

Ste Enimie: The Management of a Tourist Honeypot



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SAINTE ENIMIE: THE MANAGEMENT OF A “TOURIST HONEYPOT”

TEACHERS’ NOTES

- Ste. Enimie is a picturesque medieval settlement located deep within the fabulous Gorges du Tarn. On account of its site and situation, it has become one of the premier tourist honeypot sites of the “Parc National des Cévennes” in recent years. Students are required to map these developments as a springboard towards assessing the positive and negative impacts of tourism on the village. Finally, they work towards devising a management plan for the area that takes many of the conflicting interests into account.
- The village is small enough to enable each work group to survey all the streets, and it is recommended that students do so in order to appreciate the change that has occurred in Ste. Enimie.
- As a premier tourist honeypot site, Ste. Enimie attracts a large number of visitors (especially during the summer months) and nowhere within the Parc National des Cévennes is the impact of tourism so apparent.
- The study can also involve a trip to the cave at Aven Armand, located about 45 minutes away.
- Additional statistics on Ste. Enimie are available in the Resources Room in the various “Departement publications”.

SPECIFICATION LINKS

Cambridge IGCSE	3.3 Leisure Activities and Tourism
AQA C	9.12 Tourism and the Economy
Edexcel A	Unit C7 Managing Tourism
Edexcel B	Unit C7 Use and abuse of the Environment
OCR A	Unit 3 Tourism and its effects

REFERENCE TEXTS

Institut National de la Statistique et des Études Économiques. (2000) “*Recensement Général de la Population de 1999*”. INSEE.

Social and Economic Council (1997) Survey 1996.

INTRODUCTION

GENERAL INFORMATION

Leisure and tourism is the world's second largest industry in terms of money generated and is expected to be the European Union's major source of employment by the beginning of the 21st century. In recent years, there has been an explosion in demand for recreation and tourism in the economically more developed countries. This explosion is due to shorter working hours, more disposable income, earlier retirement, increased mobility and the increased desire to experience different cultures, in these countries.

Tourism in France

France, like elsewhere in Europe, has welcomed increasing numbers of tourists over recent decades. France attracts more tourists than any other country, about 57 million. Residents of the EU account for 70% of 'tourist nights', with German, British, Belgian and Dutch dominating. Tourists from the USA vary (relations between France/USA during the Invasion of Iraq), but Japanese are increasing, currently around 600,000. It was calculated in 1996 that tourist trade brings in \$112 billion per annum to the country, providing a trade surplus of \$10.9 billion. Tourism in 2001 contributed 5% to the French GDP and is expected to grow by 3.9% per annum. It is estimated that 13.6% of employment in France is tourism related or 1 in every 7.4 jobs (1.5 million jobs). Increasingly tourism in France is seen as a means of developing isolated mountain regions and under utilised coastal areas. In all France has'

- Over 1 million hotel rooms
- 900,000 camp sites
- 28,000 rural and farm rentals
- 755 vacation villages

together with private rentals offers 18.5 million beds to tourists.

Problems with Tourism

Tourism can be a two-edged sword for many areas, the benefits of increased local employment and local incomes often being counteracted by numerous adverse impacts. Common problems that tourism is associated with include environmental degradation and pollution; social impoverishment (e.g. loss of local culture); economic over-reliance on one source of income.

The development of tourism is never even; certain places with special interest or appeal are more popular with visitors. These places tend to be overcrowded at peak times and are known as **honeypots**. Sometimes planners encourage their development to ensure that sites have adequate facilities and concentrate visitor pressure in a manageable area, as in the case of Ste. Enimie. It is widely accepted that tourist areas need to be carefully managed if the maximum numbers of people are to obtain the maximum amount of enjoyment and satisfaction.

SPECIFIC INFORMATION

Ste. Enimie is a small village, with a permanent population of 509 (1999). Perhaps its most dominant feature is the high arched 13th Century bridge across the Tarn river. This was built and used for the transhumance passage of sheep between the Causse de Sauveterre and the Causse Méjean. Today it greatly increases accessibility for visitors to the village and to the Aven Armand cave system that is one of the biggest tourist draws in southern France.

Ste. Enimie is sited at one of the narrowest parts of the “Gorges du Tarn” and therefore is in constant danger of being flooded. Twice in the last one hundred years the water has left its mark in the church in the centre of the town, which sits some 15m above current water levels. The main street is therefore situated at some distance from the river (although a large car park has been built on the flood plain), nevertheless as recently as September 1992, the shops here were washed out after heavy storms and the car park was under 5m of water.

