disabled), particularly it is one of the rare structure, opened during the whole year, and which offers a total accessibility – including the swimming-pool, that is also responding to social tourism ethics, that wants all of the social categories to have a fairly access to holidays.

- If we look at the project in terms of the award of « Contribution to the development of local people. », here we can see, also, how lodges - which offer only accommodation – allow then to feed the whole local chain of tourism (restaurants, attractions, hobbies), of so many induced jobs for people living on the territory.



- If we look at the project in terms of the award of « Innovation and innovative sustainable projects », here we see also how much diversity and specificity of techniques in renewable energies used show a great control, but also a real capacity of innovation.

Thus, for example, the salt swimming-pool was created under duress « to create a tiny sea in altitude », with heat recovering and utilization during the whole year. In summer, it can compete swimming-pool from the south of France with 33°C of water temperature, and this, without any cents spent (bubbles heated by the sun). Also, the geothermal works thanks to two drillings of 100 meters and a heat pump which helps also to heat the swimming-pool. All of these techniques protect resources, but they are also source of health and well-being.

- Finally, if we look at the project in terms of the award « Human Resources », which evokes the evolution of employees or the implementation of qualified formations, we can say funnily, that here, formations are made directly from to producer to the consumer, because the presentations are made to explain the functioning of the site and everyone takes advantage of its environmental management, in the idea of a better environmental well-being, certainly, but also societal and cultural. And the clients, sensitive to « Sustainable Tourism » but comfortable, appreciate a lot the test « to live » of a « practical ecology based on permanent eco-friendly gesture »

Appreciations of 9,7/10 on Abritel and HomeAways and 9,4/10 on Booking, and over several years.

## **6. REFERENCES**

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## **7. LAST DETAILS**

### **How do you know us ?**

I discovered the award « Tourism for Tomorrow » on the Internet, consulting the responsible tourism website « [voyageons-autrement.com](http://voyageons-autrement.com) »

### **How many employees do you have in your organization ?**

One employee.

### **In which countries/regions do you operate ?**

In France, in the region of Auvergne, cottages « Bon Air » are positioned on a variant of the trail Great Hiking GR 4 Aubusson (23) Pont-Saint-Esprit (30). It also crosses the trail of equestrian hiking and the Departmental Short Hiking Itinerary of « Pays de Saint-Flour ».

### **What is the legal model of your association ?**

I am declared as a shape of an individual company in my own name, and I declare my income in the Industrial and Commercial Profits BIC. N° SIRET 485023543 00013.

Signature and date of file application.

Applicant's signature and date of submission.