

Best practice 26: Ornans, a city in an obvious cultural network, France.

Scale: Regional

Stage of tourism development: Beginning

Main objective: Urban and Regional development/ Destination promotion.

Categories of effects:

Effects on urban governance

- Cultural tourism strategy
- Sustainable partnerships
- Regional cooperation
- Networks of cities

Effects on quality of life

- Cultural practices and representations
- Urban economies

Ornans is a city of 4 000 inhabitants, located in the French Region of Franche-Comté (on the Swiss border), 30 km from Besançon, the regional capital. Ornans is the birth-place of the French pre-impressionist painter Gustave Courbet and one can visit a small and oldish museum showing his house and a few paintings by him: his major paintings are at the Orsay Museum in Paris and in the Beaux-Arts Museum in Besançon. The Ornans Museum belongs to the General Council of Doubs (*hereafter GCD*), the county around Ornans and Besançon. The GCD is willing to modernize and extend the Courbet Museum in Ornans, which involves significant changes in the little city: town-planning in the city centre, traffic and car parks, creation of SMEs (shops, restaurants, hotel...). For Ornans, the extension of the Courbet museum is involving a complete new development of the city, oriented towards tourism and cultural activities, with many changes in terms of real-estate, urban landscaping and expected economic impacts. At the level of CGD, the initiative on the Ornans Museum dedicated to Courbet seemed incomplete: as a matter of fact, Courbet had been doing paintings of many places in the Doubs (sceneries, local people, local events...); therefore, the GCD has decided to make a parallel development of some other Courbet places. This includes special exhibitions in the Beaux-Arts Museum in Besançon, the transformation of the House of Courbet in the small village of Flagey into a place of visit (Courbet has made a few famous paintings in Flagey), and a special permanent exhibition next to Les Sources de la Loue (the magnificent landscape of the headwaters of the River Loue). Therefore, Ornans is now becoming the head of an obvious local network under the auspices of Courbet, in between the big city of Besançon, the village of Flagey and the beauty-spot of Source de la Loue. A Courbet Route should link all these places. In other words, a strong cultural project is driving the future development of this small city of Franche Comté; it will remain sustainable if it works closely with the other sites and it will succeed if all the necessary accompanying steps (mentioned above) are taken.

Source: COC

Links:

<http://www.pays-ornans.com/>

<http://www.tourisme.fr/office-de-tourisme/ornans.htm>