The once sleepy medieval village has attracted an increasing number of visitors over recent years and is a classic example of a tourist “honeypot”. The tourists who visit the village are drawn there for many reasons.

- It is an exceptionally well maintained and restored medieval village, giving the visitor a glimpse into a more romantic past - a vision of centuries before where vehicles are kept to the outskirts of the town and the tiny cobbled streets are preserved using local stone.
- The village is situated on a meander of the Gorges du Tarn and has some of the most spectacular limestone scenery in Europe.
- The Gorges du Tarn is a popular tourist attraction in its own right. Ste. Enimie is located approximately midway along the gorge making it a convenient stop for any of the estimated 800,000 tourists who visit the gorge each year.
- The village has easy access to the river and has become a popular site for canoeing and water sports.
- Ste. Enimie is located within the Parc National des Cévennes, and as a result receives visitors from those attracted from across Europe to the National Park. The Park authorities aim to develop the tourist potential of the National Park whilst preserving the character and environmental zones that attract people. The authorities therefore attempt to concentrate tourism in specific areas of the Park in order to contain the impact of tourists. Ste. Enimie is one of these ‘designated’ places that are designed to attract people to it and therefore reduce the impact on the surrounding area.

Its traditional appearance and history are major attractions of a village that which has the following legend associated with it:

The Legend of Sainte Enimie

Princess Enimie was the daughter of King Dagobert, a Merovingian, and very beautiful, so the tale goes. She was very pious and wished to spend her life in the service of God. Unfortunately many of the French nobles desired her hand in marriage and her Father betrothed her to one of these suitors. She prayed to God that she may be saved this terrible fate and was struck down with leprosy and the wedding was called off. In a vision Enimie was then ordered to seek a miraculous spring which would restore her to health. Travelling for days her party reached a savage ravine, where they saw a spring gushing out of the hillside, and stopped to drink. Enimie drank and almost at once the pain and corruption of her illness began to heal. Cured, she turned back to face her father and her bridegroom but as soon as she reached the mouth of the gorge her disease returned. This she experienced not once but several times; until it was plain to her that God wished her to stay in the gorge and live a life of prayer so she founded a small abbey and lived there as abbess.

A few years later Satan came to the Tarn Gorge and the frightened local peasants appealed to their abbess for help. She hunted him down the gorge and with his long goat's legs he skipped from boulder to boulder. Just when it seemed he would escape her, she called on the rocks to help her and they responded with a landslide. One large rock fell on the devil and he was almost trapped but unluckily the huge slab upon him left a tiny crack, through which he squeezed and returned to hell.

Enimie remained near the Burle spring until her death in 628AD and the village became known as Sainte Enimie.

AIMS

1. To investigate the reasons for the development of Ste. Enimie as a tourist honeypot site.
2. To examine the impacts that tourism has brought to Ste. Enimie.
3. To assess the where visitors to Ste. Enimie have come from.
4. To design management strategies to alleviate any identified problems at Ste. Enimie and develop the village for future tourism.

HYPOTHESES

- 1a No single factor is responsible for the development of Ste. Enimie as a tourist honeypot site.
- 2a Tourism has influenced land use in Ste. Enimie.
- 2b Tourism is having a negative effect upon the environment in Ste. Enimie.
- 3a Visitors come from outside of the area to visit Ste. Enimie.
- 3b Visitors have a favourable impression of Ste. Enimie.
- 4a There is a range of options for the future management of Ste. Enimie.

METHOD AND ORGANISATION OF STUDY

TASK ONE: TO INVESTIGATE THE REASONS FOR THE DEVELOPMENT OF STE. ENIMIE AS A TOURIST HONEYPOT SITE.

1. From the viewpoint of Ste. Enimie, produce a field sketch highlighting factors that may have influenced its development.
2. Produce a table that lists the possible reasons for the development of Ste. Enimie, in terms of the following criteria:
 - ❖ Site (thinking about the aspect of the village, settlement pattern for example).
 - ❖ Situation (also consider the relief of the surrounding area).
 - ❖ Accessibility.
 - ❖ Ste. Enimie's location in the peripheral zone of the Parc National des Cévennes.
 - ❖ The "feeling" of antiquity (thinking about the architecture of the village, the street pattern and the historical attractions).
 - ❖ The use of the River Tarn.

The historical attractions include the remains of Enimie's monastery, the fontaine de Burle whose waters cured Enimie, the 12th Century church, the Halle au Ble (former cornmarket) and L'Ermitage (a chapel dedicated to Enimie).

