

Schweizer Alpen-Club SAC
Club Alpin Suisse
Club Alpino Svizzero
Club Alpin Svizzer



2864 m ü. Lärm
erlebst du die Stille der Berge.

Awarded mountain tourism

Labels for sustainable
mountain destinations

Goals

- 1) Overview and comparison of existing labels at the level of destinations
- 2) Short presentation of 2-3 labels: Gewässerperlen plus, Mountaineering Villages, UNESCO world heritage
- 3) Critical reflection and discussion on the possibilities and limits of labels

Program

- | | |
|---|-------------------|
| 1) Overview | 10' |
| 2) „Gewässerperlen plus“, Fadri Guidon, President of the municipality of Bever, | 10' |
| 3) Mountaineering villages, Philippe Wäger, Swiss Alpine Club SAC | 10' |
| 4) UNESCO World Heritage Swiss Alps Jungfrau-Aletsch, Hans-Christian Leiggener,
Director UNESCO World Heritage Swiss Alps Jungfrau-Aletsch | 10' |
| 5) Workshop / Discussion, all the participants | 40' (incl. break) |
| 6) Wrap up and closure | 5' |

But first: choose you corner!

Mother tongue?

1 (Swiss) German

2 Italien

3 French

4 Other

Link to Alpweek?

- 1 Work in an NGO
- 2 Work at state administration
- 3 Do Research
- 4 Other

How often been to Brig?

- 1 Live here
- 2 Almost every year
- 3 Visited before
- 4 What the ... is Brig?

Overview



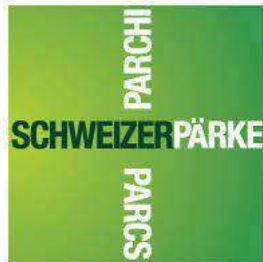
BERGSTEIGER
DÖRFER



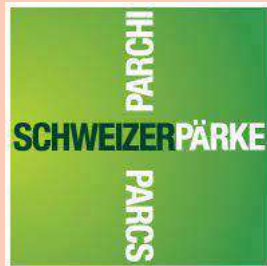
Sustainability labels for tourism service providers



Sustainability labels for destinations



Sustainability labels for destinations



TourCert



Internationally recognized consultancy and certification system with a label for sustainability and corporate responsibility in tourism.

Demands a sustainability report with adequate preliminary analyses of the current situation and a continuous improvement plan.

Certification duration: 3 years



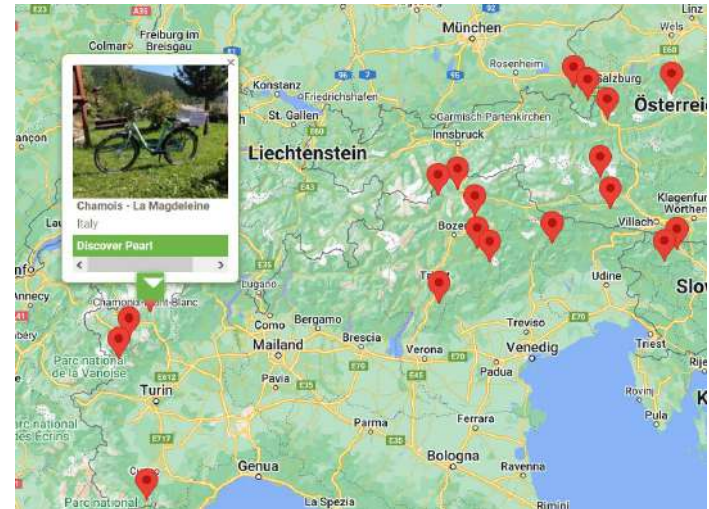
Alpine Pearls – Holidays in Eco-Motion

Cooperation of tourist resorts and destinations in the Alps

Vacation with mobility guarantee without car

Promotion of traffic-calmed areas with high quality of stay for pedestrians

Sustainable mobility and climate protection



Swiss Parks



The label is valid for 10 years, after which the park management must apply for a new one.

The label «Park of National Importance» guarantees:

- the preservation and care of the natural and cultural landscapes in the park
- the park's long-term financial and spatial viability
- a basic-democratic (grass roots) legitimisation
- a professional management



Gewässerperlen plus

Mountaineering villages

UNESCO World Heritage Swiss Alps Jungfrau-Aletsch

Workshop / discussion

Group Discussion

4 groups

1 common question and 2-3 group-specific questions

15 min Discussion

25 min

Group 1 (focus: authenticity, green-washing?)

- What are advantages and disadvantages of Labels? (common question)
- How can a label be more than only a marketing / selling factor?
- How important are transparent criteria and independent evaluation process?
- Are smaller destinations excluded due to high certification cost?

Group 2 (focus: Touristic Positioning)

- What are advantages and disadvantages of Labels? (common question)
- Do Labels help for a clear positioning?
- Can there also be too many destinations awarded with a label, with negative impact for the single destinations?
- How can a destination position itself as sustainable without label?

