

## 1. Identity

<b>FAMILY NAME :</b>	GUYOT
<b>First name :</b>	Chantal
<b>Date and location of birth :</b>	11 July 1959 at S t Etienne (France).....
<b>Nationality :</b>	French.....
<b>Civil status:</b>	married 3 childs
<b>Address:</b>	13 rue Lucien Cozon 69630 CHAPONOST FRANCE
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## 2. Education :

Institution :	Agronomic National Institute PARIS GRIGNON
Degree: title (year)	Agricultural Engineer (Level of this diploma : 5 studies'years after the "bac") Specialisation in agricultural and rural development 1983

Institution :	Training centers
Degree: title (year)	Continuous training in human resources, project management, marketing

Institution :	Lycée Saint LOUIS St Etienne
Degree: title (year)	graduated (Baccalauréat option "C" (mathematics and physics) 1977

## 3. Languages : (Mark 1 to 5 for competence, where 5 is the highest)

*[Indicate all your known languages, including your mother tongue]*

Language	Passive	Spoken	Written
French	Mother tongue		
English	4	4	4
German	1	1	0

## 4. Speciality:

Consultant in Rural Tourism, agri-tourism, sustainable Tourism

## 5. Functions and Key qualifications:

- **2010 – 2002**  
**creation of TER'avenir, business consultancy in tourist ingeniery, specialized in rural tourism, sustainable tourism**

### **Main areas of expertise**

Diagnosis of territory and development of strategies for local développement  
Opportunity study and economic feasibility for tourist activities (rural accommodation, cultural activities like museum...)  
Diagnosis and repositioning of activities  
Step quality, labelling, charter of ethics, structuring of network actors  
Strategy of organization of structures  
Strategy of communication, strategy marketing, Management of the customer relationship  
Development of interdependent tourism projects, alternative rural activities.

### **Means of intervention**

Studies, mission  
Formation and animation of groups of professionals  
Training, organisation of séminar

### **Working in regular network with TAM'S Consultant**

### **Very good control of data processing**

word, excel, access, powerpoint, pdf, outlook, internet and specifical software in tourism

## **2001-1988 :**

### **A large experience among the first European network in rural tourism - Gites de FRANCE**

Director of two tourist organizations "Gites de France Green Tourism " Country holidays Rhone-Alps and Rhone department  
Team management of 12 people  
Follow-up of projects of development (for Gites de France and Bienvenue à la Ferme)  
Actions of promotion, management of a booking service .  
Involved in different national groups in rural and agricultural tourism, for example creation of educational visits in farm, criteria for B&B, creation of web site, evolution of our booking service ...

## **1988 - 1983:**

### **A large experience among agriculture**

1987-1985 : Economic Engineer for the Chamber of Agriculture Rhône (Departments of economy and development)  
1985-1983 : Development Engineer for the Chamber of Agriculture Rhône (Departments of agriculture and development)

## 6 Specific experience in developing countries:

[Recent experience first, and add lines if necessary]

Country	Date : from (months/year) to (months/year)	Description of the projects (title, company, financing institution, your position...)
<b>Burkina Faso</b>	<b>Since 2002</b>	Creation and management of an association of "sustainable – responsible" tourism. Experience carried out in an associative voluntary commitment
<b>Maroc</b>	<b>1999</b> <b>2008 - 2010</b>	assistance for the creation of a hiking lodging in the Moroccan Upper Atlas Assistance for développing tourism in Tafraout area (Maroc)
<b>Nepal</b>	<b>Since 2000</b>	Follow-up of a project of school in a village. Management of an association.
<b>India</b>	<b>1982 - 1985</b>	Follow-up of projects of development in connection with ungovernmental organizations. Training course in an experimental farmhouse at Manamadurai.

## 7. Professional experience :

Some type of missions.

<b>Date :</b>	<b>2008 2010</b>
<b>Location (Country-City)</b>	<b>Maroc - Tafraout</b>
Employer	Conseil Général Isère 38- Coopération action with Sous Massa Draa
Position	Consultant
Services description	Total diagnosis of the tourist offers of the territory , with the local actors. Stratégies of development- Recommendations about local organisation. Elaboration of the masterplan. Financing institution : Conseil Général
<b>Date :</b>	<b>2009</b>
<b>Location (Country-City)</b>	<b>France Rhône-Alpes Ardèche</b>
Employer	Pays Ardèche Méridionale
Position	Consultant Project leader with TAM'S
Services description	PLAN TOURISM ADAPTS COUNTRY SOUTHERN ARDÈCHE Within the framework of the CDRA elaboration of a plan of development of a tourism adapted - for all Target children family, public in situation of handicap...- Financing institution : Région Rhône-Alpes - Pays
<b>Date :</b>	<b>2008-2010</b>
<b>Location (Country-City)</b>	<b>France Rhône-Alpes</b>
Employer	Parc Naturels Régionaux Rhône-Alpes
Position	Consultant – associated with TAMS
Services description	ACTION PLAN AROUND THE MARK(BRAND) PARK IN RHÔNE-ALPS Analysis about mark, position in the market, benchmarking Analysis in each PNR Synthesis and elaboration of a common position Elaboration of criteria and indicators for the Mark Parc PNR Definition of a strategy of marketing for Rhône-Alps parks Audit of all prestations in all PNR. Financing institution : Région Rhône-Alpes

<b>Date :</b>	<b>2009</b>
<b>Location (Country-City)</b>	<b>France Savoie</b>
Employer	Commune de St Michel de Maurienne
Position	Consultant – associated with TAMS
Services description	Espace Alu museum of Aluminium in the alpine valley Bench marking, analysis of the situation Identification about places and products Marketing position Business plan
<b>Date :</b>	<b>2007</b>
<b>Location (Country-City)</b>	<b>France Ardèche</b>
Employer	Ardèche Loisirs et patrimoine
Position	Consultant – associated
Services description	audit of 30 museums and sites cultural, development of a quality plan for these sites, strategies of development, actions plan, training plan Financing institution : Conseil Général

## **8. Other information**

Local councillor since 2008 (involved in culture, social, and Decentralized cooperation)

Important voluntary associative commitment

- Burkina Faso : La Case d'Alidou association of sustainable tourism (creator and vice president)
- Nepal : support to a school in a village (president)
- Collective Of development in Rhone-Alps CADR : members of the network DéPart , group of associations
- Member, and follow-up of network ATES , group interdependent and responsible tourism, member of the board of directors.
- "House for Youth and Culture Chaponost " : president of the Board team (2005-2008)
- Have been president of the association "ARTISANS DU MONDE LYON -Craftsmen of the World"