TASK TWO: TO EXAMINE THE IMPACTS THAT TOURISM HAS BROUGHT TO STE. ENIMIE.

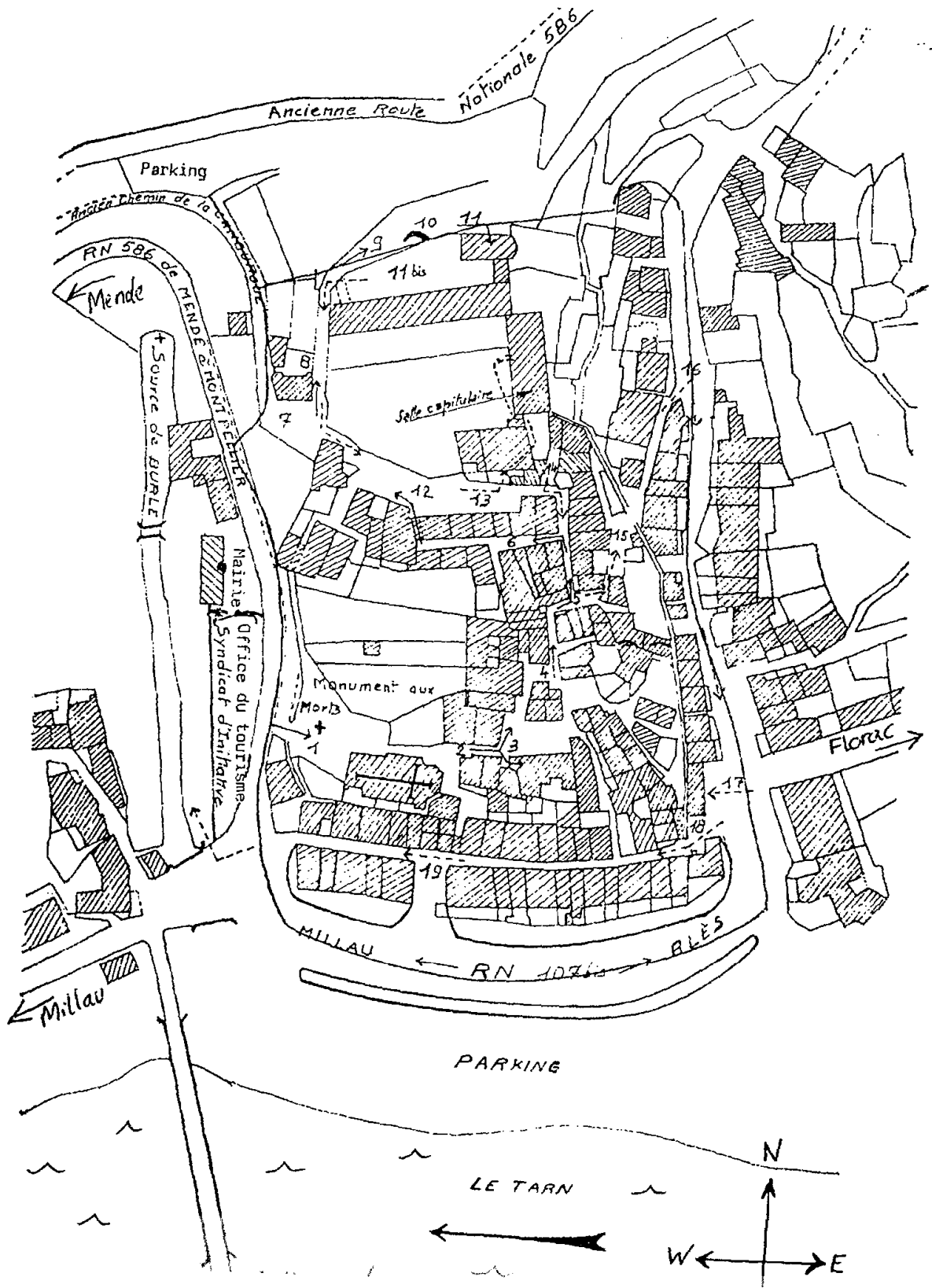
1. Walk around the village and mark on the base map (see Map 1) and the recording sheet (Recording sheet 1) all the shops. You will need to distinguish between:
 - ❖ Tourist shops and facilities. (e.g. souvenir shops, restaurants)
 - ❖ Non-tourist shops or facilities that primarily serve the local population (e.g. insurance companies, doctors, pharmacy).
 - ❖ Shops catering for both groups (e.g. Cafes, food shop, garage)
2. Carry out an environmental quality survey at the points marked on your map. Also note down any other evidence of tourist impact on the village and locate these on your map. Things to look out for could be litter, affects on the river channel etc.