Hans-Christian Leiggener

Group 3 (transition)

- What are advantages and disadvantages of Labels? (common question)
- Which links can you make to other topics dealt with during Alpweek
- Positive and negative side effects of Labels?
- What role could Labels play in relation to Alps in Transition?

Philippe Wäger (→ Italienisch)

Group 4 online (carte blanche)

- What are advantages and disadvantages of Labels? (common question)
- ...



3901 m ü. Präsentation
danken wir für Ihr Interesse.

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Possible questions

- What role could Labels play in relation to Alps in Transition?
- What are advantages and disadvantages of Labels?
- Do Labels help for a clear positioning?
- How important are transparent criteria and evaluation process?
- How can a label be more than only a marketing / selling factor?
- Are smaller destinations excluded due to high certification cost?
- Can there also be too many destinations awarded with a label, with negative impact for the single destinations?

Workshop / Discussion

- Are labels necessary for a sustainable orientation in mountain tourism?
- What role could labels play in relation to Alps in Transition?

Advantages and disadvantages:

- A certification with a label is associated with cost? Does it also lead to direct profit for the destination? Is a label a marketing factor and an important selling point?
- What are the side effects of certification with a sustainability label? Positives and negatives?

Credibility / Transparency

- Are the certification criteria and conditions published?
- Are independent and regular controls carried out?
- Is the certification process accompanied and linked to the achievement of goals?
- How long is a certification valid?

....

Swisstainable

It is not another certification process. This label has the intention to provide guidance through the label jungle. In the longer term, destinations should also be able to obtain this label.

The 3 levels at a glance



Level III – leading

Level III businesses have a comprehensive, recognised sustainability credential that covers all dimensions of sustainability and is regularly audited by third parties.



Level II – engaged

Level II businesses are committed to sustainable business management and ongoing further development in sustainability. In addition, these businesses have a recognised credential in at least one sustainability dimension.



Level I – committed

Level I businesses commit to sustainable business management and to further developing their business continuously towards sustainability.



Overview cost labels level destinations



One-time **entrance fee** municipality/destination: € 10.000,-

Membership fees 2021:

- Individual municipalities: € 12.485,
- Destinations/holiday regions up to 500.000 overnight stays/year: € 18.727,
- Destinations/holiday regions with 500.001 to 1.000.000 overnight stays/year: € 22.473,
- Destinations/holiday regions from 1.000.001 overnight stays/year: € 24.970,-.



For Destination 2018:

Introductory costs: € 19.350.-

(Modules: Kick-off-Event, E-Learning, Initial meeting, Thematic workshops, Environmental inspection, Evaluation workshop, Strategy workshops, Intern audit, distance coaching)

Audit & Certification: € 4.500.-

Annual cost: € 4.050.-



Beschreibung	Nachhaltigkeit	Transparenz	Glaubwürdigkeit
<p>Zertifiziert Reiseveranstalter, Reisebüros, Beherbergungsbetrieben und Destinationen</p> <p>sektorspezifische Anforderungen für Datenerhebung und Zertifizierung. Zertifizierte Unternehmen und Destinationen führen ein CSR-Managementsystem ein.</p>	<p>Alle 3 Dimensionen und Kultur</p>	<p>Zertifizierungskriterien veröffentlicht</p>	<p>Unabhängige Prüfung vor Ort</p>
<p>Mobilitätsgarantie bei Reisen ohne eigenes Auto. Größtmöglicher Verzicht auf den Individualverkehr Förderung von verkehrsberuhigten Bereichen mit hoher Aufenthaltsqualität für Fußgänger. Nachhaltige Mobilität sowie Klimaschutz für und im Tourismus.</p>	<p>Umwelt (klimafreundlicher Verkehr)</p>	<p>Zertifizierungskriterien veröffentlicht</p>	<p>Unabhängige Prüfung durch externe Firma.</p>





Beschreibung	Nachhaltigkeit	Transparenz	Glaubwürdigkeit
<p>Das Label «Park von nationaler Bedeutung» garantiert:</p> <ul style="list-style-type: none">• die Erhaltung und Pflege der Natur- und Kulturlandschaft im Park• die langfristige finanzielle und räumliche Sicherung des Parks• eine basisdemokratische Legitimierung• ein professionelles Management	Alle 3 Dimensionen und Kultur	Gesetzliche Anforderungen veröffentlicht	Evaluation der Charta der Betriebsphase (alle 10 Jahre)



Description	Sustainability	Transparenz	Glaubwürdigkeit
<p>Certifications to guarantee compliance with the principles of sustainability and continuous improvement</p> <p>a private, voluntary and independent certification system based on Global Sustainable Tourism Criteria (GSTC)</p>	<p>All 3 dimensions and cultur</p>	<p>Standards freizugänglich</p>	<p>Unabhängige Prüfung vor Ort</p>
<p>environmental certification and benchmarking programme for the travel and tourism industry</p> <p>Considers GSTC and is a GSTC-recognized certification system for businesses and destinations.</p>	<p>All 3 dimensions and cultur</p>	<p>Standards zugänglich nach Zahlung</p>	<p>Unabhängige Prüfung vor Ort</p>



The Alpina Gstaad

