



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 Leiggner,<br>Director UNESCO World Heritage Swiss Alps Jungfrau-Aletsch | 10'               |
| 5) Workshop / Discussion, all the participants   | 40' (incl. break) |
| 6) Wrap up and closure   | 5'                |

# Overview



# 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

Engadin  
Samnaun Val Müstair

Als erste der Schweiz wurden die Ferienregionen Engadin Scuol Zernez und Val Müstair als «Nachhaltiges Reiseziel» ausgezeichnet.

Mehr Informationen

NACHHALTIGES REISEZIEL

Die Tourismusdestination  
Engadin Scuol Zernez & Val Müstair  
vertreten durch  
Tourismus Engadin Scuol Samnaun Val Müstair AG  
erhält das Zertifikat „Nachhaltiges Reiseziel“

2022 – 2025

Die Organisation hat sich dazu verpflichtet, die ökologische, ökonomische und sozio-kulturelle Nachhaltigkeitsleistung der Destination kontinuierlich zu stärken. Dies erfolgt gemeinsam mit den touristischen Leistungsträgern in der Destination.

Marco A. Giraldo  
Marco Giraldo  
Geschäftsführender Gesellschafter TourCert gGmbH

**TourCert**  
Travel for Tomorrow

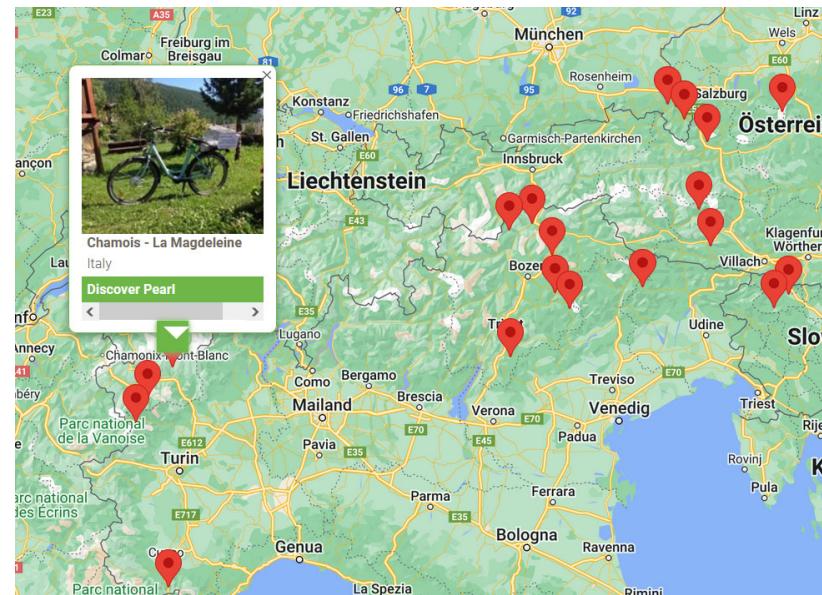
# Alpine Pearls – Holidays in Eco-Motion

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**

# Possible questions

- What role could Labels play in relation to Alps in Transition?
- Advantages and disadvantages of Labels
- Do Labels help for a clear positioning?
- How important is 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?
- ...



**3901 m ü. Präsentation**  
danken wir für Ihr Interesse.

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