TASK THREE: TO ASSESS WHERE VISITORS TO STE. ENIMIE HAVE COME FROM.

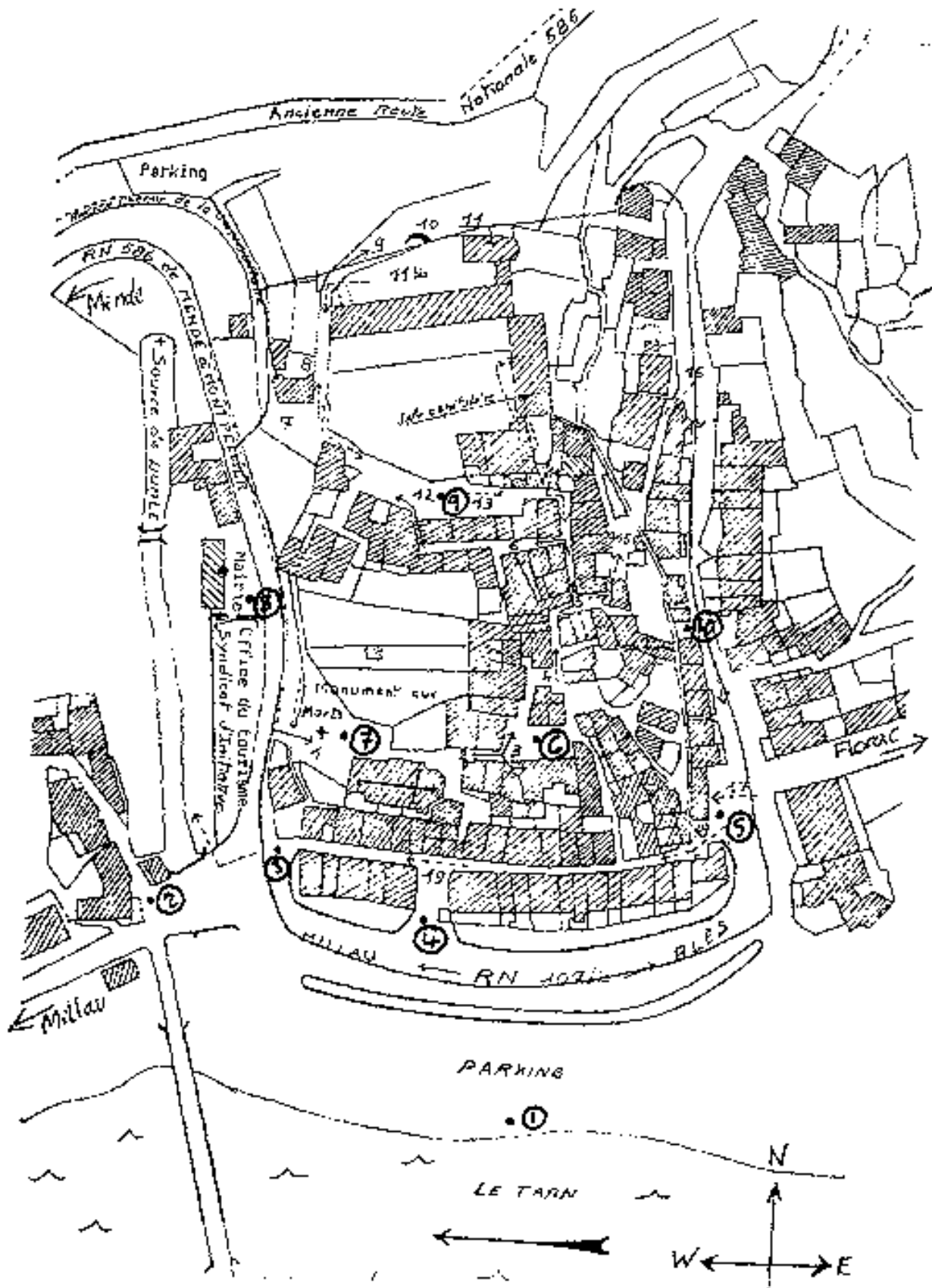
1. A car park survey should be carried out. Count the vehicles present, identifying and noting down the department codes (the last two digits on the French licence plate). These give a good indication of where people come from in France, as unlike in the UK, a personalised number plate is not permitted and a number plate must be changed when someone moves to a new department. Record any foreign numbers by the sticker or the letters on EU number plates. ***WARNING In France, learner and people who have recently passed there tests must carry an A sticker on the back of the car. DO NOT RECORD THESE AS FOREIGN NUMBERS (Austria or Australia!!).***
Also count the number of empty spaces – this will give an indication of the “car parking provision”.
2. Estimate the number of people who are visiting Ste. Enimie today. This can be done by taking an average of 2 people per car and 30 people per coach.
2. Carry out a Questionnaire Survey (see Questionnaire 1A & 1B). Try to obtain a similar number of local residents and tourists. The answers from the tourists will be used in Task Three.

