



ALTERID
INGÉNIERIE & DÉVELOPPEMENT

Presentation



P R E S E N T I A T I O N

Alter ID is

- A strong commitment in favour of a **responsible tourism**
- A **sensitive and ethical approach** of territorial marketing
- The will **to value**, on the long term, **the potential of the territories** and to hold the impacts of tourism on those same territories

Goals

- Put our *savoir-faire* and our **knowledge in service of the territories** and meet their needs concerning their plans of touristic development
- **Make it easier for councils and companies to make decisions** and act towards local and touristic development
- **Offer ad hoc tools for the optimization and attractiveness** of territories development, bring an added value to the resources, the customs and the *savoir-faire*

An approach based on

- **Participative processes** "in the field" (consulting, meeting, co-production) to favour the emergence of innovation and new territorial dynamics
- A **differentiated approach**, adapted to each assignement
- A **permanent monitoring** and a **precise knowledge** of market trends and touristic clientele
- A **strategy of partnership and networks** for a better efficiency on territories ; combination of complementary skills (mapping, urban planning, architecture, environment, communication...)



S E R V I C E S

Consulting and training skills

CONSULTING AND ENGINEERING

* Strategic assessments of sustainable touristic development

- ⇒ site or territory diagnosis
- ⇒ creation of strategies for touristic development (schemes, plans...)

* Market research and strategies of territorial marketing

- ⇒ research on positioning and image
- ⇒ enquiries and clientele research, marketing plan

* Operational studies on development and management of touristic sites

- ⇒ research on the opportunities and on the feasibility of touristic projects, positioning audit
- ⇒ from the diagnosis to the implementation of multi-year action plans

* Missions of assesment

- ⇒ policies and sustainable touristic projects
- ⇒ organisation of the territories and of the stakeholders

TRAINING AND ACCOMPANYING

* Mission of accompanying and helping for the mastering of the assignement

- ⇒ define the strategies and the projects
- ⇒ audit to settle the commercial approach

* Professionnal training

- ⇒ marketing, communication, quality approach
- ⇒ networking of stakeholders, environmental management



S E R V I C E S

Various fields of intervention

* A large variety of customers

- ⇒ local authorities, public institutions, devolved administrative services...
- ⇒ local projects : Communities of Municipalities, Pays (Voynet Law), tourism committees...
- ⇒ Associations/companies : Tourist Offices, groups of professionals...

* All kind of territories

- ⇒ rural areas
- ⇒ seaside
- ⇒ highland and mountain
- ⇒ National and Regional Nature Parks, and popular touristic centers

* In the touristic field

- ⇒ nature (discovery, soft travelling, outdoor activities)
- ⇒ heritage and terroir (natural and cultural heritage, agritourisme)
- ⇒ aquatic activities
- ⇒ accomodation

Marlène SCHMITT

★ Employment

Since January 2006 – **Tourism Consulting**

Alter ID (SARL/ limited liability company) Director/ Manager, Saint-Saturnin-les-Avignon (Vaucluse)

2005 – **Tourism planner**

Geosystème Consulting, Avignon (Vaucluse)

2003 / 2004 – **Territory and tourism coordinator**

Syndicat Mixte of the Sorèze Abbey-School and Sorèze Tourist Office (Tarn)

★ Education and training

MBA Tourism: Management and new information technologies.

University of Avignon

Master in French Literature

University of Toulouse/ Cadiz (Spain)

Languages : spanish (fluent), english

★ Involved in an association

President of ACTES : Association of the MBA Tourism students, Avignon

Development of projects to help networking between students, teachers and professionals, and to promote the MBA in the field of tourism.

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N E T W O R K

The creation of a privileged network : GAME

Driven by a **spirit of partnership** and a **network culture**, Alter ID joined with other consulting companies to offer a platform for complementary expertises : **"GAME"** (the greek term for "Union"). The team gathers its points of view and combines its **specific skills** for a custom-made service that will meet your needs on territories :

- ★ **GéoSystème**, Laurent Arcuset
- ★ **Alter ID**
- ★ **MaHoc**, Luc Deschamps
- ★ **Ethicalia**, Julia Lignères and Isabelle de Montrichard

The team thus formed shares **common values** based on partnership and responsibilities, and is committed to a **sustainable development of tourism** on the territories.

The combination of complementary skills

In order **to perfectly meet the needs** of the local authorities, Alter ID joins with agencies offering complementary skills : architecture, environment, mapping, communication...

- ★ **Adproxima** : Web, creativity and marketing (A. Devigne)
- ★ **Agence Paysages** : landscape architecture, urban planning, architecture (S. Giorgis)
- ★ **Armelle Brès** : creation of tools for understanding and valorisation of the heritage
- ★ **Carto-Graphic** : geomatics and mapping (Gabriel Barneaud)
- ★ **Erable** : consulting in soft mobility, regional branch of the AFVVV (Sylvie Palpant)
- ★ **INCA** : architecture and design agency (Gilles Marty)
- ★ **Serge Poujol** : Semelles au Vent agency, mountain guide



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