Please note that in recent years it has become increasingly difficult to get locals to answer the questionnaire. Advise students of this and discuss how this problem may have arisen and be overcome!

Map 1 Base Map Ste. Enimie



Map 2 Environmental Quality Sample Points



ENVIRONMENTAL QUALITY SURVEY

Use this table to record your scores for each of the following factors. A low score indicates a low quality e.g. Lots of litter would score a 0 or 1. Very clean would be 9 or 10.

SITE NUMBER	LITTER 0 - 10	NOISE 0 -10	ATTRACTIVE 0 -10	BUSY 0 -10	HISTORIC 0 -10	TOTAL
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

What makes the village appealing?

What spoils its character?

Is litter a problem in Ste. Enimie? What measures have been taken to combat litter?

Car Park Survey

Department Number	Tally	Department Number	Tally	Department Number	Tally
01		41		81	
02		42		82	
03		43		83	
04		44		84	
05		45		85	
06		46		86	
07		47		87	
08		See below		88	
09		49		89	
10		50		90	
11		51		91	
12		52		92	
13		53		93	
14		54		94	
15		55		95	
16		56		2A	
17		57		2B	
18		58		Countries	
19		59		D	
20		60		GB	
21		61		B	
22		62		NL	
23		63		E	
24		64		I	
25		65			
26		66			
27		67			
28		68			
29		69			
30		70			
31		71			
32		72			
33		73			
34		74			
35		75			
36		76			
37		77			
38		78			
39		79			
40		80			
48					

DATA PROCESSING AND ANALYSIS

TASK ONE: TO INVESTIGATE THE REASONS FOR THE DEVELOPMENT OF STE. ENIMIE AS A TOURIST HONEYPOT SITE - consider the following comments:

- The location of Ste. Enimie within the Gorges du Tarn has obviously increased its attraction to tourists. In the past its function as a bridging point for transhumance led to the establishment of the early settlement.
- Whilst the location within the Gorges du Tarn has influenced Ste. Enimie, its poor accessibility has meant that it does not have a desirable market location. This has meant that that Ste Enimie has remained small and old fashioned. Its character, traditional buildings and “quaintness” has secured its success as a tourist site.
- People are increasingly seeking antiquity; searching for a glimpse into a more romantic past. Ste Enimie has been incredibly well maintained/restored.
- Other factors worth considering are:
 - Water supply for the settlement.
 - Shelter from a harsh climate (related to aspect, altitude).
 - Employment prospects within the area
 - Relief (e.g. flatter land in the valley bottom) provides room for growth.
 - Availability of building materials (related to geology).
 - Availability of fuel.
 - Access to food supplies.

TASK TWO: TO EXAMINE THE IMPACTS THAT TOURISM HAS BROUGHT TO STE. ENIMIE.

- Your base map and recording sheet of should clearly show the service provision for both tourists and non-tourists. Count the number of shops/facilities in each category. Either display this information in the form of a pie chart or bar chart.
 - How do the numbers of tourist services compare to the number of local services?
 - Is there any pattern to the distribution of services (from the map)?
- Calculate your total Environmental Scores Total for each survey point. This information can be displayed or analysed in a number of ways.
 - Plotted on the map and draw isolines on the data.
 - Scattergraph of scores against distance from the car park.
 - Composite bar graph of the different sites.
- Collate the questionnaire results. What were the feelings from both locals and residents about Ste. Enimie?

Task Three: To assess where visitors to Ste. Enimie have come from.

- From the list of department registration codes in Appendix 3, identify the numbers and home location of vehicles in the car parks. Draw a choropleth (shaded) map to show this information on the base map of France in Appendix 3. Take care when producing categories. Produce a pie chart that shows the proportion of local vehicles (i.e. from the Lozère Departement), the proportion of vehicles from adjacent departements, those from the rest of France and foreign vehicles.
- From your questionnaire data, consider why people have come to Ste. Enimie and for how long.
 - Are most visitors 'day trippers' or are they staying in the area?
 - Why are people visiting Ste. Enimie?
- Using the results from your fieldwork and your own opinions, list and prioritise the main advantages and disadvantages of tourism for the community of Ste. Enimie. You should assess the affect tourism has had on the following areas, quoting examples and giving evidence where possible:
 - **Income/prosperity** - for example has tourism in the village increased or decreased the prosperity of the local community? Does the population display signs of material wealth (quality of local's cars, clothes, housing)? Are there any signs of decay/neglect, if so to what extent?
 - **Service provision** - for example is the range/quality of services in the village suitable for the local (rural) population's needs?
 - **Employment opportunities** - for example are the majority of the active population in work? Were there any signs of unemployment (e.g. people of employable age 'hanging around')? Are most businesses tourism related?

- **Traffic** - for example is traffic congestion a problem? Coaches are regular visitors to this village, are the roads suitable? Could parking be a problem for locals?
- **Privacy/personal space** - for example what is the distance of the majority of housing from tourist shops/routes? Is the majority of the accommodation separated from the street e.g. by a garden?
- **Housing quality** - for example is the quality of the housing high? Are there any signs of decay?
- **Community spirit** - for example are there any social facilities or open spaces that are aimed at local use
- **River** - for example has the river channel been altered for water sports? In what way? What effect might the tarmacing of the riverbank to provide a car park have?

TASK FOUR: MANAGEMENT STRATEGIES.

TO DESIGN MANAGEMENT STRATEGIES TO ALLEVIATE THE PROBLEMS AT STE. ENIMIE AND DEVELOP THE VILLAGE FOR THE FUTURE.

- Within your work groups, you need to devise a management strategy to alleviate any problems that you have identified at Ste. Enimie. Your strategy should enable Ste. Enimie to achieve a balance between maximising tourist potential and ensuring visitor enjoyment and protection of the site's character and the interests of the local community. A table lists some management options that could be used to balance usage and capacity of the village.
- You will need to prepare a presentation of no more than 5 minutes. After all the presentations have been heard, the group (as a whole) should discuss the merits and pitfalls for each and then agree on the scheme most likely to satisfy the needs of Ste. Enimie in the future.
- Management at Ste. Enimie aims to maximise the tourist potential of the village whilst protecting it from deterioration. The aim is to bring revenue to the commune, not just private individuals, in order to meet communal costs such as litter collection, information etc. You need to consider how this revenue could be raised.
- If the site's carrying capacity is exceeded the implication is that management is not effective. If the carrying capacity is not exceeded and the site is under-utilised, this can also imply ineffective management.
- Produce a list of tactics to achieve this balance. Put these in order of priority.
- Annotate a neat copy of the base map to illustrate how and where these general tactics should be put into practice. Aim to solve/alleviate any problems you have identified in your fieldwork or through other sources i.e. relating to visitor impact, pressure and management issues.
- Some points you may wish to consider are listed below:
 - **Perceptual Capacity** – or the “carrying capacity”. Every tourist site has a carrying capacity, i.e. an ability to absorb a level of use without significant detriment to its character. If this level of use is exceeded then deterioration of the site will occur and/or enjoyment of the site will be significantly impaired. Do you feel that Ste. Enimie could hold more people? To what extent does the seasonal nature of tourism influence the vitality of Ste. Enimie?
 - **The possible advantages of tourism** – including the influx of money into the town (along with jobs), concentrates tourism in the national park and makes it more manageable, prevents decay of a historical town, and might prevent further out-migration.
 - **The possible disadvantages of tourism** – the seasonal nature of tourism means that town is overcrowded in summer and deserted in winter. The locals may be prevented from accessing the services they need/desire if the service would spoil the character of the town, and the success of tourism (narrow economic base).

OPTIONS FOR BALANCING THE USAGE AND CAPACITY OF A SITE.

QUESTION: Is the Carrying Capacity Being Exceeded?

YES			Factors influencing use and capacity	NO		
Major policy decision	Strategy	Tactic		Major policy decision	Strategy	Tactic
reduce visitor numbers	reduce attraction of site (permanently or seasonally) increase attraction of alternative tourist sites in the area	discourage access reduce on-site provision develop/advertise new or existing sites	seasonal/daily patterns land/capital available publicity/notices charging policy views of the local community	maintain status quo	maintain capacity of site maintain visitor numbers	protect site character maintain quality and number of facilities advertise in the same media
raise capacity	modify distribution of people increase capacity of site	dispersal/concentration increase on-site provision increase capacity of infrastructure	exclusivity accessibility provision of facilities and other attractions car parking/traffic management interest groups	increase visitor numbers	increase attraction of site (permanently or seasonally)	barriers once numbers are reached encourage access increase on-site provision advertise the site

APPENDIX 1A: QUESTIONNAIRE (FRENCH VERSION).

Bonjour Monsieur/Madame. Je suis étudiant(e) Britannique et je fais une enquête géographique sur le tourisme à Ste. Enemie. Auriez-vous la gentillesse de répondre à quelques questions?

A) Pour L'Habitants:

1. Habitez-vous á Ste. Enemie? Oui Non(if non, go to Part B)

Si oui, depuis combien de temps y habitez-vous? années

2. Quel sont les changements qui ont eu lieu depuis que vous habitez ici?

.....
.....

3. Les considerez-vous bons ou mauvais pour votre ville?

.....
.....

B) Pour Les Touristes:

1. Séjournez-vous à Ste. Enemie? Oui Non

Si non, d'où venez-vous aujourd'hui?

C'est loin d'ici? Combien de kilomètres?

2. Pourquoi êtes-vous ici aujourd'hui?

.....
.....

3. Voudriez vous voir des changements, soit pour encourager, soit pour décourager les touristes ici? Lesquels?

.....
.....

MERCI BIEN POUR VOTRE CO-OPERATION

APPENDIX 1B: QUESTIONNAIRE (ENGLISH VERSION).

I am a student from Great Britain doing a study on tourism in Ste. Enimie. I would be most grateful if you would spare a few minutes to reply to these questions.

A) For A Local Resident:

1. Do you live in Ste. Enimie? Yes No(if no, go to Part B)

If yes, how long have you lived in Ste. Enimie? years

2. What changes have taken place since you have lived here?

.....
.....

3. Do you think these changes are good or bad for the community?

.....
.....

B) For A Tourist:

1. Are you staying in Ste. Enimie? Yes No

If no, where have you come from today?

How far is that? How many kilometres?

2. Why have you come to Ste. Enimie today?

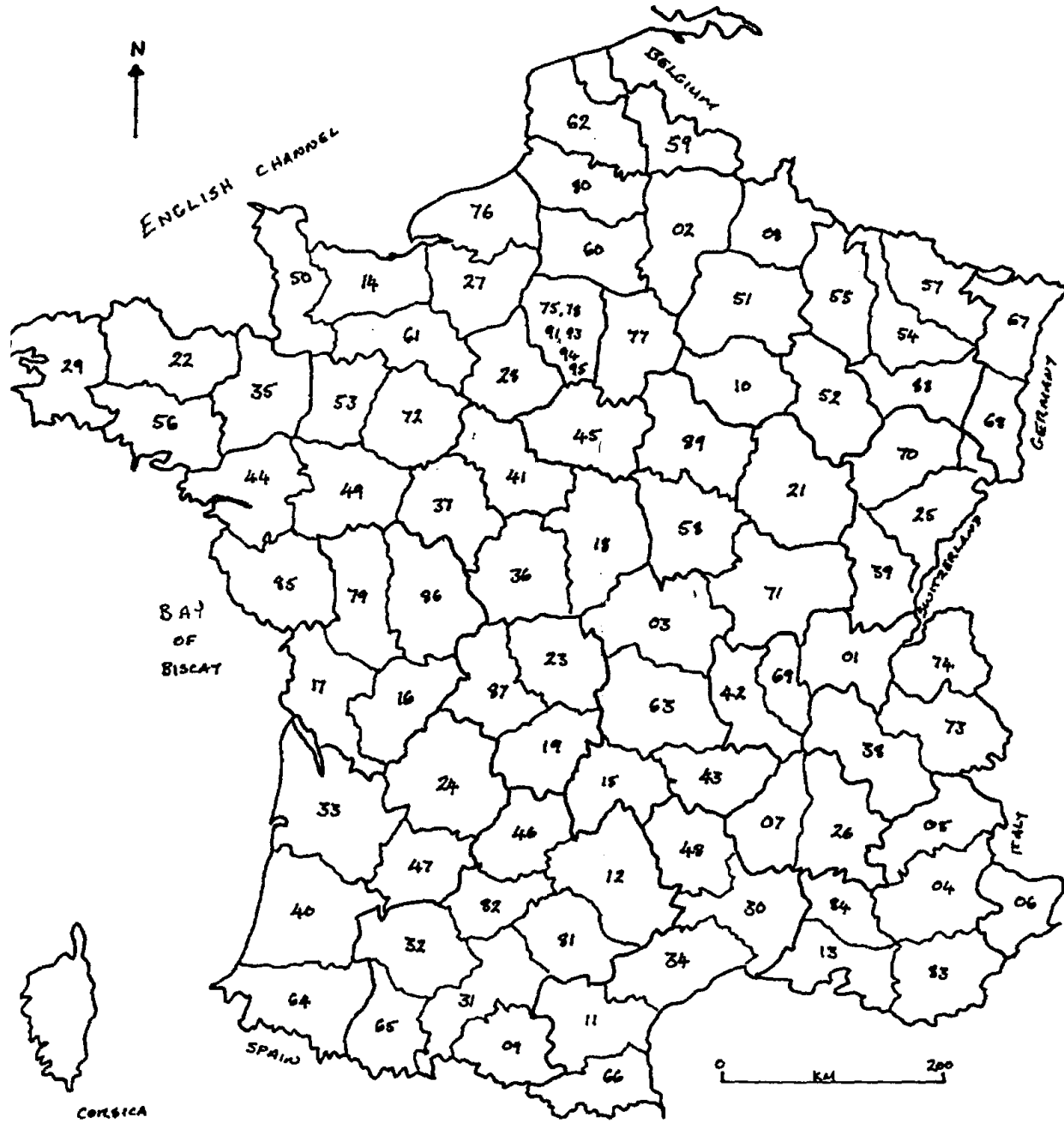
.....
.....

3. Would you like to see any changes, either to encourage or discourage more tourists?

.....
.....

THANK YOU VERY MUCH FOR YOUR CO-OPERATION

APPENDIX 2: BASE MAP OF FRANCE (SHOWING THE DEPARTEMENTS).



APPENDIX 3: FRENCH “DEPARTEMENT” CODES.

1	Ain	32	Gers	64	Pyrenees-Atlantique
2	Aisne	33	Gironde	65	Pyrenees (Hautes)
3	Allier	34	Herault	66	Pyrenees-Orientales
4	Alpes-de-Haute Provence	35	Ille-et-Villaine	67	Rhin (Bas)
5	Alpes (Hautes-)	36	Indre	68	Rhin (Haut)
6	Alpes- Maritimes	37	Indre-et-Loire	69	Rhone
7	<i>Ardeche</i>	38	Isere	70	Saone (Haute)
8	Ardennes	39	Jura	71	Saone-et-Loire
9	Ariege	40	Landes	72	Sarthe
10	Aube	41	Loire-et-Cher	73	Savoie
11	Aude	42	Loire	74	Savoie (Haute)
12	<i>Aveyron</i>	43	<i>Loire (Haute-)</i>	75	Paris
13	Bouches-du-Rhones	44	Loire-Atlantique	76	Seine-Maritime
14	Calvados	45	Loiret	77	Seine-et-Marne
15	<i>Cantal</i>	46	Lot	78	Yvelines
16	Charente	47	Lot-et-Garon	79	Deux-Sevres
17	Charente-Maritime	48	Lozère	80	Somme
18	Cher	49	Maine-et-Loire	81	Tarn
19	Correze	50	Manche	82	Tarn-et-Garonne
2A	Corse du Sud	51	Marne	83	Var
2B	Haute-Corse	52	Marne (Haute)	84	Vaucluse
21	Cote-d’Or	53	Mayenne	85	Vendee
22	Cotes-d’Armor	54	Meurthe-et-Moselle	86	Vienne
23	Creuse	55	Meuse	87	Vienne (Haute)
24	Dordogne	56	Morbihan	88	Vosges
25	Doubs	57	Moselle	89	Yonne
26	Drome	58	Nievre	90	Belfort (Territoire de)
27	Eure	59	Nord	91	Essonne
28	Eure-et-Loir	60	Oise	92	Hauts-de-Seine
29	Finistere	61	Orne	93	Seine-St-Denis
30	<i>Gard</i>	62	Pas-de-Calais	94	Val-de-Marne
31	Garonne (Haute-)	63	Puy-de-Dome	95	Val-d’Oise
Foreign Cars					
D	Germany	I	Italy	DK	Denmark
GB	United Kingdom	E	Spain		
B	Belgium	CH	Switzerland		
NL	Netherlands	P	Portugal		
L	Luxembourg	A	Austria		

- ✓ The local Departement is Lozere, indicated in **bold** type (number 48)
- ✓ The Departements adjacent to Lozere are indicated in *italics* (e.g. Gard – 30)

FORMATION OF AVEN ARMAND

As water drains through the cracks in the rock it gradually dissolves the limestone. Down cutting by the River Jonte causes the water table to fall. As increasingly large fissures appear in the rock, it disintegrates forming an underground cavern. Eventually chimneys form to link the cavern with the surface.

